



Trilogy Associates.

Markets ▲ Technologies ▲ Business Development

[www.trilogyassociates.com](http://www.trilogyassociates.com)



# ConceptVision

**A SUCCESSFUL WAY TO  
COMMUNICATE YOUR  
TECHNOLOGY CONCEPT AND  
ITS BUSINESS IMPLICATIONS**

# ConceptVision is ....

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## **a vehicle for communicating ..**

- a unified message connecting an innovation to a business opportunity ..
- to multiple internal and external audiences ..
- touting the benefits of your innovation ..
- for the purpose of gaining traction for your commercialization program.

# ConceptVision is not ...

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## **classical marketing communications.**

- It is directed both externally and internally and has multiple purposes.
- It contains important technical details appropriate to scientist-users and clinician-users.
- It requires substantial and equal attention to both business and technical matters.
- It amounts to a sophisticated “soft sell”.

# ConceptVision can ...

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## **take many forms:**

- document
- series of targeted documents
- presentation
- series of targeted presentations
- talking points script
- trade show storyboard
- ...and more

# Audiences & Sponsors

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- Boards, investors, partners and advisors
- Chief executive
- Technology executive
- Marketing executive
- Sales executive
- Customers

*... all exposed to a unified, compelling message*

# Sponsors

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The technology executive needs to “sell” a product concept to peers in marketing, sales and/or to the CEO

- ConceptVision becomes a justification for launching a development program or commercialization activity
- ConceptVision creates the bridge between a new technology and its market/business potential

# Sponsors

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The CEO needs to “sell” a concept to the board, investors, alliance partners, advisors and other stakeholders to commit capital

- ConceptVision describes the business opportunity in concise terms that can be understood by non-experts in the technology
- ConceptVision provides a convincing, integrated justification for action

# Sponsors

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The marketing executive needs to position a new product among competitive offerings with a unified message delivered to all

- ConceptVision translates technology features to potential user benefits and highlights competitive differences
- ConceptVision justifies committing marketing and sales resources
- ConceptVision informs distribution partners



# Sponsors

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The sales executive needs a common descriptive tool to share with salespersons and certain sophisticated customers (e.g. KOLs)

- ConceptVision becomes an effective, consistent training vehicle for non-experts in the technology
- ConceptVision, or excerpts therefrom, can be shared with certain customers to help close “concept” sales

# What's in ConceptVision?

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- Executive summary
- Technology description
- Applications and benefits
- Competitive positioning
- Market characterization
- Application notes
- References

# Executive Summary

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## Start with a brief overview:

- New method
- Applications
- Prospective markets
- Business opportunity

# Technology Description

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- Develop a concise description of the new method or new product(s) appropriate to a technically trained non-expert
- Appeal to the scientist or clinician
- Avoid “sales speak”

# Applications and Benefits

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- Identify leading applications
- Disclose corresponding user benefits
- Maintain a strong user orientation

# Competitive Positioning

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- Compare the new technology to established methods
- Emphasize differences, advantages, shortcomings and relative costs of purchase and use
- Translate advantages to incremental value
- Identify leading competitors

# Market Characterization

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- Identify applicable worldwide or regional markets
- Roughly quantify available market potential
- Address customer accessibility challenges and requirements

# Application Notes

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- Include significant existing publications, ideally authored by users
- Include existing unpublished details on leading applications
- Include user endorsements if available



# References

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- Provide relevant literature citations
- Identify key patents and other IP
- Include links to Internet resources providing useful background

## To get started or to learn more contact ...

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