



F.O.C.U.S.™ on **Commercialization Advancement Program (CAP)**

To All Entrepreneurs, New Businesses, and Technology Transfer Individuals:

- You have an idea. But how do you make it a successful business?
- Your options for getting your idea to market are unclear.
- Your experience may be limited to technology or product development.

You need information you can trust from an experienced guide on what it will take to get your product into the market place. You need a business model, a solid plan, and a clear understanding of market potential.

Whether you want to build a business or continue to focus on technology—
you need CAP!

To All SBIR Funded Companies and Federal Contractors:

- You have successfully completed Phase I proof of technology concept.
- You have or are currently involved in Phase II product development.
- You need to understand how to pursue Phase III – commercialization:

Funding • Planning • Strategy • Burn Rate • Marketing • Execution

Will the government buy the technology they have funded? How does the government acquisition process work? You may have the contract, but do you have the *business*? How long can you survive until you have sustainable revenue, cash flow, and profitability?

To be successful, you must learn how to do business under government regulations—
you need CAP!

Learn all the elements of building a successful business:

- business plan and strategy
- market strategy
- operating structure
- your “story” and how to pitch to: investors, prospects, customers
- financial information and how to evaluate: revenue, cash, price, cost, profit, and funding

Participation in CAP gets you:

- Your own *customized* program that includes an assessment of your business, professional advisory services, and the establishment of a commercialization timeline.
- Seminars and materials to help you develop an understanding of core business principles – finance, marketing, business development, and sales.
- Complete support in analyzing and developing the tools and processes to make your business successful.
- Step-by-step implementation of strategy and tactics.
- Identification of specific goals, objectives, milestones, and timelines to measure your progress.

TO ENROLL

**Call 919.234.3960 or
email info@focusresourcesinc.com**

Learn to F.O.C.U.S. for Business Success!