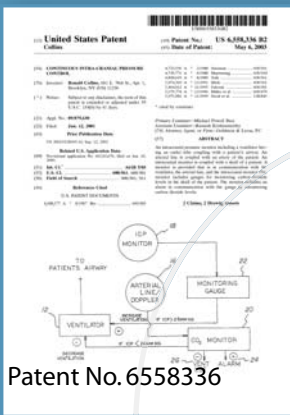


MIND TO MARKET EXPLAINED

Dr. Collins came up with an idea of monitoring and controlling Intra Cranial Pressure (ICP) while working with patients in emergency situations. He combined three separate instruments - the ICP monitor, CO₂ monitor & Ventilator to create the Continuous Intra Cranial Pressure Control System. The patent was issued to Dr. Collins in May 2003.

Dr. Collins approached IDEA in April 2007 to turn his brilliant concept into a marketable product.



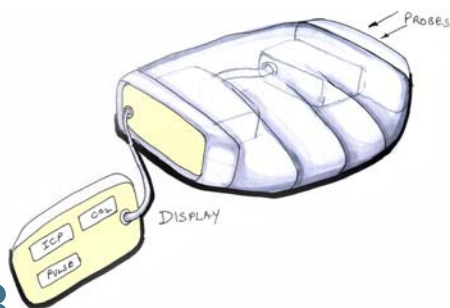
RESEARCH 01

IDEA conducted several brainstorming sessions with Dr. Collins. The team also researched and studied the various contexts in which the product would be used by talking to doctors, radiologists, anesthetists, neurosurgeons and emergency medical technicians. The key challenges identified were:

1. Integrating three separate devices into a single, portable unit
2. Identifying high impact materials to impart a robust quality to the product
3. Developing a user friendly, intuitive interface

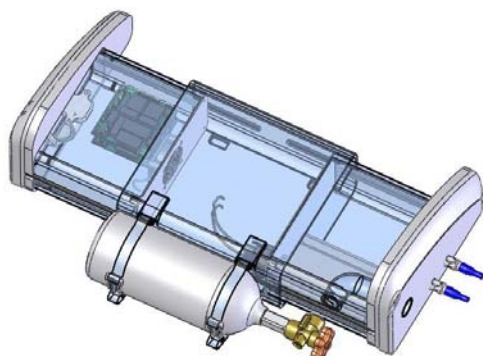
ENGINEERING 03

The engineering team devised solutions for incorporating a rechargeable battery back, fan for dissipating heat, and attachment for oxygen cylinder within the integrated housing. The entire collapsing mechanism was defined and detailed out.



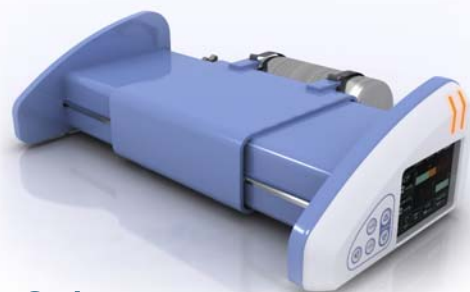
MANUFACTURING ASSESSMENT 05

IDEA's team of manufacturing experts ensured that each part and sub assembly were fine tuned for eventual cost effective and efficient manufacturing by picking the right materials and processes for the job.



INDUSTRIAL DESIGN 02

A detailed ergonomic study was carried out during the design phase. The product required being portable, impact proof & the inclination angle of the bed had to be 30°. The team of designers came up with a solution of using an inflatable bed which when blown takes the shape of a wedge and provides the required angle. The product form was integrated into the inflated bed to provide a functional aesthetic.



ANIMATION 04

The animation storyboard clearly shows the internal workings of the continuous intra cranial pressure controller including the relationship between all the different operating parts. It also shows how the product is used in EVAC (Emergency Evacuation) situations. The animation team relied on high end computer software to create, edit and composite the animation film that will serve as an infomercial presenting Dr. Collins product to potential manufacturers and licensees.



MARKETING LICENSING PORTFOLIO 06

The communication and marketing team at IDEA put together a comprehensive document and accompanying CD that is the Marketing Licensing Portfolio. The MLP explains the design, engineering and manufacturing details of the product along with establishing its context and usage that would help potential manufacturers and licensees make informed licensing decisions.

Our unique Mind To Market process will help you take your patent to the next level.

