

Indiana Soybean Alliance
Indiana Corn Marketing Council

STARGATE

November 12, 2009

Stargate Advancement

- Outline
 - Objective
 - Overview of process
 - Discovery
 - Predevelopment
 - Development
 - Commercial
 - Gate criteria

Stargate Advancement

- Objective of Stargate
 - Stage gate processes allow for the logical advancement of a project through the development process
 - Helps eliminate pet projects
 - Standardizes assessments and language
 - Allows an organization to advance, recycle, eliminate and redeploy resources

Stargate Advancement

- Overview of Process

Stargate Advancement

Objectives	Activities	Gate Advancement
Discover technology/product/create IP	Bench production Validate product properties Funding/alliance options identified	Preliminary Business Assessment completed Freedom to operate Product properties meet specifications IP strategy documented and completed Pre Development plan completed Pre Development contracts signed

Stargate Advancement

Objectives	Activities	Gate Advancement
To enable IP claims, demonstrate feasibility at small scale	Pilot production Feeding trials Refine IP and submit	Preliminary Business Plan completed Economic hurdles are met Freedom to operate Product properties meet specifications IP submissions completed to scale Development plan completed Development contracts signed

Stargate Advancement

Product Goals → Discovery → Pre-Development 1,2 → Development 1,2 → Commercial

Objectives	Activities	Gate Advancement
Demonstration of feasibility at commercial scale	Scale up	Business Plan completed
	Develop Brand Name	Economic hurdles met
Freedom to operate	Pre launch activities	Product properties meet specifications
	Identify and choose license partners	IP submissions completed to scale
	Funding/alliance options identified	License agreements signed

Stargate Advancement

Product Goals → Discovery → Pre-Development 1,2 → Development 1,2 → Commercial

- First Sale of product
- Monitoring the business
- Audits of sales
- Enforcing IP

Stargate and the Contest

- How does ISA and ICMC's Stargate Process work with the Student Contest?

Product Goals → Discovery → Pre-Development 1,2 → Development 1,2 → Commercial

CONTEST → Contest Judging → Stargate Submission

Stargate and the Contest

What needs to be included?

"preliminary business plan" = the market; market size and growth; Competition; SWOT analysis; and economic analysis

"freedom to operate" = the patent and literature searches required

"Product properties meet specifications" = what are the specifications set for the product you are producing? Does yours meet those? (if there are specs, who are they set by (trade group, government, ASTM, etc.)?)

"pre-development plan completed" = looking forward – what are the key research questions to be addressed for this product to go to market? ID milestones (ie- successful testing against standards; alternative formulations; real time testing); elementary research plan including timeline

Stargate and the Contest

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