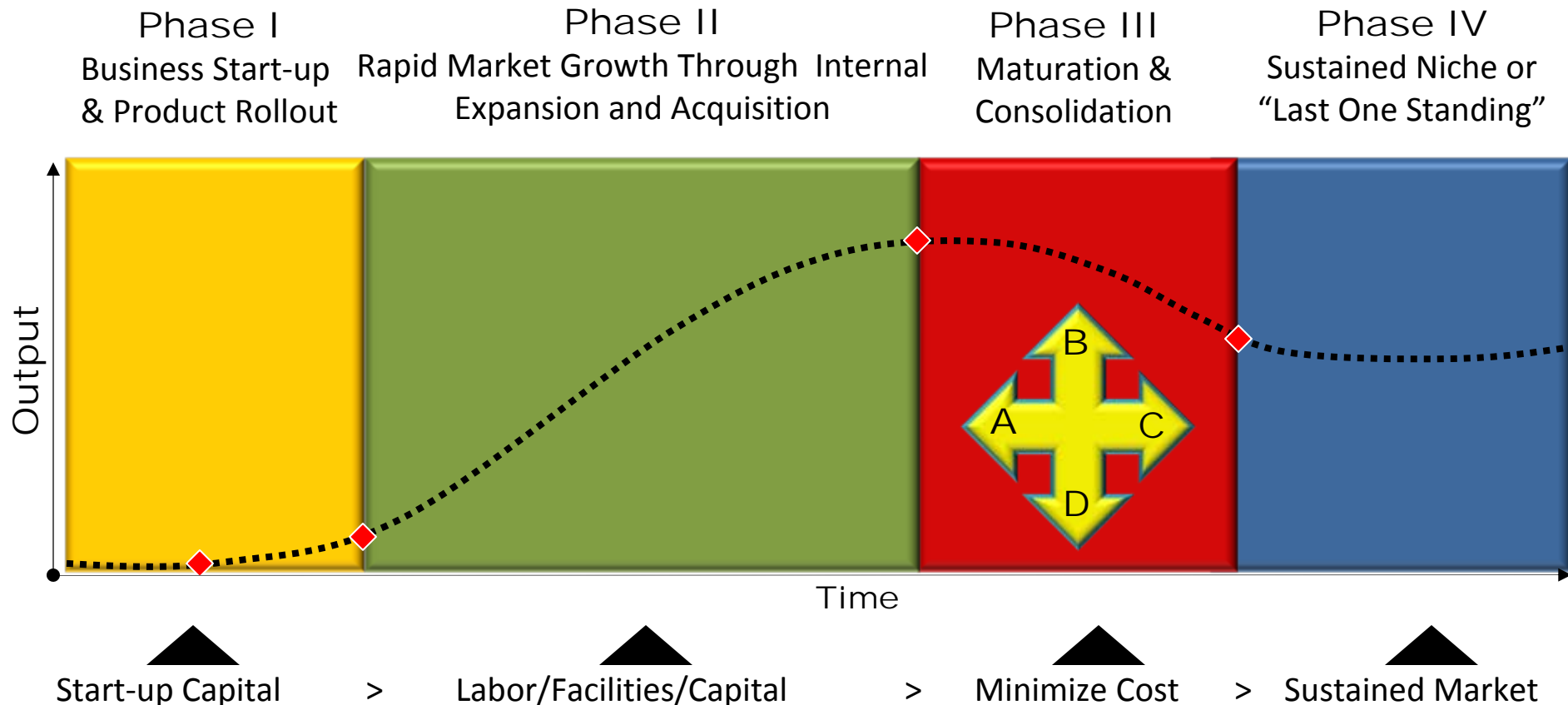


Company/Product Life Cycle: Key to Understanding Opportunities



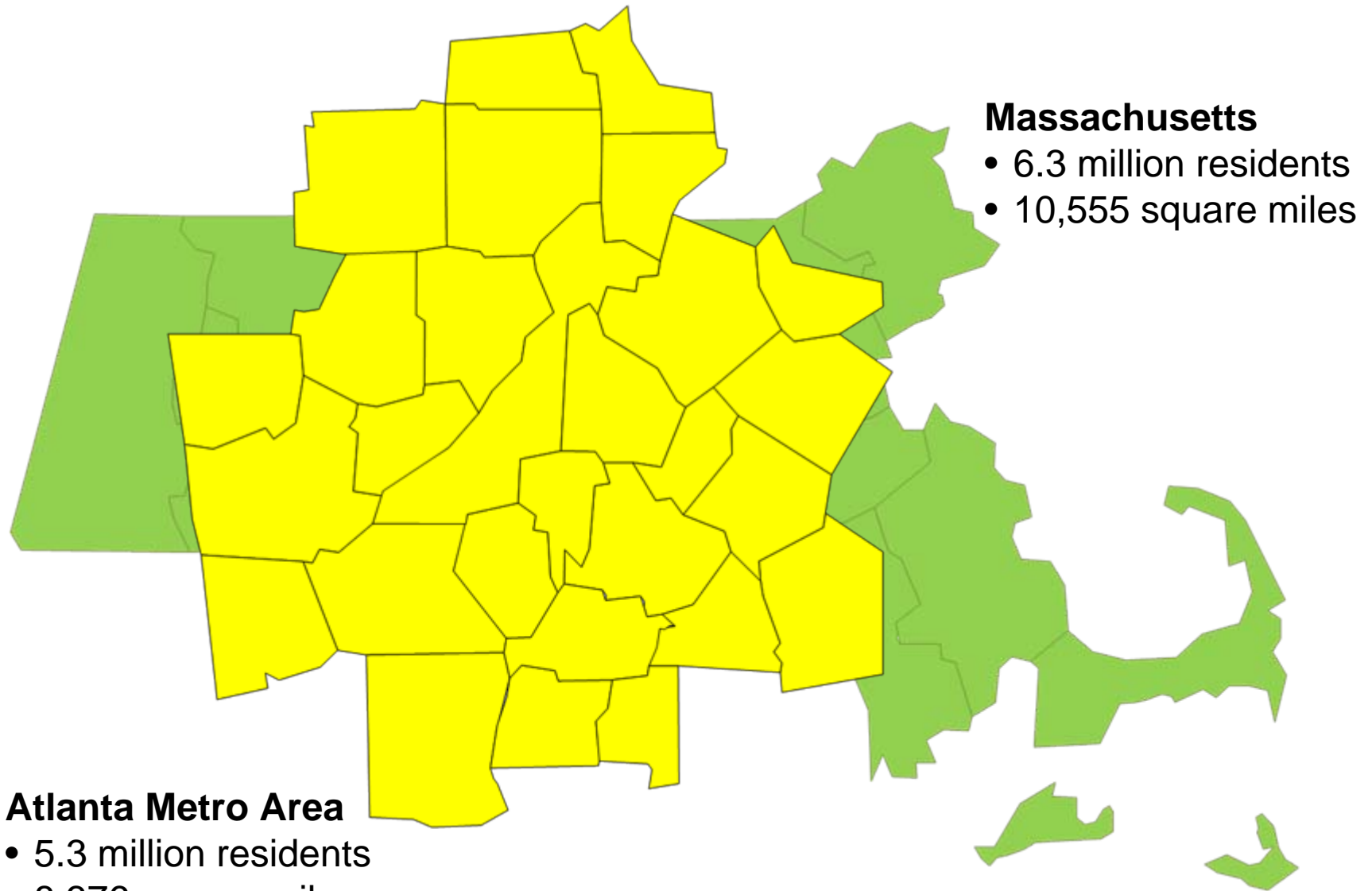
Critical Decisions Made in Phase III

- A: Attempt to go back to Phase II (new market expansion/product improvements)
- B: Consolidate with competition to grow share in a shrinking market
- C: Go/stay private with niche operation and proceed to Phase IV
- D: Continue to enhance productivity to sustain margins (production improvements/cost takeouts)

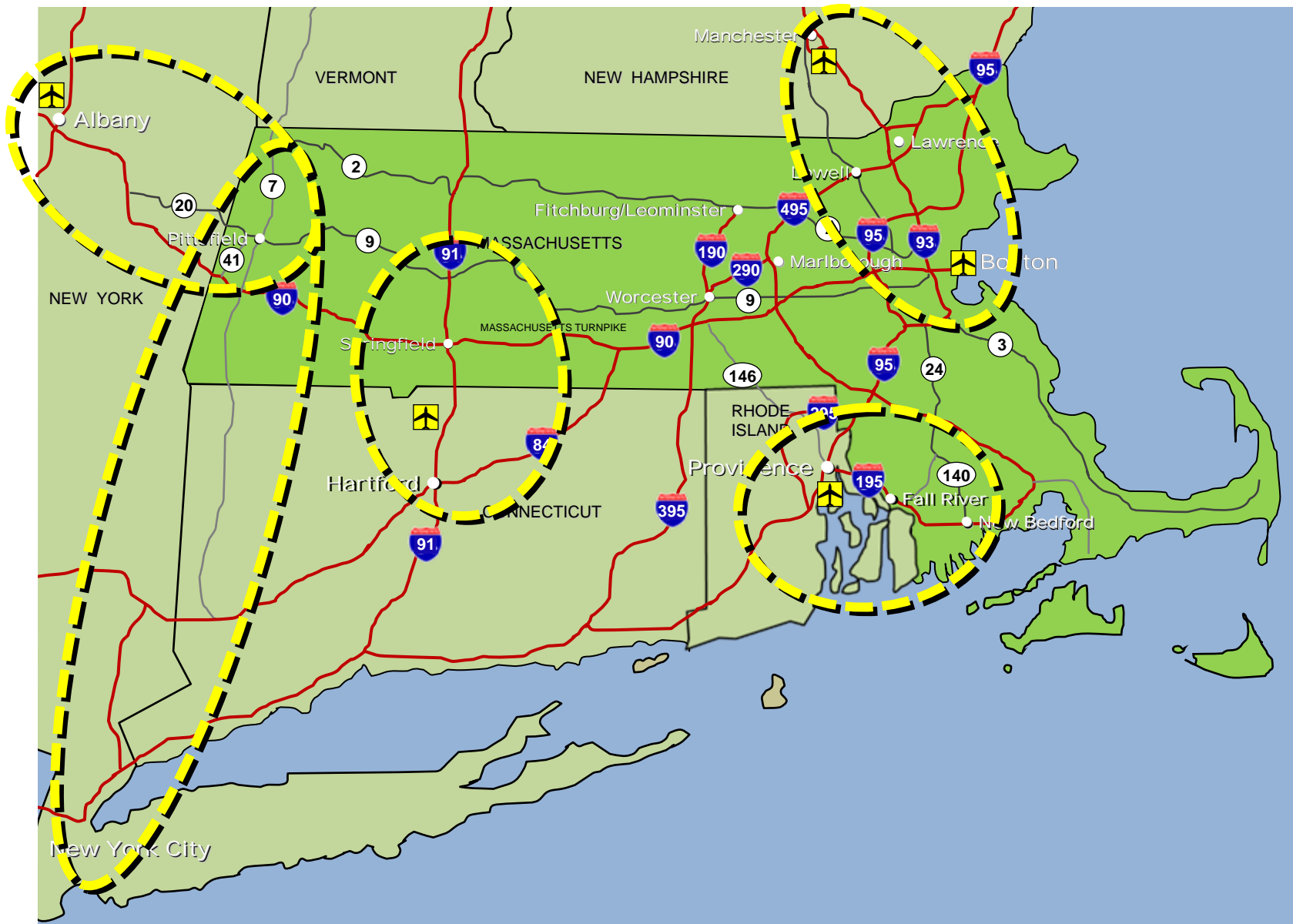
Life Cycle Stages of Target Industries

| Industry/Segment | Life Cycle Status |
|-----------------------------|--|
| Biotech/Pharmaceuticals | Continuous development of new products along with some maturing pharmaceutical products |
| Medical/Other Instruments | Continuous development of new products along with some maturing products |
| Marine Science | Huge potential with modest support from government and private sector |
| Computers/Electronics | Maturing overall but at the threshold of quantum changes . . . major focus on Asian markets |
| Food Processing | Mature overall with on-going opportunities for niche products |
| Fabricated Metals | Mature support industry but nano materials will provide niche opportunities |
| Plastics | Mature support industry with potential new developments from novel materials/processes |
| Alternative Energy | High growth potential but lots of entries into the market |
| Aerospace/Defense/Security | Opportunities for new technologies driven by government and aerospace industry needs |
| University R&D | Not high growth overall but individual universities can expand share of finite funding "pie" |
| Financial Services | Rapidly maturing industry with substantial consolidations and rationalization of operations |
| Prof/Tech/Creative/IT Serv. | High growth of niche consultant and technology service companies |

Size of Massachusetts vs. Atlanta Metro Area



Interstate Regional Relationships




Massachusetts vs. Competition

Pros

- **Substantial college labor resources**
- **Center for life sciences and other technologies**
- **Some niche back office locations**
- **Access to smaller airports with less hassles**
- **Access to Europe**
- **“Boston” image**

Cons (Actual/Perceived)

- **Not as strategic a location as others for reaching markets**
- **Operating costs are high (land, labor and energy)**
- **Not business friendly . . . part of New England anti-growth activism**

- Market the state as one entity with diverse options
- Align within natural regions when defining resources
- Build a better understanding within the state of the available options for emerging/expanding companies
- Have facilities available for each life cycle stage
 - Incubator/Greenhouse
 -  Post incubator multi-tenant (co-location/collaboration)
 - Expansion stand-alone facility



“Change is the law of life.
And those who look only to
the past or present are
certain to miss the future.”

- President John F. Kennedy