

***THE ATP DIFFERENCE:
Applying ATP Filters***

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- **WORLDWIDE INNOVATION DOMAIN**

- **ATP SUBSET**
 - ✓ Defined by Filters ...
 - ▶ Technical
 - ▶ Business

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Filter Your Ideas to Find ATP's "Sweet Spots"



- *High Risk Technical Barriers*
- *Critical Technical Investments*
- *Industry can't get there on its Own*
- *Growth & Employment*
- *Competitive Gains*
- *Time Horizon*

ATP Technical Filters

- ***High Risk Technical Barriers***
- ***Critical Technical Investments***
- ***Industry can't get there on its Own***

High Risk Technical Barriers

- ***Uncertainty of success***
- ***Requires expertise across an array of subjects***
- ***Success leads to a dramatic change in future technology***

Critical Technical Investment

- ***High technical leverage***
 - ✓ Needed by others
- ***Central to the commercial deployment of technology***

Industry can't get there on its Own

- ***Beyond the scope of any one organization***
 - ✓ problem(s) too large

- ***Beyond industry's technical risk profile***
 - ✓ too far out ...
 - ▶ in time
 - ▶ in what customers currently need

- ***Requires sectors not presently involved***

ATP Business Filters

- ***Growth & Employment***

- ***Competitive Gains***

- ***Time Horizon***

- **Revenues - Net Additions to the Economy**
- **Employment - Net New Jobs**
- **Technology Spillover**
 - ✓ Enabling Knowledge
 - ✓ Spread of New Applications

- **Market Foothold**
 - ✓ product is commercialized
- **Market Presence**
 - ✓ product gains market share
- **Market Dominance**
 - ✓ product becomes industry standard

Time Horizon

- **Less than 3 Year Payoff**
 - ✓ Not typical ATP terrain

- **3-5 Year Payoff**
 - ✓ Fertile ATP turf

- **Over 5 Years Payoff**
 - ✓ ATP terrain conditional on:
 - ▶ Commitment
 - ▶ Technology's generation

Proceeding through the ATP Filters



● SUCCESS SCENARIOS

#1 Good Technology
Good Business

● FAIL SCENARIOS

#1 Bad Technology
Bad Business

#2 Good Technology
Bad Business

#2 Bad Technology
Good Business

