**T2M Rashomon: The SLiPs Story from the Technology Developer and the Investor Perspectives.**

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The **Rashomon effect** is contradictory interpretations of the same event by different people. The phrase derives from the film *Rashomon*, where the accounts of the witnesses, suspects, and crime victims are all different.
YEAR 3:

- **Good News:** Congratulations! You're still here
- **Bad News:** Year 3 isn’t really any easier, just different

“VALLEY OF DEATH”
BRIEF REFRESHER: THE BASIC ELEMENTS OF “T2M”
T2M: Key components

Technology + Market ↔ PRODUCT

Cost / Performance Modeling
“Value Proposition” = TEA

Follow-On Funding

Intellectual Property

Team
Follow-on Funding & Partnerships:

If you don’t know where you are going, you might end up someplace else
– Yogi Berra

Know where you are going
You are high risk
**Start early** – relationships take time
I wish I had an answer to that because I am tired of answering that question
- Yogi Berra

**IP - Patents**

the means for owning technology
create value from knowledge
are an economic asset

*IP is needed wherever you make, sell or use “your technical product”*

*Investors and Partners will need details on Patent Position vs. Opportunity*
Your Pitch: *significant effort/time required*

- **Investor/Partner needs to know:**
  - Opportunity space
  - TEA
  - IP position

- **How To Communicate**
  - Inform /excite on opportunity –
    - Not pure technical presentation
    - They Hear vs. You Speak
  - Important 1\textsuperscript{st} conversation, and thereafter
  - Practice, practice, practice
Hey check out my super-expensive, unreliable gadget that we cooked up in lab and have no idea what to do with!

What they hear:

Hey check out my new BATTERY GIZMO that can solve all your Problems!

I’m trying to be polite. Actually, you haven’t told me what I need to understand why this is interesting for me.

What they really mean:

Interesting!
Year 3 Summary - your next stage is (still) difficult

In theory there is no difference between theory and practice. In practice, there is: Yogi Berra
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