

Teams: Why not go it alone?

- Poor market analysis. 24%*
- Product defects. 16%
- Weak marketing effort. 14%*
- Costs too high. 10%*
- Strong competitor reaction. 9%*
- Poor timing of launch. 8%*
- Production problems. 6%
- Other problems. 13%

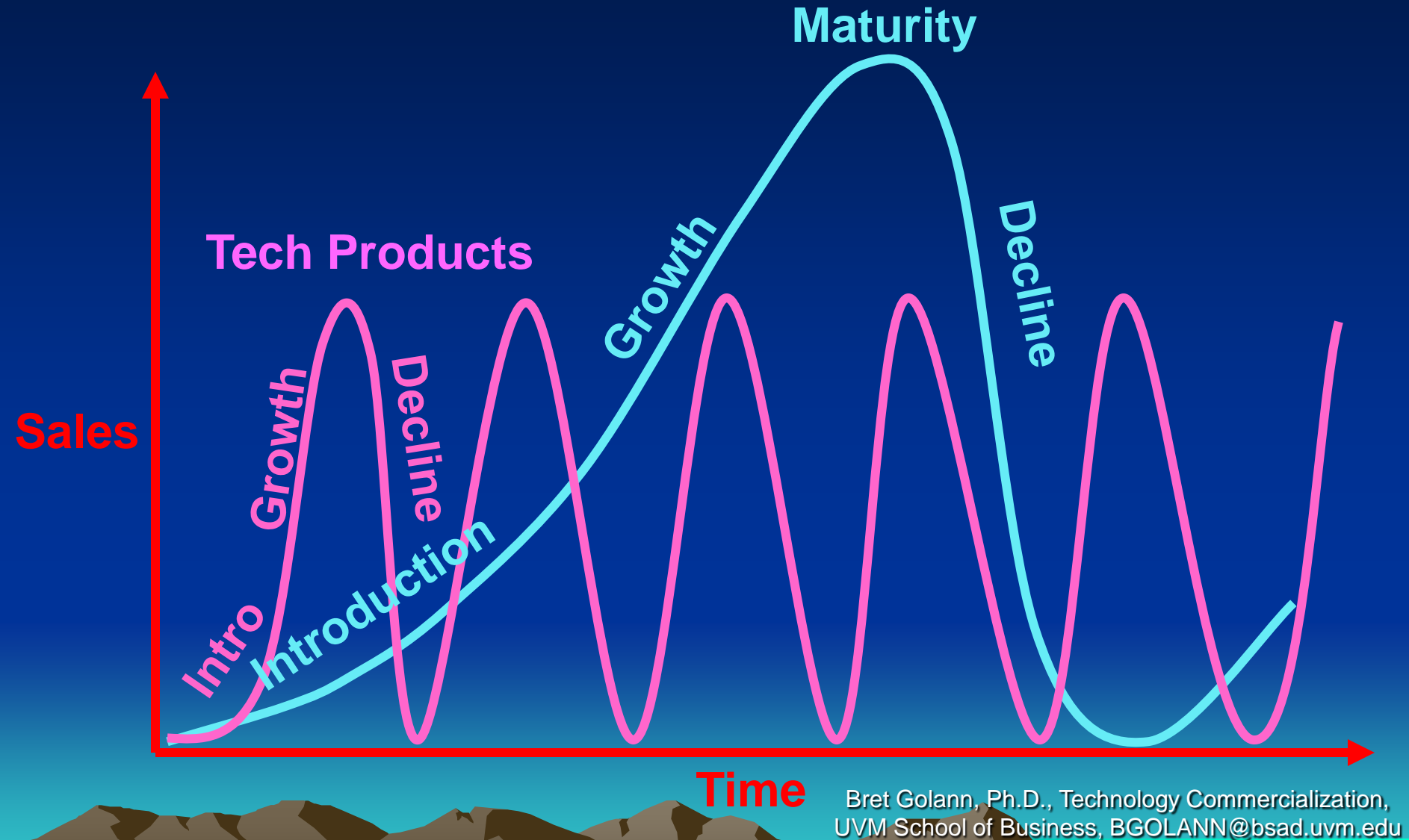
*** 65% of failures are business related!**

*New Product Winners and Losers,
Conference Board Report #773*

1) High Tech Markets = Risk.



2) Market Velocity = Time compression.



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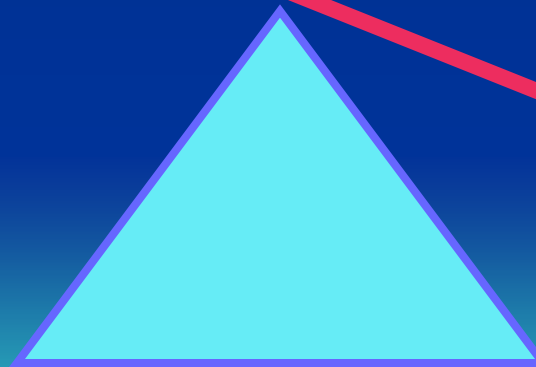
3) An *un*-balanced combination.

Start-up:

Few resources & contacts.
Little credibility.
Limited business expertise.
Value technology over promotion.

Market:

FUD-dy customers.
Competitors ready
to pounce.
High velocity markets.



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The Vermont Bioscience Alliance targets the *success* factors:

- Develop solutions: Research & commercialization.
 - Build resources to support business success.
 - Engage Vermont's leaders.
- Participate in activities:
 - Information, guidance & events.
 - Connect to a network.
 - Public policy initiatives.

...But first, join with us at vtbiosciences.org