

ITAC Green Product Development Assessment Opportunity

May 13, 2008

CONFIDENTIAL

To launch a successful green product, you must become better at product development than your non-green competitors.

- More constraints to consider
- Sometimes higher material costs
- Evolving standards

CONFIDENTIAL

Excellence in product development can be achieved by managing three factors:

- Cost of production
- Time to market
- Market price

CONFIDENTIAL

ITAC has tailored a product development capability assessment for companies 'innovating green'

- 1-2 hours, depending upon team size
- Start-ups to advanced manufacturers
- Walk away with realistic next steps
- Free

CONFIDENTIAL

ITAC's assessment will help you to uncover product development opportunities for improvement

- Better requirements earlier
- Optimal team scheduling
- Smoother handling of risks
- Effective product team coordination

CONFIDENTIAL

Assessment bonus—is your company's green R&D qualified for funding or development assistance?

- CCMR JumpStart
- Federal SBIR/STTR grants
- NYSERDA PON opportunities
- NYSTAR TTIP projects with universities

To learn more, sign up for a
Green Product Development
Assessment session!

Colleen Gibney

Technology Project Manager

ITAC

cgibney@itac.org

CONFIDENTIAL