

Dodging (Marketing) Potholes

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Who is Brightec?

- Founded 1992 – Luminescence and Swatch Watch
- Public 1998 via US shell
- Restart in US 2001 – 2002
- Commercial Launch 2003

What is Brightec?

- New Standard for “Glow in the Dark”
- High Quality Graphics – Normal by Day – Overnight Glow (8 -12 hours)
- Unlimited Consumer and Commercial Applications

Brightec at Work

By Day: Picture Perfect



By Night: Amazing!



High Visibility – Great for Launch

- Credibility greater than Size
- Leveraging the PR
- Exploiting the Follow-on

Super Bowl XXXVIII Tickets

Self-funding R&D Projects

- Long-time tool for technical ventures – SBIR, etc.
- Are Targets really Targets?
- Leveraging the Economies of Scale

Market Test – 570 Staples Stores

Do it like Einstein!

- Delays and Barriers are inevitable
- Understanding – in-depth – product and performance
- \$\$ are not always the answer
- Thought Experiments can alleviate the Potholes!

New Materials, New Versions, New Protocols

Leap 'Em don't Dodge 'Em

- Leveraging *that* Business Planning Effort
- Focus on Plans that really advance Goals
i.e., true Strategic Planning
- Keep Committing to Paper and Action