

EARLY CONCEPT DEVELOPMENT AND COMMERCIALIZATION SERVICES **SNAPSHOT**



Accelerate your transition from R&D to the early market acceptance critical to positioning your product or service for full-scale commercialization.

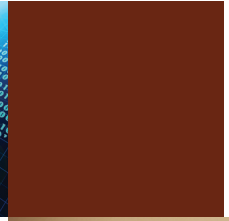
How do you demonstrate to organizations that uphold laws, justice or the nation's security that your new concept can advance their mission in a concrete way? Ask the experts, those with a keen understanding of precisely where the infrastructure of these organizations – the policies, procedures, standards and technologies – most need improvement.

Hillard Heintze provides strategic guidance and support to companies seeking to introduce innovative products and services to the law enforcement, justice or homeland security communities. We support both entrepreneurial start-ups as well as mature firms with established brands intent upon introducing novel concepts into these markets.



www.hillardheintze.com

EARLY CONCEPT DEVELOPMENT AND COMMERCIALIZATION SERVICES



- **Market-savvy insights and counsel from our senior experts, investigators, analysts and specialists**
- **Critical and timely opportunities to refine design, positioning and approach early in the market introduction lifecycle**
- **Access to reactions and “beta” feedback from potential buyers**
- **Establishment of relationships with future customers**
- **Advocacy from a highly respected consulting provider in this marketplace - without relinquishing the control, majority ownership shares and profit splits required by venture capital firms**



SCOPE OF SERVICES

Concept Design and Pilot Program Development

Strategic counsel and support during the initial design and planning phases. Application of our multi-disciplinary expertise in the law enforcement, justice and homeland security markets to counsel on design issues related to critical tasks such as requirements analysis, product specifications, software and system functionality, end-user preferences and use patterns, technical industry-specific standards and protocols, and pilot program development.

Market Research and Intelligence

Full breadth of market research capabilities ranging from informal inquiries of potential senior-level buyers to structured research and intelligence gathering into what specific customer groups in these markets want, need or believe. Scope of research includes factors such as market size and segmentation, competitor assessment, pricing, customer analysis, distribution channels and service and support requirements.

Early-Phase Program Management and Support

Full-scale assistance - operations, administration, marketing and communications - to entrepreneurial teams or mature firms without the ability to scale rapidly enough to support a new product or service introduction. Special counsel to executives unfamiliar with the law enforcement, justice or homeland security markets on how to align their programs, cultures and management styles with how products or services are typically evaluated, tested, approved for use and purchased by senior administrators and mid-level staff within these specialized environments.

CLIENTS WHO TURN TO US FOR EARLY CONCEPT DEVELOPMENT AND COMMERCIALIZATION SERVICES

- Entrepreneurial Firms with Innovative Products or Services
- Mature Organizations Intent upon Penetrating the Law Enforcement, Justice or Homeland Security Markets
- Global Corporations Unfamiliar with the U.S. Market

For more information, contact:

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