

New Membership Program

Accelerating Commercialization of Materials Science (ACMS) Program

Copyright© 2015 The Catalyst Group Resources



UPDATED PROGRAM PROPOSAL (October 2015)

*TCGR's membership-driven approach will shorten the timeline to commercial introduction of new materials science and process technologies **using a pro-active screening methodology** to focus results via built-in relationships between the R&D, development/scale-up and commercialization roles among industrial participants. Members will interact, on an exclusive basis, with potential customers and development partners yielding measurable gains in speed-to-market.*

The Catalyst Group Resources • Gwynedd Office Park • P.O. Box 680 • Spring House, PA 19477 • Phone: 215-628-4447
Fax: 215-628-2267 • E-mail: tcgr@catalystgrp.com • Web Site: www.catalystgrp.com



Accelerating Commercialization of Materials Science (ACMS) Program

Success in new material, process and product commercialization comes from streamlining the progression of ideas to market by focusing resources and leveraging investments (i.e., screening and prioritizing the R&D funnel). **TCGR's methodology will focus on screening out non-viable or less probable projects, heightening efficiencies in project evaluation and selection.**

- Through TCGR's **ACMS Program**, consortium members will be introduced to like-minded organizations seeking new markets/applications for their company's materials or processes, working together to speed up the "Innovation to Growth" cycle.
- TCGR will provide the means by which interactions occur, serving as a pro-active concierge to coordinate information and engage needed resources, yielding shortened development times and improved likelihood of success.
- The membership will consist of divisions from within larger companies (or small- to medium-size companies) that are entrepreneurial in nature and can benefit most from improved networks up and down the value chain.




For more than 30 years, The Catalyst Group Resources (TCGR) has brought together the leading global minds in technology development and commercial implementation through its consortia. We are known for taking a visionary stance in the identification of novel materials and markets that lead to successful commercial business opportunities.



Accelerating Commercialization of Materials Science (ACMS) Program

TCGR's **ACMS Program** will expand interaction and investment across the global market base for innovative technologies, including but not limited to the following materials and processes:

Materials	Processes
<ul style="list-style-type: none"> • Adsorbents • Alloys • Ceramics • Coatings • Composites • Extenders • Fillers 	<ul style="list-style-type: none"> • Membranes/ Separations • MOFs/ZOFs • Nanomaterials (nanoparticles, nanotubes, etc.) • Substrates/Supports • Zeolites <ul style="list-style-type: none"> • Formulation • Deposition • Synthesis • Extrusion • Gas, slurry, solution • Fixed, ebullating and moving bed 

Member input will determine initial program scope/focus...



Accelerating Commercialization of Materials Science (ACMS) Program

The **ACMS Program** will provide its members with opportunities to work together, based on their new product/process offerings, in areas which include:

- R&D/Lab-scale
- Scale-up
- Screening/Testing
- Proof of Concept
- Feasibility
- Pilot/Demonstration
- Product/Market Testing
- Partnering
- Joint Innovation Projects (JIPs)
- Commercialization

Critical to the success of the **ACMS Program** will be the development of intellectual property (IP) by and/or between member companies. As part of the program's routine operations, the information shared will be focused on subject opportunities and be based on publicly available/non-proprietary sources, sufficient for members to conduct initial assessments of interest. Beyond this (i.e., outside of the program's operations) individual companies will be encouraged to sign non-disclosure agreements (NDAs) or reach other terms in order to pursue JIPs.



Accelerating Commercialization of Materials Science (ACMS) Program

Key Benefits

With their interaction, the members will screen new materials and technologies from potential customers; in turn, end-users with materials or process needs highlight how members can work together towards technological and/or commercial development.

- ✓ TCGR will serve as a conduit for commercial and technical leaders to share ideas, offer new materials and propose new projects
- ✓ TCGR will bring a diversity of partners together to help expedite R&D and commercialization projects from the bench through business development, including via Joint Innovation Projects (JIPs)
- ✓ TCGR will utilize its extensive network of experts (e.g. the Dialog Group®) to provide external perspectives, additional opportunities and real-world experiences
- ✓ TCGR will deliver enhanced promotional and partnership opportunities (beyond the membership, via its broader client base and expanded capabilities) to accelerate progress, in effect serving as a concierge between interested parties

The key to success will be derived from efficiently screening out non-viable or less probable projects, focusing resources and accelerating progress...



Accelerating Commercialization of Materials Science (ACMS) Program

Deliverables

The specific scope/content of each deliverable will be determined by the membership, with regularly scheduled calls and interactive balloting. Included among these are:

- Monthly (12) “*ACMS Alert*” newsletters (via email) addressing the latest announcements from the commercial side that involve related material science and process technologies, including commentary and additional insights specifically targeted towards member company interests and needs
- On demand/as needed webinars (i.e., 3-4 per year) that expand upon the “*ACMS Alerts*” by providing the following, both regionally and globally, based on members’ input:
 - Assessment of new growth markets
 - Current companies across the value chain and potential new entrants
 - Growth/impacts of new technologies (and/or hurdles impeding their success)
 - Progress of potential game changing programs and other opportunity identification
- Each webinar will be interactive, with the members encouraged (via round table discussion) to share thoughts and best practices on the developments and impacts in their industry (to include subject experts from TCGR’s exclusive Dialog Group®)





Accelerating Commercialization of Materials Science (ACMS) Program

Deliverables *(cont'd)*

- Member-provided proposals for partnership/JIP opportunities, to be shared immediately with members (via email “ACMS Action” emails) to heighten visibility and emphasize timelines
- Regularly scheduled calls with individual member companies in order to tailor interactions so that value of participation is maximized
- Members’ **Annual Meeting** with ability to network, share current opportunities along the value chain and hear from experts contributing to the program deliverables (emails, webinars, etc.)





Accelerating Commercialization of Materials Science (ACMS) Program



Pricing

Membership will be conducted on an annual basis with fees in the \$16.5K - \$19.5K per year range, to be determined based on number of “charter” subscribers and final scope. Renewal will occur annually thereafter.



Accelerating Commercialization of Materials Science (ACMS) Program

Takeaway

The commercialization of ideas requires pro-active product/process screening **to focus on a limited number of more viable projects**, assessing scale-up, testing and, in some cases, partnership with the target/prospective market. The leveraging and acceleration of skills and resources through TCGR's **ACMS Program** is aimed at achieving this goal. By bringing together the leading commercial and scientific minds, from both the technology and business development sides in industrial technology, this program will speed technology commercialization in materials and processes, thereby generating business growth.

Join Your Peers in the ACMS Program





*For more information, including a “Membership Agreement” delineating the deliverables and how the **Accelerating Commercialization of Materials Science (ACMS) Program** membership works, please contact John J. Murphy, Program Director at John.J.Murphy@catalystgrp.com or +1.215.628.4447.*

The Catalyst Group Resources • Gwynedd Office Park • P.O. Box 680 • Spring House, PA 19477 • Phone: 215-628-4447
Fax: 215-628-2267 • E-mail: tcgr@catalystgrp.com • Web Site: www.catalystgrp.com