

ATAQ™

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Successful operation of any company is dependent upon the timely acquisition of crucial information. Since 1979, Technology Catalysts International (TCI), through its Ask TCI Any Question (ATAQ™) service, has been paramount in delivering this information to clients. ATAQ provides corporate clients with non-confidential, unpublished, difficult-to-locate technical and business information from around the globe in a timely and cost-effective manner.

ATAQ in Brief

- Fast turnaround
- Anonymity
- Triangulation of information
- Global contacts and affiliates
- Access to TCI's network and industry experience

ATAQ gives clients immediate access to TCI professionals with experience in a variety of scientific disciplines.

TCI Expertise

- Advanced materials
- Chiral chemicals
- Clinical trials
- Commodity, fine and specialty, agricultural, and electronic chemicals
- Composites and ceramic materials
- Consumer and personal care products
- Cosmeceuticals and nutraceuticals
- Drug delivery technology and devices
- Environmental and pollution control technologies
- Food additives, ingredients, and products
- Fuel cell technologies
- Generic pharmaceuticals
- Household chemicals and cleaning products
- Inspection and measurement systems
- Membranes and separation technologies
- Nanoparticles and nanotechnology
- OTC pharmaceuticals
- Pharmaceutical formulations, manufacturing, and packaging
- Pharmaceutical ingredients
- Polymers

How ATAQ works

ATAQ is an annual subscription providing clients a block of consulting time. To access the capabilities of TCI professionals, a client:

1. Submits a request to the TCI professional responsible for the account via telephone, facsimile, e-mail, or TCI's website.
2. Receives confirmation of receipt of the request and within 48 hours, either receives the completed report or an estimated delivery date.
3. Decides on requests that need more than 16 hours to complete. The client can decide to continue with the project, revise the request, terminate the project, or convert the project to a special study.

TCI uses a combination of research and personal interviews to obtain the desired information. Research sources include TCI's proprietary internal database, patents, literature, the Internet, and government publications. The information gathered is then verified via personal interviews with TCI's extensive network of international contacts. In many cases, personal interviews are the only way to obtain the desired information.

Client confidentiality is a critical element in the ATAQ service. At all times during research, the identity of the client is kept strictly confidential. By maintaining client anonymity, Technology Catalysts is able to provide the highest quality information without alerting competitors.



Examples of ATAQ requests

Listed below are typical examples of client ATAQ requests.

- Competitor product information, research projects, positioning, and how they are perceived by their customers
- New technology development monitoring
- Marketing strategies of competitors and planned modifications
- Competitor production costs and margins
- Channels of distribution
- Plant expansion plans
- Product use levels and consumption
- University research programs and tie-ups with competitors
- Regulatory guidelines, directives, and procedures for product approval
- Samples of new products launched
- Forecast cross-checking
- Financial information on North and South American, European, and Asian companies; private and public
- Emerging applications identification for established compounds
- Technology/product pricing
- Existing regulatory status for the use of a compound in drug formulations
- Current development status of pharmaceutical compounds (i.e. clinical trials, filings, findings, side effects, dosages)
- Government regulatory requirements and legislative trends in North and South America, Europe, and Asia
- Status reports on competitors product developments and/or launches
- Strategic product opportunity identification and analysis
- Attendance at conferences
- Locating sources for market positioning, difficult-to-operate processes, second suppliers, or unique experts
- Technology trend identification

Advantages of ATAQ

The ATAQ service offers many unique and distinctive advantages, including:

- Complete client anonymity - TCI asks the questions and gets the answers without mentioning the client's name.
- Information from direct personal contact - Interviews are with the company, their competitors, customers, suppliers, research organizations, trade associations, and universities.
- Fast turnaround - Requests are typically answered in two business days or an estimated delivery date is given if the research will take longer.
- Global coverage - TCI has offices or affiliates in North and South America, Europe, and the Pacific Rim to answer the research needs of clients.
- Personal attention - The contact is a senior member of TCI's staff who will handle requests as a top priority.
- Extensive resources - TCI has experts in many fields, but the client only needs to contact his personal TCI representative.
- Cost control - If a request needs more than 16 ATAQ hours, the client will have the option to (1) proceed with the research, (2) revise the request, (3) stop the research, or (4) request a quotation for a separate study.
- Account monitoring - A monthly statement of charges is sent so the client knows the questions asked and the time charged against the account balance.

About Technology Catalysts International

Technology Catalysts International (TCI) was founded in 1979 to provide consulting services that satisfy the technology transfer and business research needs of industry. We specialize in technology transfer, technology, assessment, and technology portfolio management. The firm's headquarters are in Falls Church, Virginia, a suburb of Washington, D.C. Our global network includes offices in Japan, Korea, India, Argentina, the United Kingdom, Germany, the Czech Republic, and Russia.

Our research staff is comprised of professionals with backgrounds in a variety of technical disciplines, with additional expertise in international marketing, licensing, finance, and business development. We are skilled in providing clients with strategically important competitive information worldwide. The breadth of our experience ensures clients of high quality, actionable information, and complete coverage on topics of interest.

TCI's core consulting services are based on continued monitoring of technological product development activities on a global basis. The company provides consulting and technology transfer services to leading product developers and manufacturers in North and South America, Europe, and Asia. Our client base consists of small, medium, and large companies.

For more information on our services and capabilities, please visit us on the Internet at:

www.technology-catalysts.com