



Working with a Larta Principal Advisor

Getting out what you put in with Larta

Ryan Riebau, Technology 2 Market Analyst at Air Squared Group

- Air Squared is a vertically integrated scroll machine R&D and manufacture in Broomfield, Colorado
- We've been applying for SBIR/STTR funding since 2011
 - Before enrollment in Larta, we struggled transitioning from Phase I to Phase II
- As an established OEM, we weren't interested in IP protection, writing a business plan, or securing capital

What we needed was support and guidance from industry experts that could direct our commercialization efforts, help us speak directly to the needs and concerns of the reviewers, and connect us to meaningful decision makers within our market/industry niche





Way more than market research

Getting out what you put in with Larta

- Our project had been under development since 2011
 - We need to develop a liquid-cooled, all metal vacuum pump for radioactive tritium gas handling for nuclear fusion research
- We've been on the B2 track with Larta since 2017
- Since our project is so focused, simply requesting market research was not very meaningful to us
 - You don't need a masters in economics to understand the success of our project is predicated on successful nuclear fusion research
- We had already established existing partners/letters of support but these were not enough to compose a compelling case commercialization case for Phase II



Your PA is your bonus team member

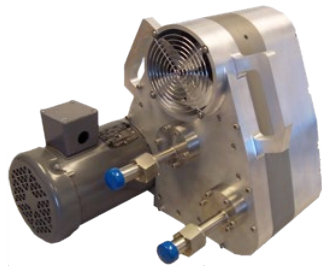
Getting out what you put in with Larta

- Mark became part of our team
 - I probably spoke to Mark at least two hours every week in regard to our proposal
- Mark provided industry & market understanding and was able to help us define a market and connect with potential customer/end users for both our Phase I prototype and Phase II full-scale product
- Further, Mark help us think outside the box and pin down alternative markets for our product

After digesting our strengths and weakness, we determined we could provide value in the semi-conductor market as well

What to expect from Larta

Getting out what you put in with Larta



2011



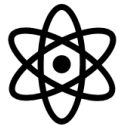
Initial market implementation:
Replace Normetex vacuum pumps at US ITER fusion institutions

Phase II Roll Out



Five year forecast:
Integrate LCAM at international tokamak fusion institutions

Five Year Penetration

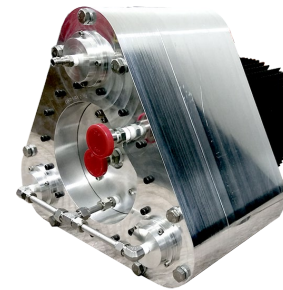


Ten year maturity:
LCAM is SOA across all fusion institutions and industry

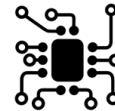
Ten Year Reach



2017



2018



Tertiary opportunity:
LCAM becomes state of the art at semiconductor microfabrication plants

Meta Market Goal



2020

Following Mark's guidance, our prototype and technology is now included in the American Vacuum Association's user's manual as potential semiconductor etching methods