



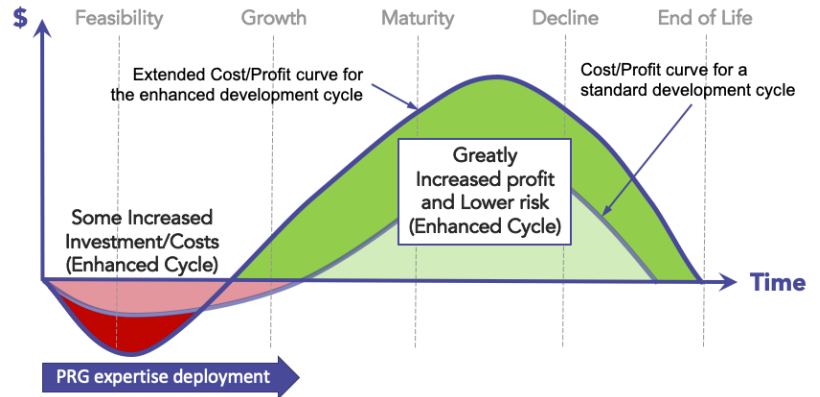
**Product
Realization
Group®**

Hi-Tech Commercialization- Roadmap Services

A PLAYBOOK FOR YOUR PRODUCT

Product development can be tremendously rewarding, with the ability to see how a new product can benefit the market. However, taking a product to large-scale development is where many companies hit significant roadblocks.

Let PRG help you take control of your roadmap and maximize your return on development investments, accelerating your product's time-to-market, and prolonging its life.



Our commercialization roadmap experts will:

- Create a budget to get your product to market while meeting cost objectives
- Schedule and align the diverse dependencies required for production manufacturing and commercialization
- Create a plan for resourcing the project at various life stages

Our comprehensive roadmap program includes:

- Developing good definition and planning practices for your company and product
- Identifying and prioritizing the most critical activities to ensure product success
- Access to our network of trusted partners to help fill in any gaps in the "whole product" ecosystem

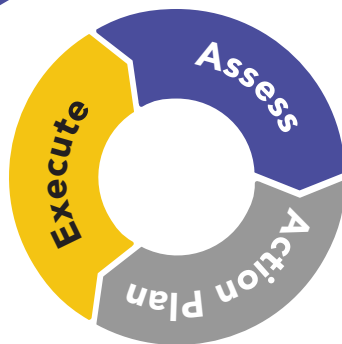
"PRG's Roadmap and exceptional team of experts helped us identify and fill gaps in development, manufacturing, and regulatory timelines to accelerate our path to market."

-- Co-founder & CEO, Diagnostics company



"PRG's help was invaluable in helping me map out the NPI process. I have much more clarity about the entire manufacturing process, from high level personnel requirements through to specific CM contract details."

-- Co-founder & CEO, Education tech



HOW IT WORKS

PRG offers a comprehensive process to help your product be successful in the market:

1. **Assess:** First, we collect all relevant inputs from you and identify critical activities using our product realization analytical tools. We then complete an assessment of what is known and where there are gaps, to produce an action plan.
2. **Action Plan:** Our roadmap action plan details the time & resources needed, as well as providing cost estimates, identifying areas of highest risk and how to close any gaps in your product roadmap. The plan will show how to create an effective competitive advantage through the use of product management, planning and cost management activities.
3. **Execute:** PRG can establish your entire roadmap process, including:
 - Working with your teams to identify and aligning key reliability resources
 - Assessing your product's current state, including the competitive landscape
 - Developing a future roadmap with objectives tailored to your product and market
 - Identifying potential areas of greatest product risk and creating strategies to mitigate
 - Recommending design changes to improve product fit/function and to meet specific objectives
 - Managing your third-party ecosystem (resources and product)
 - Verifying acceptance from channels of distribution and other stakeholders
 - Interpreting data and feedback to understand the customer's decision-making process
 - Tying key findings back to your product development and marketing plans

KEY BENEFITS

By partnering with PRG you can improve product profitability and take advantage of:

- PRG's team, with expertise across the value chain, including product specification
- Guidance for your product, to take it from design, to manufacturing and market
- Cost savings and the ability to allocate internal resources to other objectives through strategic outsourcing
- Meeting funding objectives