

SMALL BUSINESS SERVICES



DAWNBREAKER[®]
The Commercialization Company

YOU'VE KNOWN US THROUGH OUR PROGRAMS,

now get to know Dawnbreaker through our small business services. Since 1990 Dawnbreaker has specialized in commercialization assistance for SBIR- and STTR-funded firms. We have worked with over 3,000 projects. As the Small Business Innovation Research program has matured, Dawnbreaker has also grown and diversified. Today with over 65 employees we offer a wide range of services to federal agencies, which we are pleased to now offer to you.



TOTAL BUSINESS SOLUTIONS TO NURTURE YOUR BUSINESS

Your plate is full. As you struggle to expand revenues, you steadfastly steer the growth of your company. Distractions come from everywhere like a sudden burst of rain. In the constant transformation and growth of your company, let Dawnbreaker assist you. One vendor, with an appreciation for the challenges of small business growth can provide the services you need to propel you forward.

At different points in your company's maturation, new priorities will come to the forefront. Money is an ever-present demand and capture planning and execution to secure additional government funding are always a priority. As you consider new directions, market research and strategic planning become important bedfellows. As you hone your value proposition and reach out to new customers, marketing communications becomes vital. With the potential shift from research and development to production, manufacturing assessments and planning become new priorities. Success in Phase III, requires an understanding of different funding sources, a verification of customer and investors' needs, and skills in negotiations.

One company, Dawnbreaker can provide you with these total business solutions. Let us become your partner in corporate growth.

MARKETING COMMUNICATIONS

You've worked hard to sharpen the content of your message. Now let us help you communicate effectively with your customers. Our services are customized and interactive. Every job starts by clarifying your objectives, your image preferences, your targeted customers, and your company/product positioning.



► PRESS RELEASES

Too busy to write a press release announcing your most recent success? Then, let us write it for you. Dawnbreaker writes press releases, secures appropriate approvals and distributes your press release to targeted newswire.

► NEWSLETTERS

From writing to distribution, Dawnbreaker can help you create, design, and distribute a customized newsletter to help further your business objectives.

► WEBSITE DESIGN

Has your website kept pace with the growth of your firm and the more mature image that you wish to convey? If the answer is no, we can help you update both the content and look of your website. We routinely provide several preliminary design concepts and solicit your feedback to modify/refine the direction.

► PRINT MEDIA

Print is a powerful medium. Whether you need brochures, tech briefs, pamphlets, or interesting packaging, Dawnbreaker can help you. Our graphic designers bring fresh ideas to the treatment of promotional challenges. We will also interact with printers for you and assure that you receive high quality products in a timely fashion.

visit www.dawnbreaker.com/services/marketing.php to view our design portfolio

MARKET RESEARCH

Having the right information at the right time can save you hours of effort. Small businesses have limited time to engage in sales. Lost revenue resulting from pursuing weak, rather than rich opportunities can have a profound and negative effect on your company. Market research can save you time and resources. Our Commercial Potential Assessment provides insight into a particular market you are considering entering. The Transition Information Packet is focused on DoD or NASA opportunities and emphasizes potential sources of government financing while the Licensee Analysis can help you evaluate potential licensees. If you are uncertain regarding the market opportunity you should pursue, Dawnbreaker's market research department can help.

▶ **COMMERCIAL POTENTIAL ASSESSMENT (CPA™)**

A Commercial Potential Assessment provides a client with recommendations regarding strategies for market entry, intellectual property protection, and partnering relative to a particular technology. In preparation of the report, primary market research is conducted with industry experts, potential customers and/or end users to gauge interest in a the product concept. Secondary market research provides information on the dynamics of the industry, market niche, and competitors.

▶ **DOD/NASA TRANSITION INFORMATION PACKET (TIP™)**

This TIP is designed for companies working within either the DoD or NASA environment. Using a platform-centric approach, the TIP provides information on strategic documents, requirements, tests and evaluation, budgets, and Points of Contact.

▶ **LICENSEE ANALYSIS (LICA™)**

The Licensee Analysis report describes the strategies potential licensees are using for growth, provides insight into their overall corporate strategy and highlights their strengths and weaknesses. Gain insight into their history with respect to licensing, acquisition, and divestiture, and examine how your technology fits in with their corporate strategy.



Market research can take many different forms depending upon the needs of the client. We conduct customized primary and secondary market research to address the unique needs you may have for information.



MANUFACTURING ASSESSMENT

Successfully transitioning your company into the manufacturing arena presents unforeseen challenges. Dawnbreaker offers a unique and distinct product to its valued customers by providing an independent manufacturing assessment for firms that are scaling up from low-rate production.

The assessment consists of an on-site evaluation of all aspects of production including engineering design; inventory, process, and quality control; suppliers, facilities, and packaging. We assist with understanding your contractual obligations to potential customers and areas of potential risk and suggest mitigation techniques.



CAPTURE PLANNING AND EXECUTION

Advanced technologies have a voracious appetite for capital. To continue technology maturation, you will undoubtedly need additional funds from both government and private sector sources. Our business development team identifies viable sources of funding and works with you to develop strategies to secure needed funding. Having worked within the Department of Energy and the Department of Defense for over 17 years, we can assist in building key relationships within these agencies.

STRATEGIC AND BUSINESS PLANNING

► STRATEGIC PLANNING

At times it is invaluable for management to pull itself away from the hectic day-to-day demands of business and reflect upon its direction. Where do you want to take your business? What challenges excite you and your team? Has your company's mission changed and what is your vision for the future? We can provide a seasoned business coach to lead you through an off-site meeting where these issues and others are discussed. The result is a fresh outlook to share with your company.

► BUSINESS PLANNING

Whether you need a business plan to serve as an internal or an external guide, Dawnbreaker can assist you in developing a business plan to serve its designated purpose. Strategic planning, primary and secondary market research, and financial analysis are integral to the business planning process. The end result is a plan that will effectively communicate with the targeted audience and achieve its objective.

NEGOTIATION ASSISTANCE

▶ **LICENSING NEGOTIATION PREPARATION DOCUMENT**

The “big boys” don’t go into negotiations unprepared and neither should you! Our team will work with you to assure that you have adequately considered: (1) the scope of the intellectual property you are making available, (2) the rights you wish to retain, (3) royalty benchmarks for comparable products, (4) key clauses to discuss with your legal counsel, (5) the size of the market opportunity and the leveraging advantage your technology will bring a potential licensee. The final deliverable is a document that will assist you in preparing for negotiations.

▶ **BECOMING PART OF YOUR NEGOTIATION TEAM**

Whether you are seeking equity investment, developing a joint venture, selling a product line, or licensing your technology, Dawnbreaker can assist you. We can be your behind the scenes coach or become part of your face-to-face negotiations team. We have played both roles and are happy to work with you and your legal counsel in the manner that is most appropriate

FOR AN OVERVIEW OF OUR SERVICES ONLINE, VISIT:

www.dawnbreaker.com/services/overview.php

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RETAINING DAWNBREAKER[®]

Dawnbreaker offers a full array of services for advanced technology firms positioning for accelerated growth. With a staff of over 65 employees we can assure that when you need help, we can respond quickly and provide consistently high caliber services and results.

If you need market research, public relations, website redesign, or newsletters promoting your business, think of Dawnbreaker. If you need a manufacturing assessment, assistance with negotiations, or assistance with making government sales, we're here to help.

We understand the challenges of small, advanced technology firms and the needs and interests of federal agencies and private sector investors. Our staff of engineers, Ph.D.s, MBAs, graphic designers, and software developers can serve as your outsourced commercialization services department.

Take a look at our offerings and when you need assistance give us a call. Remember, there's more to Dawnbreaker.