

## **Leadership, Experience and Resources From Drawing Board to Marketplace**

**IN THE TIME IT TAKES YOU TO  
READ THIS HEADLINE,  
YOUR COMPETITION HAS  
ADVANCED**



*The market is searching for viable, promising companies with unique and innovative technologies that will lead to profitability. But the hurdles are getting higher. Every day the transaction pace accelerates and the marketplace evolves. If you are an executive, a scientist, a representative of an academic institution or a capital investor, this means there are more complex tasks to complete in less time. Unless you have a dedicated staff with specialized expertise, the mission is virtually impossible.*

*Sheltowee has the proven leadership, experience and resources to maximize success in the commercialization of early stage technologies and the launch of new companies. Sheltowee has a domain of expertise that covers the gamut of early stage commercialization and business development for technology based companies. Sheltowee's past experience in navigating the treacherous pathways of commercialization can help you to avoid the pitfalls and obstacles that will ultimately cost you valuable time and money.*

### **WHERE YOU'LL FIND EXPERTISE IN BUSINESS, FINANCE AND SCIENCE.**

*Whether you require capital, interim management recruitment or oversight, strategic consulting, site location assistance, or assistance in securing and leveraging intellectual property rights, we have the combination of business, finance and scientific expertise to support your company during start-up and in the commercialization of its technology.*

### **ADVISORS TO MAXIMIZE YOUR OPPORTUNITIES.**

*Commercialization is a complex process requiring extraordinary resources. Most technology based companies face financing obstacles, intellectual property issues, licensing, regulations, financial modeling and day-to-day management challenges that can consume copious amounts of time and energy. Sheltowee can increase your efficiency and productivity – and therefore your path to success by assisting you with:*

#### **▪ BUSINESS PLAN DEVELOPMENT**

*Sheltowee and its principals have assisted in the development of business plans that launched or commercialized multiple companies and technologies. We know the commercialization process and understand the time line and financing nuances that face your early stage organizations. The business plan that you develop will be the road map to your success and a primary document that will be used for the attraction of capital. Our experience will help you develop a business plan that articulates your message and maximizes your chances of success.*

#### **▪ FUND-RAISING**

*Sheltowee can help you structure creative financing opportunities and gain exposure to a broad spectrum of capital providers, including angel investors, banks and venture capitalist, so you can spend more time doing what you do best: perfecting your product. Sheltowee can assist with obtaining SBIRs, Kentucky R&D research vouchers and access other financial resources to help you build your company.*



▪ **CORPORATE STRUCTURE**

*What's the best way to structure your company? Should you be prepared for a buyout or acquisition? How will you benefit the most? We can help you in designing the structure of your company to meet both your short- and long-term goals.*

▪ **TECHNOLOGY TRANSFER**

*The process of transferring intellectual properties can become an entanglement which can grind the commercialization process to a halt. Sheltowee has the negotiating and licensing expertise to maximize and leverage your stake in intellectual properties – including those developed in partnership with academic or corporate institutions.*

▪ **MANAGEMENT TEAM RECRUITMENT**

*Would you like help building the best team to make your innovation succeed? Do you need a CEO experienced in oncological products? Or wireless communications? Sheltowee principals have an extensive network of international contacts and can find the right people for your company.*

▪ **FAST THINKING FOR SMALL COMPANIES**

*We can help you go to the next level. Sheltowee understands the way you work and has integrated business, finance and scientific resources to move your ideas ahead quicker than you thought possible. Other capabilities include:*

**PLAN, DEVELOP AND GROW WITH SHELTOWEE.**

*It is not all the right decisions that our consultants have made in the past that is going to bring value to your organization. It is the experience of having made wrong decisions and surviving them. Let our experience help you avoid costly mistakes and obstacles on your path to success.*

*For more information about Sheltowee, contact:*

*Alex Day  
CEO  
Sheltowee, LLC  
16810 Aiken Road  
Louisville, KY -40245*

*Phone: -502-515-1492  
Mobile: -502-299-5079  
Fax: -831-300-2101  
E-Mail: -ADay@Sheltowee.com*