



Amazing printed electronics technology can't build your business if you're not finding the right opportunities.

Aistrup Consulting helps you capture your maximum business potential by matching you directly with the best opportunities and effectively marketing to them.

**Aistrup Consulting**

612-581-1333



You know that you have a solid Printed Electronics technology, product or service. You know that there is a large and growing revenue potential in the industry—an estimated \$2 billion in 2009 growing to a phenomenal \$335 billion by 2029 according to industry forecasts by IDTechEx.

If you're not content with the portion of the potential market you've captured, you need to talk with us.

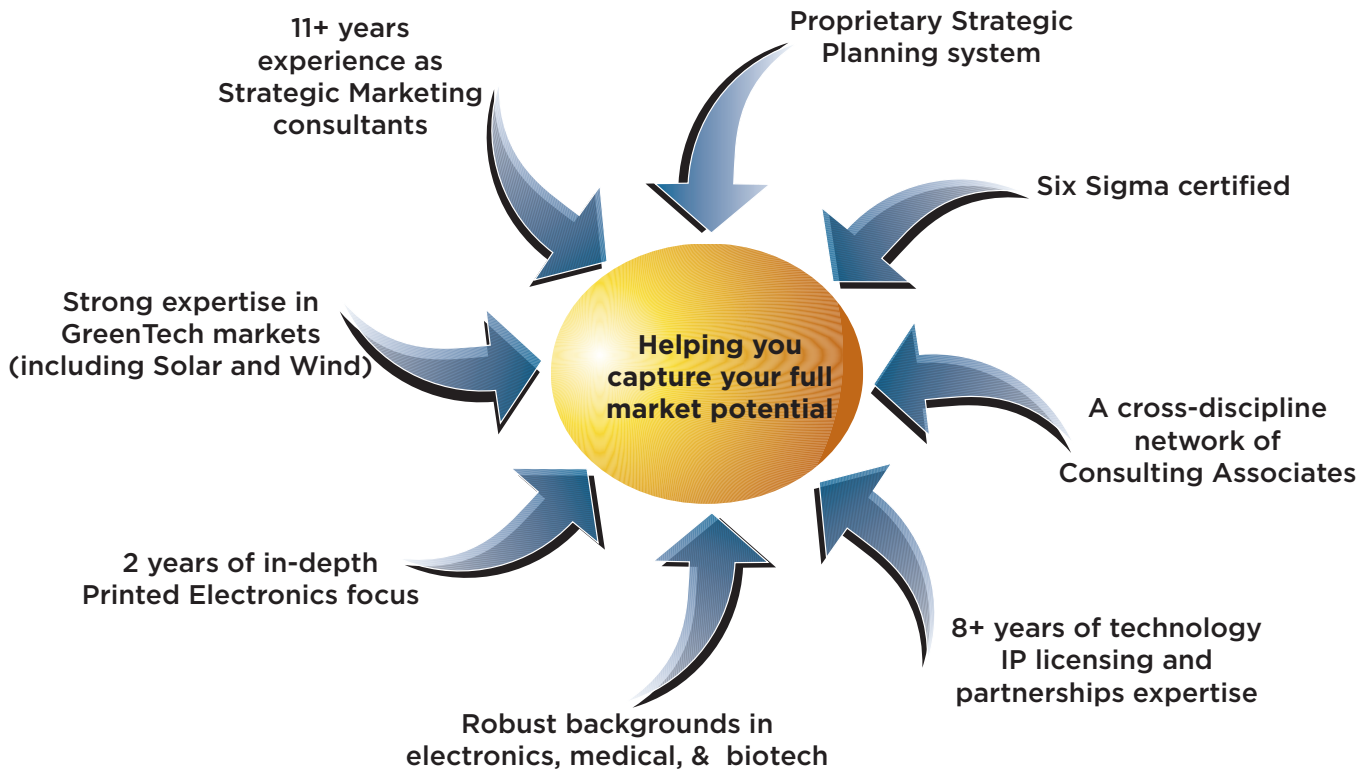


## Why work with Aistrup Consulting?

- Our sole objective is to help you capture the full potential of your technology in the Printed Electronics marketplace.
- You can maximize the impact of your existing staff while you gain the benefit of our specialized expertise.
- We offer more than 11 years experience as global Strategy, Marketing and Licensing consultants to executives of technology-based firms — plus 2 years working exclusively in the Printed Electronics industry.
- Six Sigma Plus Greenbelt certification assures you of the rigor and completeness of our processes.
- You have access to our proprietary Strategic Planning process that is tested, validated and refined during more than a decade of strategy consulting.
- You get the benefit of our network of consulting associates when your project requires additional technical or business expertise.
- Whether you need a long-term resource or assistance on a focused project, we structure our agreement to fit your specific requirements.



## Why work with Aistrup Consulting?



## How Aistrup Consulting can help you discover and optimize opportunities.

We work with your management team on Strategic Marketing and Planning

- Implement our proprietary Strategic Planning process
  - Build your strategic plan from scratch
  - Evaluate and challenge your current plan
  - Refine your business model to fit changing markets
- Evaluate and recommend strategic alternatives
  - License or partner to extend your capabilities and reach
  - OEM vs. branded products, components vs. end products
- Provide industry value chain analysis
  - Strategize how to eliminate or bypass roadblocks hindering your success
  - Collect detailed Business Intelligence about technologies, suppliers, competitors or end customers in the value chain
- Support financing activities
  - Provide market sizing and supporting documentation
  - Research potential funding resources
- Support company leadership during due diligence



## How Aistrup Consulting can help you discover and optimize opportunities.

We manage Marketing and Business Development

- Identify, develop and deliver opportunities guided by your strategy
- Identify and cultivate high value target markets
- Provide industry and market insight
  - Business intelligence, competitive analysis & market research
- Develop and conduct voice of customer interviews to provide commercially relevant goals for Product Development
- Successfully launch new products and services
- Develop leads for your sales force
- Create a tactical Marketing Plan to achieve your strategic goals
- Build and manage your brand and message with Marketing Communications tools
  - Optimized online presence
  - Conferences, white papers and advertising
  - Sales tools & presentations
  - PR and investor relations



## How Aistrup Consulting can help you discover and optimize opportunities.

We leverage Licensing and Partnerships as potential strategic tools

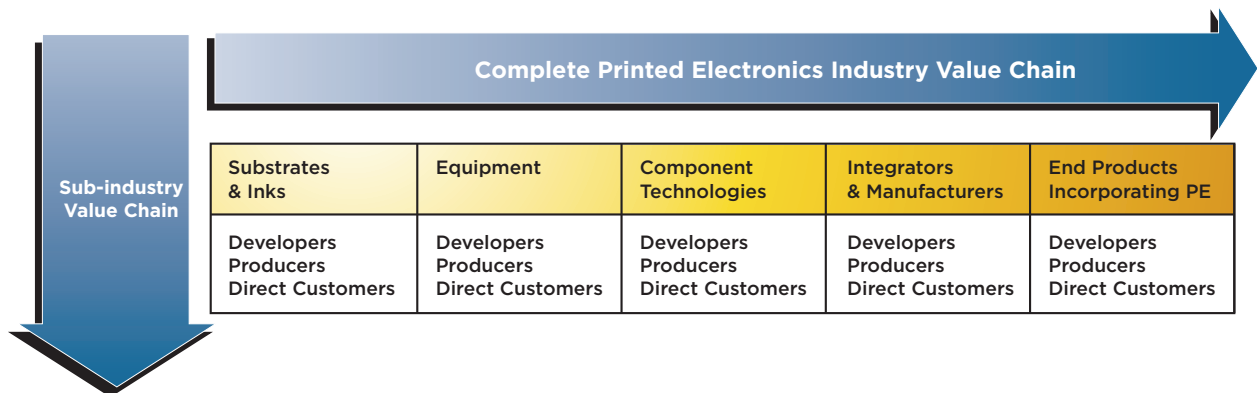
- Maximize the value of your intellectual property
  - License or divest current patents and IP
  - Identify unrecognized sources of value and revenue
- Investigate and acquire IP to enhance and shorten the route to revenue
  - Identify partners and perform due diligence
  - Valuate intellectual property
  - Negotiate agreements
- Leverage your opportunities by identifying and establishing strategic alliances
  - Enhance strengths of both companies with joint technology development or market development agreements
  - Optimize resource utilization with manufacturing or distribution arrangements
  - Pursue formal joint ventures or spin-offs



## What areas of the Printed Electronics industry do we serve?

Aistrup Consulting works with companies at all points in the Printed Electronics value chain:

- Materials and inks
- Equipment
- Component technologies (displays, photovoltaics, batteries, sensors, etc.)
- Process developers and service providers
- End users and customers employing PE components





Contact Aistrup Consulting to learn how we can help your company capture your maximum potential in Printed Electronics:

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