

**Versatile, Simple Microfluidics for Field Portable Applications**

*simple microfluidics for point-of-use analysis*

The only microfluidic analysis system that combines multiple process steps into one simple operation for robust, reliable, and high quality results in the field.

Annual Sales Forecast for USA *				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$5	\$510,000	\$4.0 M	<b>1 of 5</b> In Development	<b>2 of 5</b> Patent Pending	<b>37</b>  29 is Average
Low Support	\$7.2 M	\$19.5 M	\$40.3 M			
Medium Support	\$63.1 M	\$132.8 M	\$239.5 M			
High Support	\$178.8 M	\$369.8 M	\$652.6 M	<b>Remaining Time &amp; Cost to First Sale</b>		
Ultra High	\$330.6 M	\$695.2 M	\$1.2 B	1-2 yrs	\$1M-\$10M	

**Versatile, Simple Microfluidics for Field Portable Applications - *simple microfluidics for point-of-use analysis***

*Final Decision Maker: Doctors, beverage producers, chemical manufacturers, environmental monitoring and remediation services, waste water treatment plants*

This invention is a family of methods for the analysis of chemical or biochemical samples. Its primary advantage is that it will enable the chemical measurements to be made at the point of use, such as at a doctor's office, or in a food or chemical manufacturing plant. What distinguishes these inventions from competing ideas is their simplicity. Rather than using complex, multiple step processes for analysis of samples, our inventions combine multiple steps into one simple operation that allows complex samples to be analyzed with little or no sample pretreatment.

The simplicity means there are fewer things that can go wrong, which is critically important for realizing a practical field- portable analysis system. In addition, because the system uses electric fields to separate the individual components of a sample, it provides very high quality, reproducible data. This means lower rates of false positives and false negatives, and less time and money wasted on unnecessary responses.

\$200 for one disposable kit/ cartridge

**Seeking: Purchase, Investment, Manufacturing/ R&D**

Email Inventor(s)  
  Link to Website With More Info  
  Link to YouTube Video  
  Inventor(s) Open to Consulting Requests  
  Agree to use Fair Contract  
  Invention can be exported

\* Consumption sales forecast. Does not include "Random" events or  Inventory Fill . Forecast is for Year 1 for Large or Year 2 for Small Companies. Forecast should be read as ...With Low marketing support there is an 80% odds of achieving sales of at least...

**Report Assumptions and Inventor(s) Commentary**

Inventor(s) Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions
# of Possible Final Decision Makers	<b>300,000</b>	<b>30%</b>	Sum of possible, health care, research, chemical, food and water application areas.
Revenue per First Purchase	<b>\$11,000.00</b>	<b>30%</b>	Assuming \$10,000 for portable analysis unit plus \$1,000 for disposable kits/ supplies
% that will Repeat	<b>60%</b>	<b>30%</b>	Assuming 60% will buy additional disposable kits/ supplies for analyzer
Number of Annual Repeats	<b>4</b>	<b>30%</b>	Assuming quarterly purchasing of supplies and disposables.
Revenue per Repeat Purchase	<b>\$1,000.00</b>	<b>30%</b>	Assuming a disposables cost of ~ \$10 per test result and ~400 tests/ year, with supplies purchased quarterly.
Reseller (Trade) Margin	<b>N.A.</b>	<b>N.A.</b>	
Producer Profit (EBITD)	<b>9%</b>	<b>20%</b>	assuming margin similar to electronic equipment or medical equipment manufacturing.

Innovation Status			
<b>Development Status</b>	<b>1 of 5 In Development</b>		Many laboratory- based proof- of- concept experiments have been done directed at a variety of applications.
Cost to First Sale (remaining)	<b>\$1M-\$10M</b>	<b>20%</b>	5 full time technical/ engineering employees for 1-2 years.
Time to First Sale (remaining)	<b>1-2 yrs</b>	<b>20%</b>	5 full time technical/ engineering employees for 1-2 years.
Confidence in Concept Claims made in description		<b>50%</b>	Several proof- of- concept experiments have been done demonstrating capabilities for a range of different applications.
<b>Proprietary Protection Status</b>	<b>2 of 5 Patent Pending</b>		There is one issued patent and four pending patents

Concept Score & Diagnostics						
 <b>Merwyn Concept Score</b> With Confidence Bands			<b>Concept Diagnostics</b>	<b>Red</b>	<b>Yellow</b>	<b>Green</b>
			Percentile Group	Bottom 40%	Middle 40%	Top 20%
<b>Pessimistic</b> 80% odds of at Least	<b>Most Likely</b> 50% odds of at Least	<b>Optimistic</b> 20% odds of at Least	<b>Overt Benefit</b>			
			<b>Reason to Believe</b>			
<b>25%</b>	<b>37%</b>	<b>51%</b>	<b>Dramatic Difference</b>			



**Inventor Commentary & Alternative Development Scenarios**

**Inventor(s) Sales Goals**

Minimum Goal	\$0.3 M	Current GOAL	\$1 M
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Photo can go here

**Inventor(s) Commentary:**

**CURRENT SALES FORECAST**

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$5	\$510,000	\$4.0 M
Low Support	\$7.2 M	\$19.5 M	\$40.3 M
Medium Support	\$63.1 M	\$132.8 M	\$239.5 M
High Support	\$178.8 M	\$369.8 M	\$652.6 M
Ultra High	\$330.6 M	\$695.2 M	\$1.2 B

**If MARKETING CONCEPT Improved**

(Increase Concept Score by +20 Points)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$7	\$840,000	\$6.4 M
Low Support	\$11.7 M	\$30.7 M	\$63.0 M
Medium Support	\$101.6 M	\$212.6 M	\$364.5 M
High Support	\$289.4 M	\$586.1 M	\$999.2 M
Ultra High	\$532.3 M	\$1.1 B	\$1.9 B

**If PRODUCT/ SERVICE Improved**

(Increase Repeat Rate & Number of Repeats by 30% and Revenue Per Purchase 20%)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$6	\$660,000	\$5.0 M
Low Support	\$9.2 M	\$23.7 M	\$50.7 M
Medium Support	\$80.9 M	\$164.5 M	\$299.0 M
High Support	\$226.8 M	\$455.9 M	\$808.6 M
Ultra High	\$430.1 M	\$864.5 M	\$1.5 B

**If MARKETING CONCEPT and PRODUCT/ SERVICE Improved**

(Increase Concept +20 Points, Repeat Rate & Number of repeats by 30% and Revenue per purchase 20%)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$9	\$1.1 M	\$7.8 M
Low Support	\$14.7 M	\$37.9 M	\$77.5 M
Medium Support	\$127.7 M	\$260.9 M	\$458.1 M
High Support	\$357.2 M	\$715.3 M	\$1.2 B
Ultra High	\$689.4 M	\$1.4 B	\$2.3 B

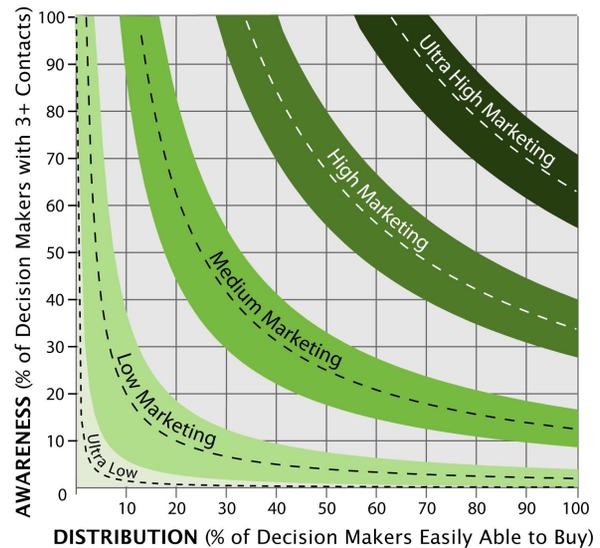


**Additional Details**

Fair Market Royalty (%)				
	Conservative - 80% Odds Royalty Percentage	Most Likely - 50% Odds Royalty Percentage	Aggressive - 20% Odds Royalty Percentage	
<b>At CURRENT State &amp; Status</b>	0.7%	1.1%	1.6%	
Sales & Marketing Support Level	Annual Inventor Royalty Revenue			3 Year Value to Inventor If 50% Odds
	80% Odds	50% Odds	20% Odds	
Ultra Low Support	\$5,500	\$15,000	\$30,000	\$44,000
Low Support	\$90,000	\$210,000	\$390,000	\$640,000
Medium Support	\$640,000	\$1.4 M	\$2.4 M	\$4.2 M
High Support	\$1.8 M	\$3.9 M	\$6.6 M	\$11.6 M
Ultra High Support	\$3.3 M	\$7.1 M	\$12.3 M	\$21.3 M

Sales & Marketing Support Level Assumptions				
Sales & Marketing Support Level	Sample Numbers		% Aware x % Distribution (Aware & Able)	Inventor Estimate of Odds
	% Distribution	% Awareness		
Ultra Low Support (Word of Mouth)	5%	3%	0.2%	60%
Low Support (Small Company)	20%	10%	2%	50%
Medium Support (Medium Sized Company)	50%	25%	13%	20%
High Support (Large Company)	75%	45%	34%	10%
Ultra High Support (Mega or Niche)	90%	70%	63%	10%

**Graph of EQUIVALENT (Awareness x Distribution) Combinations**



NAICS Industry Codes For This Invention
92811 - National Security
56292 - Materials Recovery Facilities
54171 - Research and Development in the Physical, Engineering, and Life Sciences
33911 - Medical Equipment and Supplies Manufacturing
32541 - Pharmaceutical and Medicine Manufacturing

Patent Numbers that apply to this Product/ Service
US7029561
20050145495
20050258040
2004020626
11/926,418

Inventor(s) PEDIGREE	
Years EXPERIENCE in related industry	9
GRANTED Patents	4
Licensing Deals SIGNED	0
Innovations that have SHIPPED	0

For USA Patents: Utility Patent = 7 digit number, Design Patent starts with D, Planet Patent starts with PP. Provisional Application "61/ xxx,xxx", Non provisional application "12/ xxx,xxx", Design patent application "29/ xxx,xxx"

**CAUTION:** This Mervyn Business Simulation Research Report includes no warranty or guarantee. Results and opinions should be considered rough and directional in nature. This is because the report is based upon inventor-supplied data and simplified modeling methods. If you are looking to invest, distribute, purchase or become involved with this innovation, in any way, we strongly urge you to validate the inventor data and sales forecasts BEFORE committing yourself or your resources. Mervyn Research, Inc. shall not be responsible for any liability or damages arising out of the failure to perform such investigation and validation. Changes in the concept description, product, pricing, or input assumptions will almost certainly change results.



**Additional Forecasts for Other Countries**

Annual Sales - Probability Forecast - for Canada 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$1	\$56,000	\$440,000
Low Support	\$800,000	\$2.2 M	\$4.5 M
Medium Support	\$7.0 M	\$14.7 M	\$26.5 M
High Support	\$19.8 M	\$41.0 M	\$72.3 M
Ultra High	\$36.6 M	\$77.0 M	\$137.2 M

Assumptions: exchange rate of \$1.00 US = \$1.01083 CAN; population of 33,390,141

Annual Sales - Probability Forecast - for United Kingdom 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	£0	£51,000	£400,000
Low Support	£730,000	£2.0 M	£4.1 M
Medium Support	£6.3 M	£13.4 M	£24.1 M
High Support	£18.0 M	£37.2 M	£65.6 M
Ultra High	£33.3 M	£69.9 M	£124.6 M

Assumptions: exchange rate of \$1.00 US = £0.50458 UK; population of 60,776,238

**Listing #:** USA.75.032709.036

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