Commercializing New Technology: It’s Not Just About the Product

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The Problem LaserMotive Solves

Where electric power delivery is:
- too difficult
- expensive
- dangerous
- slow
- heavy

UAVs

UUVs

Telecom

Fukushima

Disaster Relief

Security
Solution Technology

Optical Wireless Power + Data

- **Network Connection**
- **Electricity Source**
- **Controller**
- **Optical Data Module**
- **Optical Energy Transmitter**
- **Beam Director**
- **Optical Data Module**
- **Energy Receiver**
- **Data Usage**
- **Energy Usage**

**Safety Ring ("like insulation on a wire")**

- Up to 1,000 meters
Vision

Change how power is delivered, and thereby expand humanity’s reach

Electrons → Photons

19th century → 21st century

LaserMotive delivers

*The Freedom of Power™*
UAV Use Cases
Other Use Cases

Data

Power

LaserMotive Proprietary
Timing the “Sweet Spot”

- Public Perception
- Customer knowledge
- Customer need
- Company **FOCUS**
- Funding
- Product design & delivery
- Ecosystem & Market environment
Perception of Lasers
Customer Knowledge & Education

• Do they know about you? *(Getting the message out)*
  – Publicity
  – Trade shows?
  – Talk, talk, talk, talk: communications

• Do they understand what you are or will be offering?

• Do they see how they’ll use it? *(Specificity, aka the “Purple Problem”)*
  – Visionaries vs. narrow thinkers
Evaluating Customer Need

• Desire for product
• Price sensitivity
• Who actually pays the bill?
• Estimating price before you’ve built the product
Product Design

• Wait for customer requirements

OR

• Make your best guess and design it yourself

• Minimum Viable Product (MVP)
Ecosystem Timing

• What is the state and direction of the market you’re trying to serve?

• Examples:
  – FAA & UAVs (drones) in the US vs. rest of world
  – Wireless power is new and most people are not aware of it
    • Consumer devices: induction pads (very short range) are still “new” first generation tech
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Thank you!

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