

# TECHNOLOGY ASSOCIATES & ALLIANCES

“Bringing Technology Research, Product and Service  
Concepts to Manufacturing and Market Realities”

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Senior Executive Networking Group - New England

Joining a Startup as a Founding Officer

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# *about* TECHNOLOGY ASSOCIATES & ALLIANCES

“Bringing Technology Research, Product and Service  
Concepts to Manufacturing and Market Realities”

Commercialization

Capitalization



Strategic Business Growth

# Searching for the right deal!

## ■ The Setting:

- A friend. Joining as a Founding Officer. No direct entrepreneurial experience. Sr. Corporate player. Financially secure.

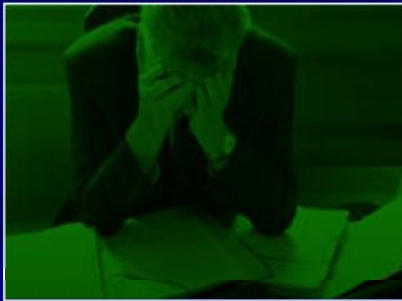
## ■ The Questions:

- Personal Perspective
- Business Scope



# Personal Perspective

- Why do you want to change your position/ career?
- What are you looking for?



# The possible answers:

- **Accomplishment** - It's a team thing. Egos' checked at the door!
- **Independence** - You'll be working for everyone, team, board, customers
- **Leadership** - True, but in a team setting
- **Autonomy** - Lots of choices, but
  - Management style dependent
  - Loads of Dependencies
- **More money** - If that's your point. Pass on this.
- **Change the world** - Good for you, Investors want \$
- **More free time** - Ya right!

# What are.. What is..

- Your contribution? - **Get it right**
- Org culture/ values? - **What do you mean you don't know?**
- Timing and cost to accomplishment? - **Up it by >2X**
- Risk tolerance and uncertainty quotient?
- Measurables? **Many intangibles, lack of metrics**
- Management style? **Hands-on vs. upper management**
- Responsibility? - **One hat versus many**
- When was the last time you got your hands dirty?
- Can you make the transition from directing to doing?

# Think through the steps

■ Formation:

■ Validation:

■ Set Business Strategy / Market Positioning:

■ Capitalization:

■ Implementation:



# Business Scope

- Global Enterprise, Niche or Life Style
- Management control desired
- Financial oversight perspective
- Time horizon
- Mutual expectations - Outcome
- Contingencies

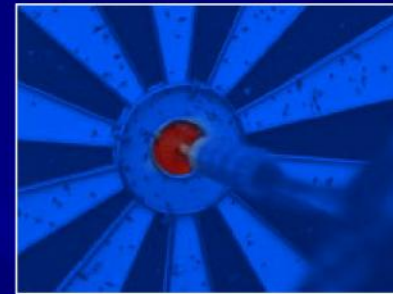




# The Business - Define it! Understand it!

## ■ Science: Product: Process: Service Related:

- Unique Discovery / Intellectual Property
- Extension of the SOA
- Enabling Technology
- Market Positioning play

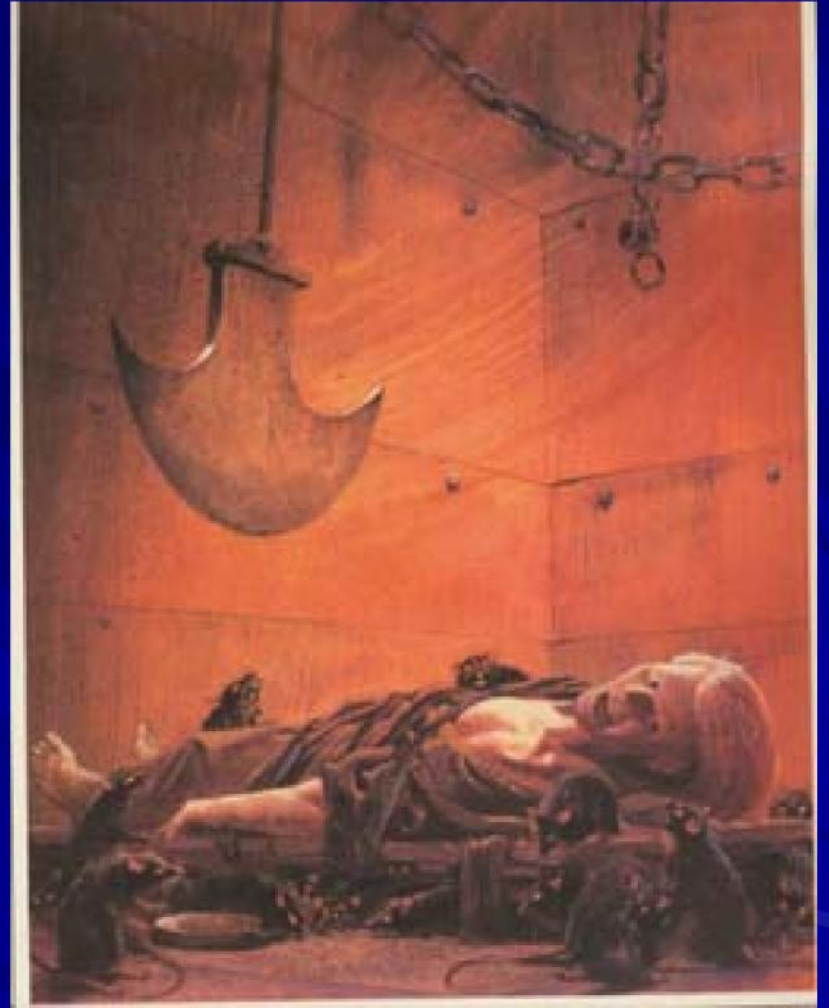


## ■ How It is Applied/ Implemented?

- Competitive Impact
- Competitive Position



# Pit and the pendulum



# End of presentation

■ Thank you!