Ideas, energized.®

Accelerating Tech to Market

DOE SBIR/STTR 2018 Phase I PI Meeting

Larta INC.
A Larta Institute Company

August 9, 2018

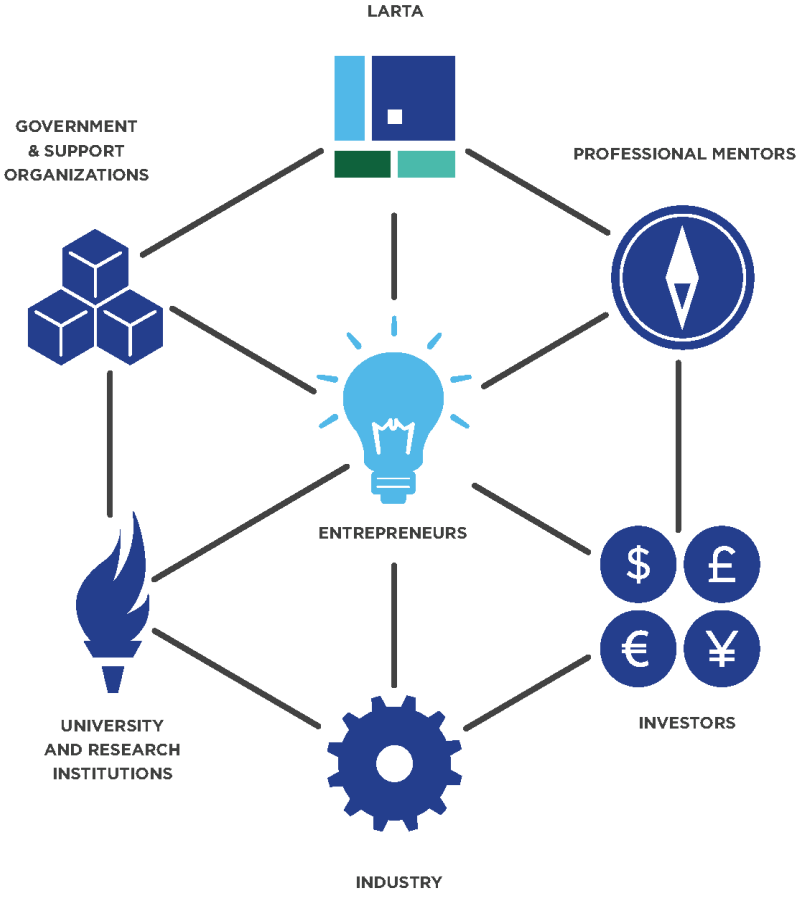
Official SBIR/STTR Commercialization Partner of
U.S. DEPARTMENT OF ENERGY

Larta – *est. 1993*

Our network-centric approach leverages the shared wisdom of a cultivated network of industry specialists

2,500+
SBIR/STTR Phase I/II Grantees Assisted

SINCE 2005



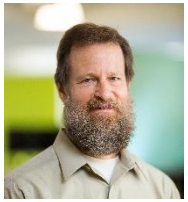
Larta CAP Features

- Access to Commercialization Assistance that matches your needs (two options)
  - Standardized Menu of Services (A1)
  - Customized and Specialized Consultative Services (B1)
- External validation/feedback on your business and go-to-market strategy
- Access to Market Research reports as appropriate
- Access to Larta's Webinar Series
- Leverage your Larta Principal Advisor's and Larta's professional network

1:1 Meetings on Friday, Aug 10

- Book your 1:1 meeting: https://larta.youcanbook.me/
- Meet the Larta team/PAs
- Get answers to your CAP questions
- Identify your primary commercialization needs, gaps
- Obtain help selecting services and/or menu items
- Obtain feedback on your commercialization strategy
- Clarify next steps, schedule, etc.
- Get ready for launch!

Meet the Panelists



Moderator

David Berokoff
Director, Energy Practice
Larta

Rohit Shukla
CEO and Founder, Larta

Karen Sorber
CEO, Micronic Technologies
Larta CAP Alumni

Peter Hong
Sr. Partner, Executive Management Resource Group
Larta Principal Advisor

Nature of Larta Deliverables

Assessment, Validation, Acceleration

Larta assesses a company, validates what their needs are to ensure success, and helps them to accelerate in their industry. Many of the PAs work across domains and are able to bring more than just a single industry background, but an overall deep knowledge of the space

Virtual Mentorship & A Global Network

Larta was, and is, an early adopter of a global virtual mentorship model. There are many benefits to this model, primarily that it greatly leverages a company's network. A global network is key to a company who works in a global supply chain, uses global resources, has a global team.

'Amplification of the Network Effect': We not only provide a useful body of knowledge to companies, but ongoing access to that knowledge that will evolve with their expertise.

For more: www.Larta.org/The-Larta-Way