



## T2+2™ ENTREPRENEUR

T2+2™ Entrepreneur is a unique, comprehensive web-based service that combines an online market research and training package with custom consulting to help start-up companies and small businesses realize the potential of their new products and technologies. It is based on the T2+2™ Professional system that Foresight Science & Technology, a leading technology commercialization firm that has helped thousands of small businesses get their products and technologies to market, already licenses to numerous universities, government agencies, and companies.

Foresight has designed T2+2™ Entrepreneur with the specific needs of new ventures and small businesses in mind. It can be used to:

- ❖ Identify and understand target markets;
- ❖ Develop the right strategies for bringing new products and technologies to market;
- ❖ Gather intelligence on competitors;
- ❖ Find information on potential customers, partners and investors; and
- ❖ Help you write a successful Small Business Innovation Research (SBIR) proposal or business plan.

Features of the T2+2™ Entrepreneur service include:

- ❖ Every subscriber receives one custom **Market Overview** report on the industry segment of their choice. This report includes data on size, growth, competition, and the forces that are affecting the market now and will be shaping it in the future;
- ❖ Unlimited access to a library of hundreds of previously written **Market Overviews** that cover a wide variety of industries and technological areas;
- ❖ Unlimited access to a constantly growing **Data Warehouse** with thousands of reports on individual products and technologies in a huge range of fields from life science to computer science to energy;
- ❖ Unlimited access to **Commercialization 101™**, an in-depth training module that teaches everything subscribers need to know about bringing new products and technologies to market;
- ❖ The **Commercialization Plan** template, which walks users through gathering everything necessary from T2+2™ Entrepreneur and other sources in order to write a top-notch business plan; and,
- ❖ **One hour of consulting with a senior Foresight commercialization expert**, which can be used to discuss strategy, an SBIR proposal or business plan, or any other topic useful to the subscriber.

***Let T2+2™ Entrepreneur help take your small business or new venture to the next level!***

**SUBSCRIPTION DURATION: SIX WEEKS**

**PRICE: \$899**

**401.273.4844 x31 • WWW.FORESIGHTST.COM • (F) 401.273.4744  
430 ANGELL ST, PROVIDENCE, RI 02906**

*Many leading research and development organizations use Foresight's original T2+2™ Professional system to help them assess new technologies and get them into the marketplace. They include:*

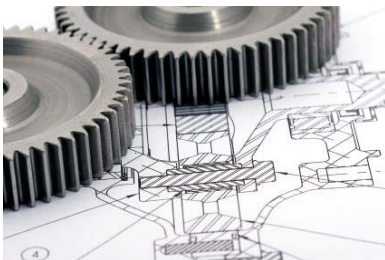
**Ben Franklin of Northeast PA**  
**Boston University**  
**Cornell University**  
**Florida State University**  
**High Tech Rochester**  
**Idaho National Laboratory**  
**Lehigh University**  
**Loma Linda University Adventist Health Sciences Center**  
**National Institute of Standards & Technology**  
**Noetic Technologies**  
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**U.S. Department of Defense:**

- Office of Naval Research
- Naval Research Laboratory
- Naval Air Warfare Division, Aircraft Division
- Naval Surface Warfare Center, Crane Division
- Naval Surface Warfare Center, Carderock Division
- Naval Undersea Warfare Center, Newport Division
- Naval Surface Warfare Center, Dahlgren Division
- Naval Surface Warfare Center, Indian Head Division
- Naval Medical Research Center
- SPAWAR, Charleston
- SPAWAR, San Diego

**U.S. Department of Energy**  
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*For more information about T2+2™ Entrepreneur, please visit the T2+2™ Entrepreneur website at <http://www.t2plus2.com/t2e>. To subscribe, please call David Speser at (401) 273-4844, x.31, or email him at [sales@t2plus2.com](mailto:sales@t2plus2.com).*



**“T2+2™ has been a valuable tool...we use it regularly when assessing new technologies. We’ve seen the most value in T2+2™’s ability to help us understand markets and identify subject matter experts...”**

**–Licensing Associate, Boston University Office of Technology Development**