

Acadia Edge Group

US Commercialization Catalyst

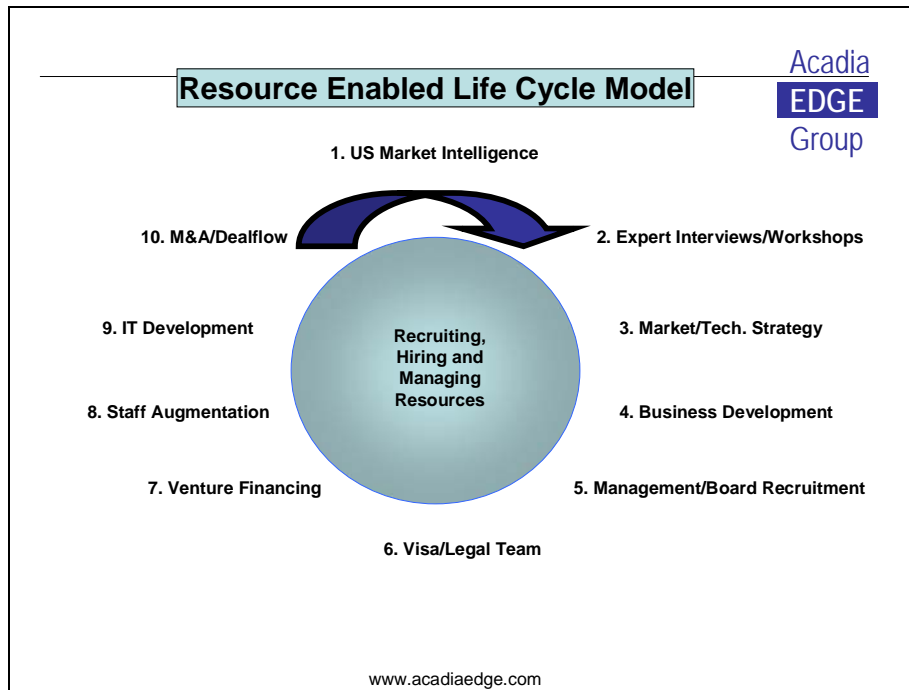
Helping International firms and investors access the North American Marketplace

October 2006

The Acadia Value

Located in Cambridge, USA, next to the MIT Sloan School of Management, Acadia Edge Group (AEG) is a cross-border management consulting and transaction advisory firm founded by MIT alums. We specialize in establishing and rapidly developing foreign firms and assisting global investors in the US marketplace. Our service model is based on the principle of *resource innovation*, which allows us to locate and deploy talented yet *affordable* specialists “just-in-time” to perform essential functions required in during our clients’ US market entry and growth phases.

Our **Resource Enabled Life Cycle (RELC)** approach focuses on delivering you compelling value across multiple stages of the business development process:



The North American market is attractive to businesses all over the world for its economic upside and prestige value; however the cost of entry here is also high. Management must have sufficient information about the firm’s potential in the USA before making the decision to enter the U.S. market and dedicating large-scale resources for a business development initiative.

Acadia Edge Group offers **transparent ROI** to customers in each of the above activities. Acadia’s large network of experts in various industries guarantees that you will receive practical and honest feedback on whether you should proceed with the US commercialization process, wait for a better opportunity or select a niche target for your offering. For example, many firms have experienced the limitations of desktop market research done abroad. Unless you talk with local subject matter experts and early partners, it is very difficult to assess the potential of your technology or product in a new market.

We see offshore companies frequently with an excellent technology, product or service but truly struggling to reach their target customers or investors in North America, spending a tremendous amount of time, resources and energy in the process. Often it is hard just to get a meeting with a senior manager at a client firm and build a cooperation model. This is a “chicken and egg” problem – as long as you are overseas and relatively unknown in USA, large organizations are reluctant to partner or buy products from you. Yet a significant physical presence in USA needs capital from investors, who are unwilling to bet on your firm without a customer pipeline. In such

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challenges, Acadia Edge Group provides the critical boost you need to reach your customers faster through the strength of its resource network in every major industry.

Upon entering the US market, you need resources to do the standard business functions. Once again, recruitment and management of appropriate talent is difficult to manage, very expensive, especially from an overseas office. Acadia's senior management works with you to understand your specific needs and assemble the right team "just-in-time", providing flexibility, affordability and high value.

Industry Expertise

As a preferred partner of Innovation Norway (Norwegian Trade Council), Acadia has performed successful engagements with many Scandinavian firms from different industries, such as:

- A leading Oil and Gas company was given an analytical report of the impact of emerging technologies in the exploration business over the next fifteen years.
- An established bio-tech products manufacturer was able to reach and expand reseller relationships with several industry leaders in USA.
- An early stage life sciences firm obtained feedback from our experts to achieve additional technological milestones before proceeding further, helping to save a large amount of venture money.
- A healthcare informatics software company obtained positive acknowledgement of their product from various US meetings arranged by Acadia, signed up initial customers from publishing and insurance companies, and have now established their firm in the USA. Acadia is supplying the primary people resources in all business functions needed by the company, including financing, sales, marketing and product development.
- A government organization recruited Acadia for designing its next generation services models and developing a strategy for performance measurement
- A nanotechnology company sought the guidance of our US experts to hone their business plan for identifying the right market.
- We helped an internationally recognized standards and security services firm to assess the potential of Certificate based authentication services in the United States and chalked a roadmap to prepare the firm for next stages of market entry.
- Acadia is providing senior management and expert services for a fish-farming technology company entering the US market, providing sales, marketing and operational support.
- A major electronics manufacturer of large screen projectors has recruited Acadia to analyze the U.S. market opportunity and formulate its expansion strategy.

Acadia Edge Group has business partnerships with several offshore services and technology companies from Asian regions, establishing a front-end representation of their services towards US clients for software outsourcing and medical billing/coding.

If you have a great technology, product or service which you aspire to launch in the North American market we will help you to succeed; contact us today.

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Selected companies served by AEG Associates

<p>Information and Communication Technologies</p> <ul style="list-style-type: none">• Netscape Communications• America Online• CertCo Corporation• AT&T• Hewlett Packard• Data General• EMC• Silicon Graphics• Lucent• Det Norsk Veritas (DNV)• Liquid Machines <p>Energy</p> <ul style="list-style-type: none">• Statoil• New Power and Energy• Corporation Electropriwod (Moscow)• Norse Cutting and Abandonment (NCA) <p>Healthcare & Life Sciences</p> <ul style="list-style-type: none">• WebMD• Biogen• Millenium Pharmaceuticals• HealthGate• Harvard Neighborhood Health Center• Boston Biomedical Research Institute• Preferred Global Health• Harvard Medical School• Partners Healthcare• Children's Hospital• Boston Medical Center	<p>Public Sector, Government and Education</p> <ul style="list-style-type: none">• Innovation Norway• State of New Jersey• MIT Sloan School• Boston University• The Boston Pledge <p>Travel and Tourism</p> <ul style="list-style-type: none">• CitiGroup Travel• American Airlines• Lufthansa• British Airways <p>Financial Services</p> <ul style="list-style-type: none">• Fidelity Investments• Financial Times• JPMorgan Chase• Massachusetts Financial Services• State Street Bank and Trust Company <p>International Startups</p> <ul style="list-style-type: none">• MultiMedicus A.S. (healthcare software)• Orthogenics (OA medical diagnostics)• Aqualine (fish farming)• XScreen (hi efficiency projectors)• GlobalBengal Initiatives Inc. (onsite and offshore IT Consulting)• Herbal Promise LLC (alternative healthcare treatments)• Infomosaic Corporation (information security software)• Tetama (portable child seats)• AllService (printing and graphics)• Vision Tester (eye-testing device)• Promar (sunscreen/cosmetics)• IQ Micro (nanotechnology)• Biotec-Pharmacon (marine enzymes)
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