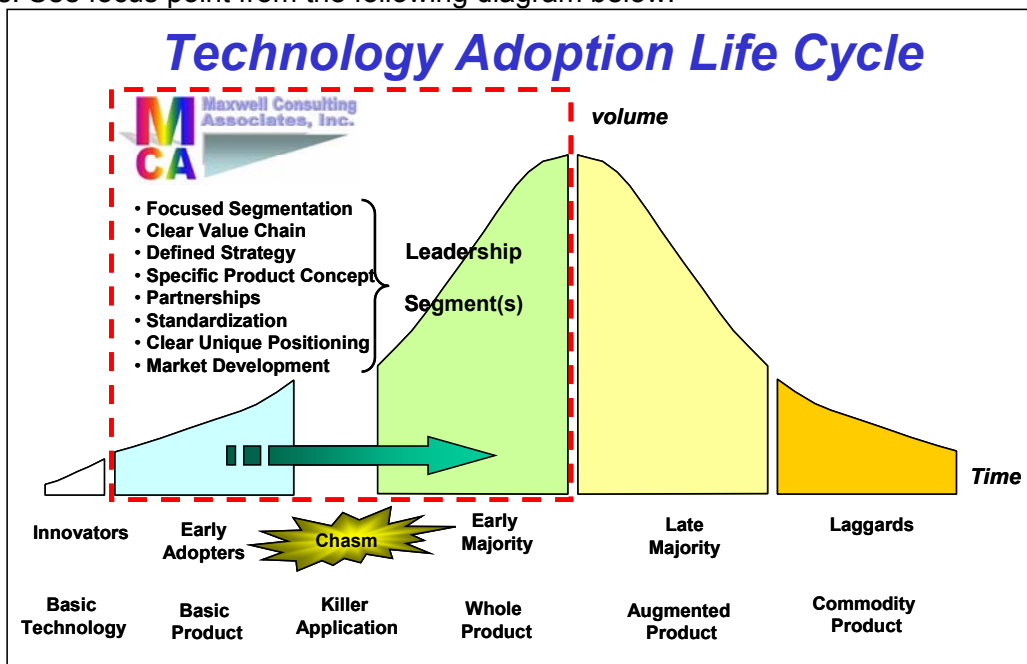


## New Market Segment Development, Strategy Re-Direction, Start-Up Expansion

Each senior consultant has over 20 years of experience and can hit the ground running. We have worked with over 40 technical products, filed over 20 patents, lead over 20 product launches, defined over 10 new product segments, managed 10 alliances/mergers, and over 20 technology acquisitions. We have worked in many formal standards groups, such as PCI, VESA, MIDI, PCIe, SATA, T13, T10, 802.11, 802.15, HomePlug, HomePNA, Bluetooth, DVDForum, WECA, WiFi, and many more. We have written portions of standards, written for publications, written and designed webpages, and presented on panels in an evangelist role.

We provide management consulting services for companies that have moved beyond first-round funding and are preparing for second-round funding by expanding their business strategy. We also help existing companies identify and exploit new market segments, leverage existing technology, and develop product line extensions. See focus point from the following diagram below:



## CEO and President of Maxwell Consulting Associates



Conrad started his career in Silicon Valley in the early 80s at Dysan Corp as an R&D Manager over new product design and development of robotic hard drive and floppy media alignment machines. He then went into Product Management responsible for retail and O.E.M. products lines at GTL Ltd./ComputerLand, and then similar roles at Samsung and Everex Systems . From these positions, he went on to semiconductors product marketing at VLSI Technology in Strategic Marketing and managed their investment into new technologies. From there he went to Conexant Systems Inc. (formerly Rockwell Semiconductor), and was the Director of Technology/Product Planning. He now runs Maxwell Consulting Associates, a firm that helps companies with their Product & Technology Planning, Business Planning and Business Development, IP Licensing, Management, and Technical Marketing.

He has an Electrical Engineering Degree, a B. S. from Cal State Hayward, and an MBA from ASU. He has been published in a technology textbook, many magazines, many technical journals, helped write multiple industry standards and has patents and patents pending. He is an instructor of Marketing at UCI Extensions and was the chairman of the Interactive Audio SIG -Three Dimensional Working Group, Member of the Board of Directors for the HomePNA and ACR SIG, and a voting member of the Bluetooth PAN working group, WECA/WiFi WG, 802.11 WGs, 802.1WGs, DVD Forum, USB WG and VESA WGs. He currently participates in SATA IO WGs, PCIe and T13.



## **Product & Technology Management Consulting**

### ***New Market Segment Development, Strategy Re-Direction, Start-Up Expansion***

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### ***"Increase Sales, Raise Money, and Leverage New Technology"***

**Maxwell Consulting Associates** provides a portfolio of Management Services without increasing headcount, thus enabling you to attack new market segments with confidence.

We help companies respond to competitive challenges and funding needs to insure sustainable business growth. We are not just strategists, but implementers as well. We support and manage technical product teams and help define new products and market segments by means of careful analysis and methodical management processes using our extensive domain expertise. We negotiate technology licenses, develop prototype hardware and software products, create marketing materials, design websites, create marketing/business plans, and manage marketing/engineering efforts to deliver real-world solutions for our customers.

You need a Consultant when you:

- Have a challenge where a you could use a specialized expert
- Have a defined problem that will overtax your current team
- Have a need for measurable results without the time to grow staff
- Need impartial analysis or viewpoints (no politics)
- Need to train product/sales teams for a new business segment
- Require temporary help in any area

What is a Typical Engagement?

Together we define a scope of work and establish performance milestones. Some engagements are project based and others are for a time period.

## **Case Studies**

### **Start up Strategy Formation**

**Situation 1:** [Netcell Corporation](#), a Storage Processor Company, had a single product and was running out of money. They needed a solid 3 year strategy to attract round B - VC funding (show them how to grow to a \$100M in sales).

**Problem:** The **single product** had some older features and needed to be **positioned** properly for the current market. Having only one product concept was also a drawback to investors and a real expansion strategy was needed.

**Solution:** We **analyzed the situation and defined new opportunities**, which supported the **segmentation analysis**. We **defined a technology roadmap** to address larger markets. We **defined new product requirements** to make the vision more focused.

**Benefit:** Netcell was able to **raise \$13.7M in venture based funding** from the new business strategy.

## Start up Strategy Formation – part 2

**Situation 2:** [Morpho Technologies](#), a High-End Parallel Reconfigurable DSP Company, had a few products defined and was running out of money. They needed a solid 3 year strategy to attract round C - VC funding ( how to grow to a \$100M in sales).

**Problem:** The Company was captured by a **single customer** and needed to show prospective investors they could appeal to multiple segments of the market. The **single market** they were serving, with a customer, was the IP licensing for 3G basestation market.

**Solution:** We conducted a complete **market segmentation analysis** from a "blank sheet", and were able to define a **new technology roadmap** for management, after a **first and secondary research** effort. We prepared a **weighted ranking decision tool** to determine the best ROI per segment. The key determinants supported market segments where Morpho could leverage their parallel DSP IP Cores (SetTop video/audio codec products, 3G Handsets products, 3G Base Transceiver Station, Pico BTS (WiMax), 3G WWAN PC Card and Media Processors/H.264, and other segments ...) and it grew to more than 30 segments.

**Benefit:** The final analysis enabled a reduction in the number of **segments to match their level of investment**. This gave Morpho the core material to completely **re-write their business plan** for round B funding (they are still implementing this plan).

**Situation 3:** [Maui Semiconductor](#) a pre-funding fabless semiconductor company, needed to **develop a fundable business plan**.

**Problem:** Maui did not have a solid product roadmap, a marketing plan or sales plan. They asked me to be one of the founders.

**Solution:** We interviewed the executive team and **wrote the Product, Marketing and Sales portions of the plan**. We **defined new products** and product strategies for the **3 year roadmap**. We **attended ZigBee standards meetings** to confirm the product roadmap, and **co-developed a unique patent pending** in the ZigBee space. We set up and **conducted key customer meetings** to establish critical endorsements. We provided portions of the **VC slide presentation** for several versions of the business plan.

**Benefit:** We **presented to the VCs** for funding with the CEO. We helped the CEO with an extensive VC funding effort.

## Define New Products and Segments

**Situation 4:** [Netcell Corporation](#), a Storage Processor Company, did not want to wait for the next silicon device and wanted to **enter a new market segment with their existing product** so they could **increase revenue generation** sooner than later.

**Problem:** They only had a **single reference design** using a PCI/HBA architecture. They wanted to **find a new segment** that would be addressable with **minor modifications to their existing product**. They had **limited resources** to apply to the new product.

**Solution:** We conducted **segmentation analysis** and found some products with embedded storage processors and **defined the new market segment** as the video editing DAS solution market. We met with the CTO and other Engineering Mangers, explained the **product requirements** and were able to determine, how such a DAS box could be **designed using the existing product**.

**Benefit:** Netcell now **has two product lines** and sells to **DAS box makers**, as well as, the traditional **PCI card/HBA makers**.

## Create Technical Marketing Collateral

**Situation 5:** [Netcell Corporation](#), a Storage Processor Company, was trying to hire a Marketing Manager and wanted to proceed with the launch of the first product at CES and Comdex. The CEO and I were to **provide the Marketing Management role**.

**Problem:** The new product **positioning material and typical collateral** did not exist, and needed to be created. The CES and Comdex trade show needed a **Show Manager** to lead the support staff for a successful **Launch Event**.

**Solution:** We created the **launch material and collateral for attending CES and Comdex**. This comprised of **posters** for the back of the booth and **product collateral and press kits**. We defined the **product technology demos** and booth positioning.

**Benefit:** We conducted **press interviews** on Comdex TV and **held press/analyst meetings at the booth** for Netcell. We also provided **competitive analysis from show attendance** and new customer identification for **expanded key lead generation**.

**Situation 6:** [Morpho Technologies](#), a High-End Parallel Reconfigurable DSP Company, needed to **update** their original **website and collateral**. Most of the **collateral did not exist** in any form.

**Problem:** Most of the **collateral did not exist**, and needed to be created, by **reading the engineering specifications** (that was all there was).

**Solution:** We read each engineering specification and conducted **competitive product analysis** for each piece of collateral. We then **created collateral** using the agreed upon format and style, and **named the new products** with help from marketing help.

**Benefit:** Morpho now has a **complete set of professional collateral**, and can now define their complete product offering (hardware cores and software tools). This collateral was used to build the first complete **marketing handouts**. The concepts were also used to update the website.

### Create Content and Manage Websites

**Situation 7:** [Morpho Technologies](#), a High-End Parallel Reconfigurable DSP Company, was using their original site which **needed a more professional look and a complete redo**.

**Problem:** The **technology had become more mature and the tools were more complete** than the messaging on the original website. It was not clear as to which markets were the real focus of the company. In short, it needed a complete redo.

**Solution:** We started with the **homepage definition (team effort)** and then drove down a **complete website map, creating each page "from scratch"**, along with all the Marketing Collateral **"from scratch"** for the new segment positioning in accordance with the new business plan. We provided the content to a web design house to upload and provide maintenance.

**Benefit:** Morpho has a **professional website** which clearly states their new focus. It contains enough detail to **build credence** to their story.

**Situation 8 :** [CalReps](#), a Real Estate - Mortgage - Property Management Company, was **looking to have a website**.

**Problem:** They were a start-up and **needed a website** designed "from scratch".

**Solution:** We started with the **homepage definition (team effort)** and then drove down a **complete website map, creating each page "from scratch"**, along with a **vector based logo design** for the new company. We provided the **HTML and JAVA programming**, uploaded the site and provide **ongoing maintenance**.

**Benefit:** CalReps has a **professional website** to attract customers. It contains enough detail to **build credence** to their story. It is slowly growing and changing and **improving each month**.

## Participate and Lead in Standards Meetings

**Situation 9:** [Netcell Corporation](#), a Storage Processor Company, needed to **define a next generation device** and to participate in the standards industry process to **lower the risk of the product definition**. The company needed to join and participate in SATA IO, PCI SIG for PCIe and T13 for the ATA/ATAPI standards efforts.

**Problem:** They had **insufficient internal resources** to complete the standards participation, while keeping R&D on track.

**Solution:** **Join the Marketing Group** of SATA IO and participate to insure NetCell marketing efforts were on target. **Join the Digital Working Group** of SATA IO participate to insure all logical SATA compliance was maintained. **Join the Cables and Connectors Group** of SATA IO and participate to insure the connector uses were on track for Netcell. **Join the PCI SIG** and get PCIe specification for Engineering designs. **Join and participate in the T13 group** and feedback implications to engineering about product features. **Hold bi-monthly standards update meetings** for Engineering Management.

**Benefit:** We gave a talk at CES/ETF for the SATA IO organization to **evangelize the eSATA** technology for Netcell. We **managed the website** for the SATA IO group as part of the Marketing Group. We helped **drive the eSATA feature and launch plan** for the storage industry. We **wrote whitepapers** for the SATA IO group for eSATA. We started the effort for a **low cost 4 lane eSATA** cable and connector. Through conducting **regular standards update meetings**, the key engineering resources had the **right specification to lower the risk** of the next device and lower the risk for software layers to the product. The **technical product roadmap** and feature rollout was confirmed as part of this effort. Many **important relationships were established** to provide **strategic** value to Netcell.

## Facilitate Next Generation Product Design

**Situation 10:** [ScanAps](#), a retail coupon loyalty technology company, needed to find a way to greatly **cost reduce their hardware design** for more mass market appeal.

**Problem:** The existing product was from Symbol Technologies and was an **expensive design**.

**Solution:** We disassembled one of the existing products and then **formulated a few designs that would preserve functionality** and greatly lower the cost. A specification was agreed upon by both the design team and ScanAps. The cost to manufacture in quantity was estimated in writing.

**Benefit:** ScanAps has a **qualified quote for a lower cost product** for their next generation product..