



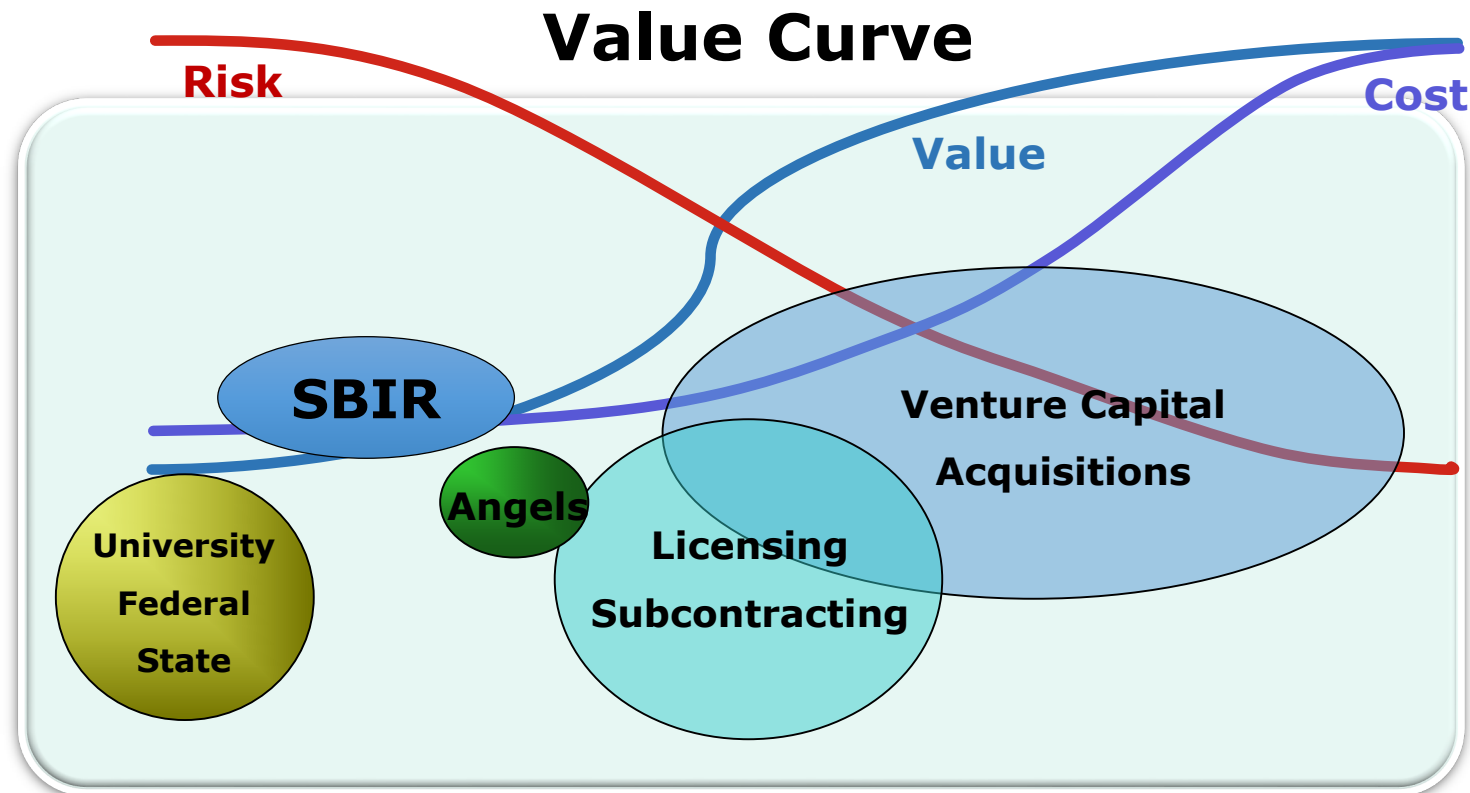
# **Commercialization Insights From a Former Global 500 CTO**

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# SBIR = Federal Seed Funding

- Formed an idea but have no Business Plan = Too early
- Product already developed and being sold = Too late
- Federal need = Business Plan objectives = Just right



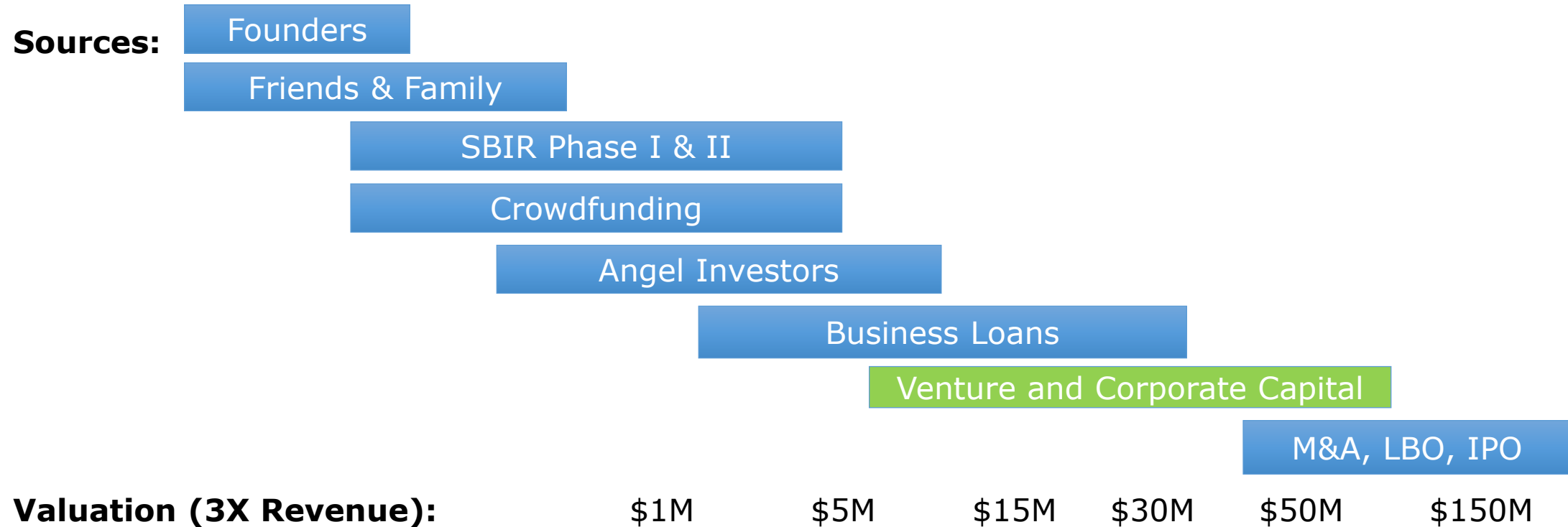
# Staged Investments

**Stages:** Discovery – Design – Develop – Deliver – Scale – Expand – Perform – Unicorn



**Investment:** \$25K      \$100K      \$500K      \$1M      \$10M      \$25M      \$100M

**Funding:** Pre-Venture      Seed      Start-Up      Early Stage (A)      Expansion (B)      Exit Strategy





# Delivering Customer Value



## Global Challenges



## Market Opportunities

Bringing quality water to where it's needed

Using energy more wisely and creating new sources

More food, healthier food and less waste

Higher standard of living for a growing global population

## Science-Driven Solutions

Reverse osmosis modules  
Microbial control  
Pipeline materials

Building insulation  
Structural adhesives for automobiles  
Solar shingles  
Gas-treating products

Weed and insect control  
Seeds and trait technology  
Healthier oils  
Flexible food packaging

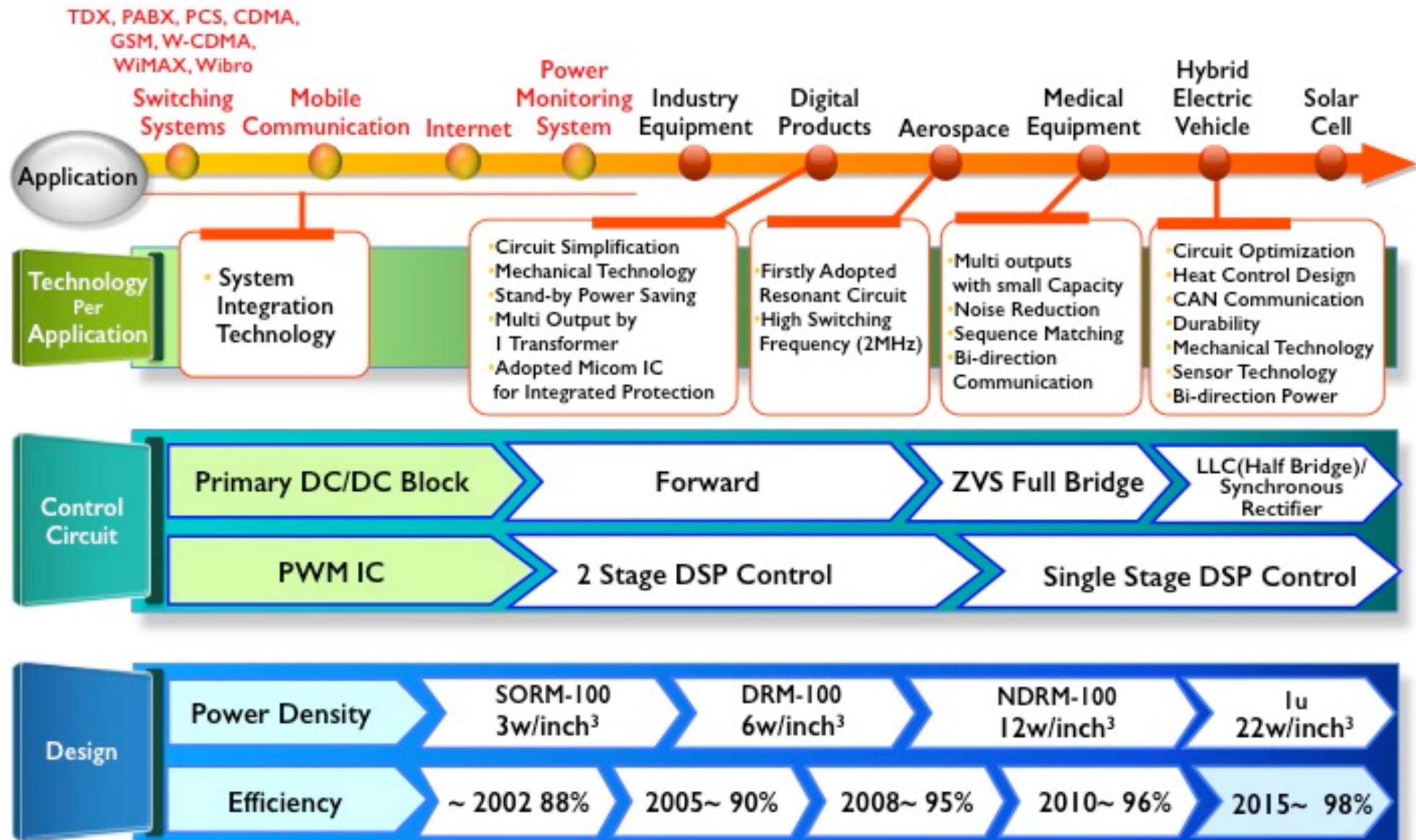
Next-generation electronic materials  
Enhanced drug formulations  
Low VOC paints

# Corporate Venturing

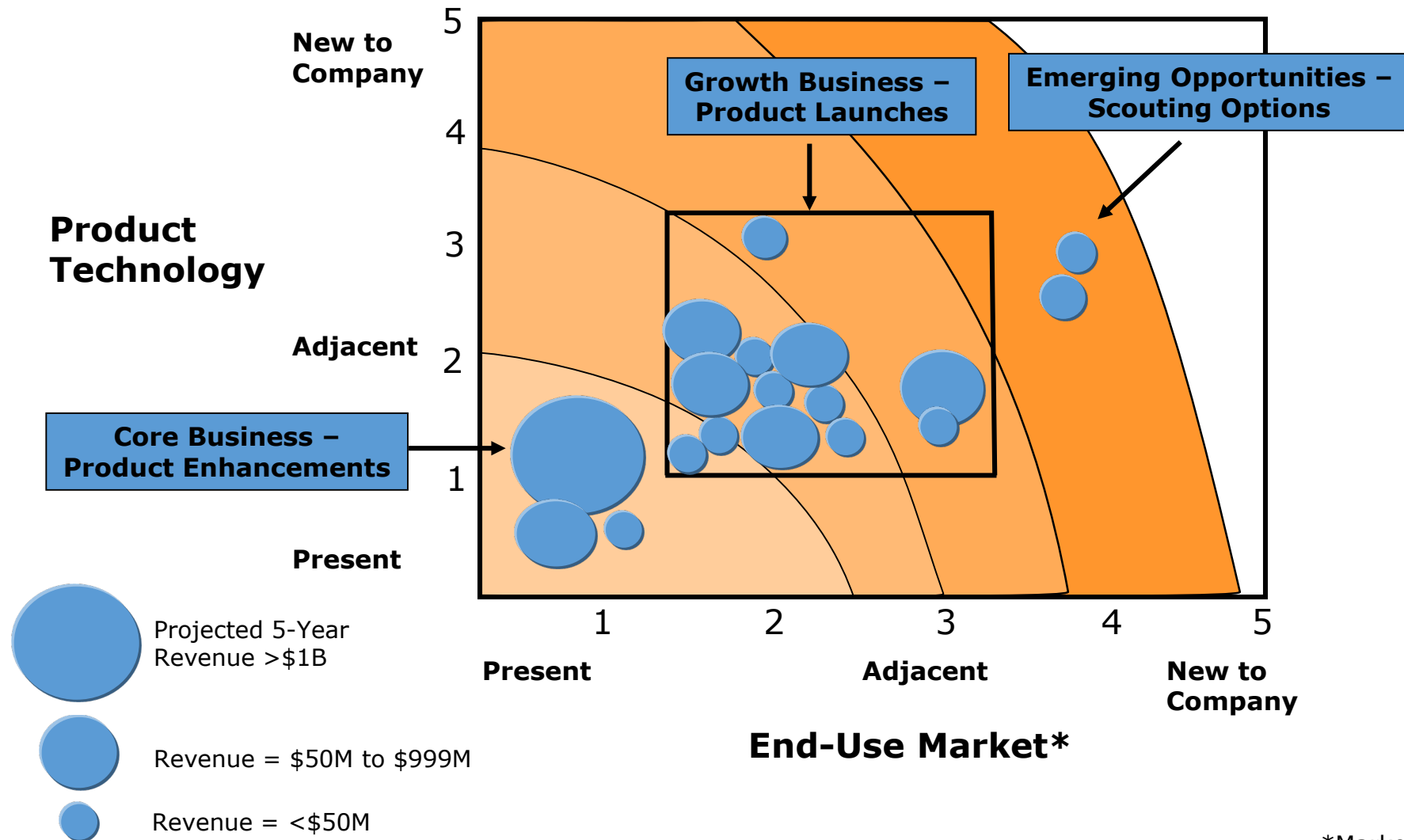


- Identifies / analyzes **new technologies** and quantifies **new market opportunities** for Dow
- Serves as an **innovation pipeline** to supply Dow with a flow of new concepts for evaluation
- Seeks interaction with **emerging technology sources**, focusing on developing strategic relationships
- Staff includes **technical, commercial, and financial analysts**
- Uses **Technology Scouting group** to identify, interact with emerging technology-based opportunities

# Technology Roadmap



# Balanced Product Portfolio



\*Market means customers, not geographies

**Thank you!**

**Questions?**