



# A Squared Technologies, Inc.

©

## New Idea Evaluation Test

Factors and Weights	5	4	3	2	1
<b>Estimated Profitability</b>	Extraordinary	Fantastic	Great	Good	Small Margin
<b>Technical Complexity</b>	Very Simple	Everything is Available	Custom Fab Needed	Custom Design Needed	R&D Required
<b>Industry \$/Year Size</b>	50 Billion+	10 Billion+	1 Billion+	100 Million+	10 Million+
<b>Number of Competitors</b>	<4	>4	>10	>50	>100
<b>Number of Related Patents</b>	<4	>4	>10	>50	>100
<b>IP Uniqueness</b>	Extraordinary	Fantastic	Great	Good	Small Margin
<b>Regulatory Agencies</b>	None	UL/CSA	Off Shore	FDA	>3
<b>Regulatory Acceptance Likelihood</b>	Extraordinary	Fantastic	Great	Good	Small Margin
<b>Development Cost</b>	<\$5K	>\$5K	>\$10K	>50K	>100K
<b>Estimated Unit Sales 1st Year</b>	\$1M+	\$100K+	\$10K+	\$1K+	None

10 Factors x Weight Each = Score

Unless Special Circumstances (in house requirement only, stage 1 R&D only, philanthropic, advancement of technology)

0-32 Not Worth Consideration

33-38 Additional Facts Needed

### 39-50 Acceptable for Preliminary Development

*Stay objective, don't "fall in love" with your idea and jump into manufacturing.  
Examine the potential before investing a dime!*

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