Section 4

INDEX AND BIBLIOGRAPHY

Α

ACE-Net, 95

Advanced Technology Program (ATP), 5-7

В

Borrowing

- from family and friends, 24
- from banks, 24

Bridge financing, 31

Business angels, 29

Business Opportunity Preview, 79-80

Business plan, 102

- Distribution protocols, 112
- Getting feedback on the draft, 110
- Revising the plan, 111
- Scope, 102
- Difference between business plan and prospectus, 103
- Using the business plan, 112

Business plan outline (Detailed), 106-109 Business plan outline (General), 105 Buyer behavior, 226

C

Cashing out, 33

Commercialization strategy, 37, 209

Corporate partnering, 85

Customers, 224

D

Debt financing, 22

Distribution agreement, 86

Downstream applications, 50

Ε

Early stage financing, 31

End-users, 224

Equity financing, 27

Equity investment in parent company, 42

Equity investment in spin-off, 43

Executive summary, 110

Exit scenarios, 33

External value of business plan

F

Features, Advantages, & Benefits, 222

Factor, 25

Foundation company, 17

Н

High-potential venture, 17, 18

ı

Industry experts, 219

Initial Public Offering (IPO), 27, 30, 45, 100

Institutional venture capital, 29, 96

Intellectual property, 198

Internal value of business plan, 114

Interviews, 220

Investment bankers, 27

J

Joint ventures, 88

© DAWNBREAKER PRESS, 1998 I N D E X 261

Leasing, 26
Leveraged buy-out, 32
Licensing, 63
Licensing-in, 64
Hybrid licensing agreement, 71
Multimedia license, 71
Product license, 70
Software license, 72
Licensing with developmental funds, 38
Licensing package, 79
Licensor, 70
Licensor title, 66
Life-style firm, 17

М

Manufacturing Agreement, 87
Market build-up method, 236
Market growth, 246
Market segmentation, 234
Market size, 242
Mass markets, 231
Mezzanine financing, 31
Mission, 204

N

Negotiation issues, 84 Niche markets, 231

P

Personal philosophies, 37 Presentation materials, 117 Private placements, 27 Provisional patent application, 198

R

R&D Agreement, 86 Receivable lending institutions, 25 Regulation D, 97 Return on Investment, 33 Royalty rates, 69

S

Securities Exchange Act of 1933, 97
Seed financing, 31
Small Business Innovation Research, 21
Start-up financing, 31
Strategic alliances, 40, 86, 206
Strategic fit, 64
Strategic plan, 55
Supplier credit, 27
Sweat equity, 19-20
Sustainable competitive advantage, 49, 200

T

Technology partitioning, 53

U

Upstream applications, 50

V

Venture capital, 96 Vision, 202

262 INDEX © DAWNBREAKER PRESS, 1998

Abernathy, W.J. and Utterback, J.W. *Patterns of Industrial Innovation*. <u>Technology Review</u>. January/July 1978. Vol 80, Issue 7, pp. 40-47.

Andonian, Joseph. *Environment Changing in Pharmaceuticals*. Les Nouvelles, Vol 24, No 2.

Arkebauer, James. <u>The Entrepreneur's Guide to Going Public</u>. Dover, New Hampshire: Upstart Publishing Company, 1991.

Badaracco, Jr., Joseph L. *The Knowledge Link:How Firms Compete through Strategic Alliances*, Boston: Harvard Business School Press, 1991, p.4.

Barrett, E. Thorpe. <u>Write Your Own Business Contracts: What Your Attorney Won't Tell You.</u> Grants Pass: The Oasis Press, 1994.

Bianchi, Alessandra. *Learning to Live with (or Without) Your Banker*: <u>Inc</u>, March 1995, pp. 32-42.

Blechman, Bruce and Levinson, Jay Conrad. <u>Guerrilla Financing: Alternative Techniques to Finance and Small Business.</u> Boston: Houghton Mifflin Company, 1991.

Epstein, Michael A and Politano, Frank L. <u>Drafting Licensing Agreements</u>. Englewood Cliffs, NJ: Aspen Publishers, 1995.

Fordis, Jean Burke and Griffen, Susan Heberman. *Avoiding Traps in Licensing Biotechnology*. Les Nouvelles. Vol 26 No 2.

Garner, Daniel; Owen, Robert, and Conway, Robert. <u>The Ernst & Young Guide to Financing for Growth.</u> New York: John Wiley & Sons, 1994.

Goldscheider, Robert. <u>Companion to Licensing Negotiations: Licensing Law Handbook</u> 1993-94. Deerfield, Il: Clark, Boardman, Callaghan, 1993.

Greeley, Paul D. Effective License Negotiating Techniques. Les Nouvelles. Vol 25 No 1.

© DAWNBREAKER PRESS, 1998 BIBLIOGRAPHY 263

Hamel, Gary; Doz, Yves, L.; and Prahalad, C.K. "Collaborate with Your Competitors—and Win," *Harvard Business Review*, January-February, 1989, pp. 133-139.

Hanan, Mack. <u>Growth Partnering: How to build your company's profits by building customer profits</u>, Anacom, 1992.

Harrigan, Kathryn Rudie. *Strategic Alliances: Their New Role in Global Competition*. Columbia Journal of World Business, 22.2 (Summer, 1987), pp. 67-69.

Hess, Robert P. <u>Desk Book for Setting Up a Closely Held Corporation</u>. Englewood Cliffs: Institute for Business Planning, 1985.

Heuss, Valentin and Jolly, Vijay. *Commercializing Multifaceted Technologies*. Les Nouvelles. Vol 25.No 2.

Hisrich, Robert D. and Peters P., Michael. <u>Entrepreneurship: Starting, Developing, and Managing a New Enterprise</u>. Homewood, IL: BPI, 1989.

Linneman, Robert E. and Stanton, Jr., John L. <u>Making Niche Marketing Work</u>. New York: McGraw-Hill, 1991.

Manfroy, Willy, Patterson, William and Staackmann, Joachim. *Technology Acquisition Process.* Les Nouvelles. Vol 24 No 4

Ohmae, Kenichi. *The Global Logic of Strategic Alliances*. <u>Harvard Business Review</u>, March-April, 1989, pp. 143-155.

Parr, Russell L. Insights Into Royalty Rate Economics. Les Nouvelles, Vol 25.No 2

Poole, Shiela M. New Biotech Venture: Project could spur flow of venture capital incubator's program part of plan. The Atlanta Constitution; Atlanta, GA, August, 14, 1998.

Radcliffe, Mark F and Clowes, Howard. *Issues in Strategic alliances*. <u>Les Nouvelles</u>. Vol 26, No 3.

Raising Capital: *How to Borrow from Family and Friends*. <u>Inc</u>. July, 1995, p 99.

Ries, Al and Trout, Jack. <u>Positioning: The Battle for Your Mind</u>, New York: Warner Books, Inc., 1981.

264 BIBLIOGRAPHY © DAWNBREAKER PRESS, 1998

Sandhusen, Richard L. <u>Marketing</u>. Barron's Educational Series, Inc. New York, 1987.

Servo, Jenny. <u>Business Planning for Scientists and Engineers</u>. Rochester, NY, Dawnbreaker Press, 1999.

Servo, Jenny. <u>Developing Indicators of Commercial Potential</u>. Rochester, NY, Dawnbreaker Press, December 1995.

Servo, Jenny & Hauler, Paul. <u>Knock their Socks Off: Making Winning Presentations to Investors.</u> Rochester, NY, Dawnbreaker Press, 1993.

Smedinghoff, Thomas J. <u>Multimedia Legal Handbook: A Guide from the Software Publishers Association.</u> New York, NY, Aspen Law and Business, 1998.

Swisher, Kara. *Venture Capital Investments Surged to High in Quarter*: Wall Street Journal, New York, August 17, 1998.

Taylor, James W. <u>Competitive Marketing Strategies</u>: An action plan for achieving <u>market leadership</u>. Radnor, PA: Chilton Book Co., 1986.

Teece, David. Capturing value from Innovation. Les Nouvelles. Vol 26, No 1.

Thomsett, Michael C. <u>The Little Black Book of Project Management</u>. Amacom, 1990.

Tuller, Lawrence W. <u>The Small Business Valuation Book</u>. Holbrook, MA: Adams Media Corporation,1994

U.S. Bureau of the Census, *Statistical Abstract of the United States*: 1994 (114th edition.) Washington, DC, 1994.

Villeneuve, Thomas F, Gunderson Jr., Robert V., and Kaufman, Daniel M. Corporate Partnering: Structuring and Negotiating Domestic and International Strategic Alliances. Aspen Law & Business, 1995.

Webster, Frederick. <u>Market-Driven Management: Using the New Marketing Concept to Create a Customer-Oriented Company.</u> New York: John Wiley & Sons, 1994.

Wetzel, William and Hughes, Frank. 1989 SBIR Conference presentation. Washington, DC, 1989.

© DAWNBREAKER PRESS, 1998

BIBLIOGRAPHY

265