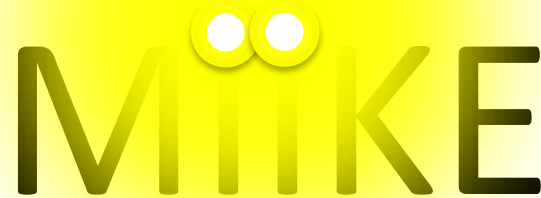
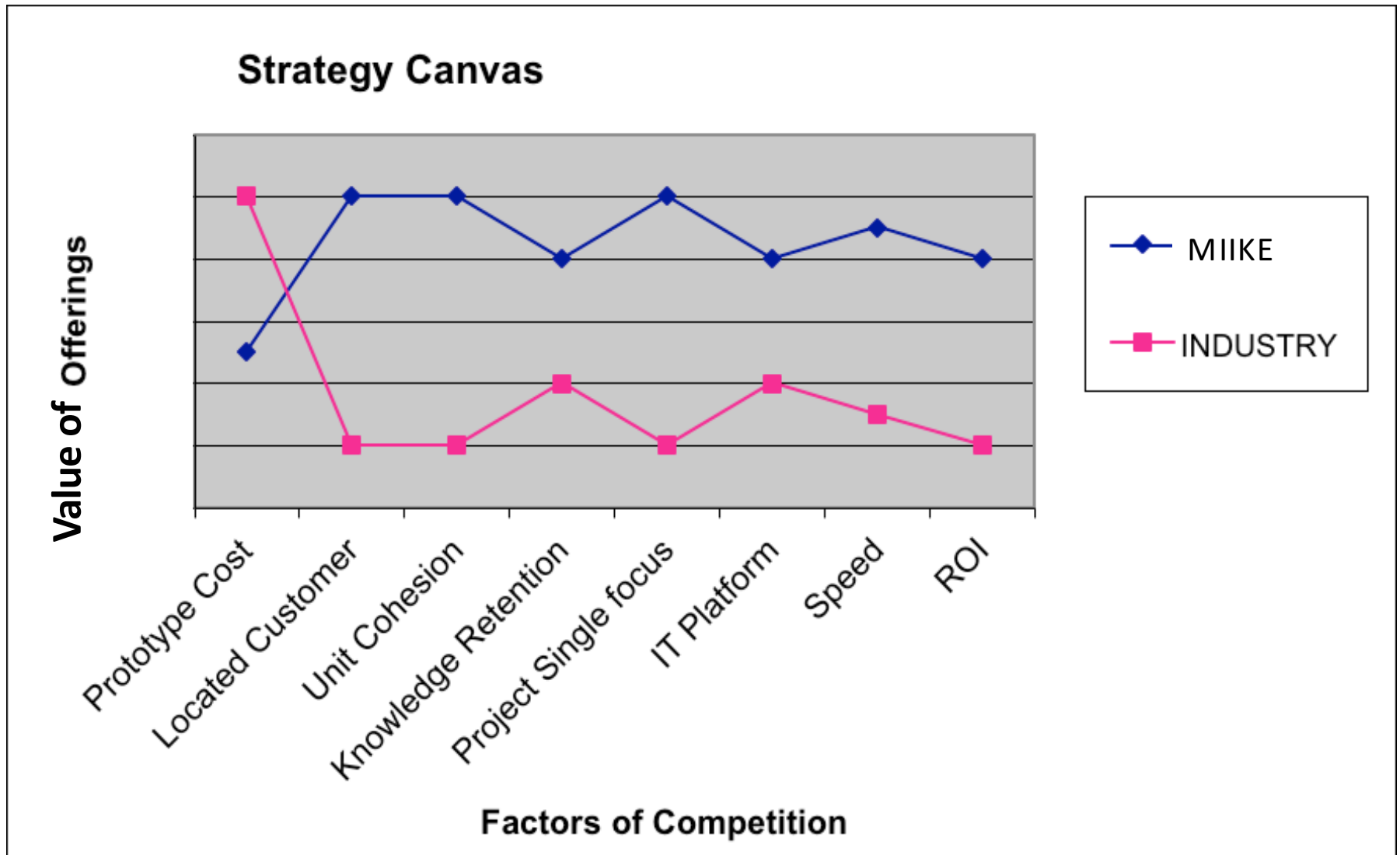


Michigan Innovation Intermediary & Knowledge Exchange



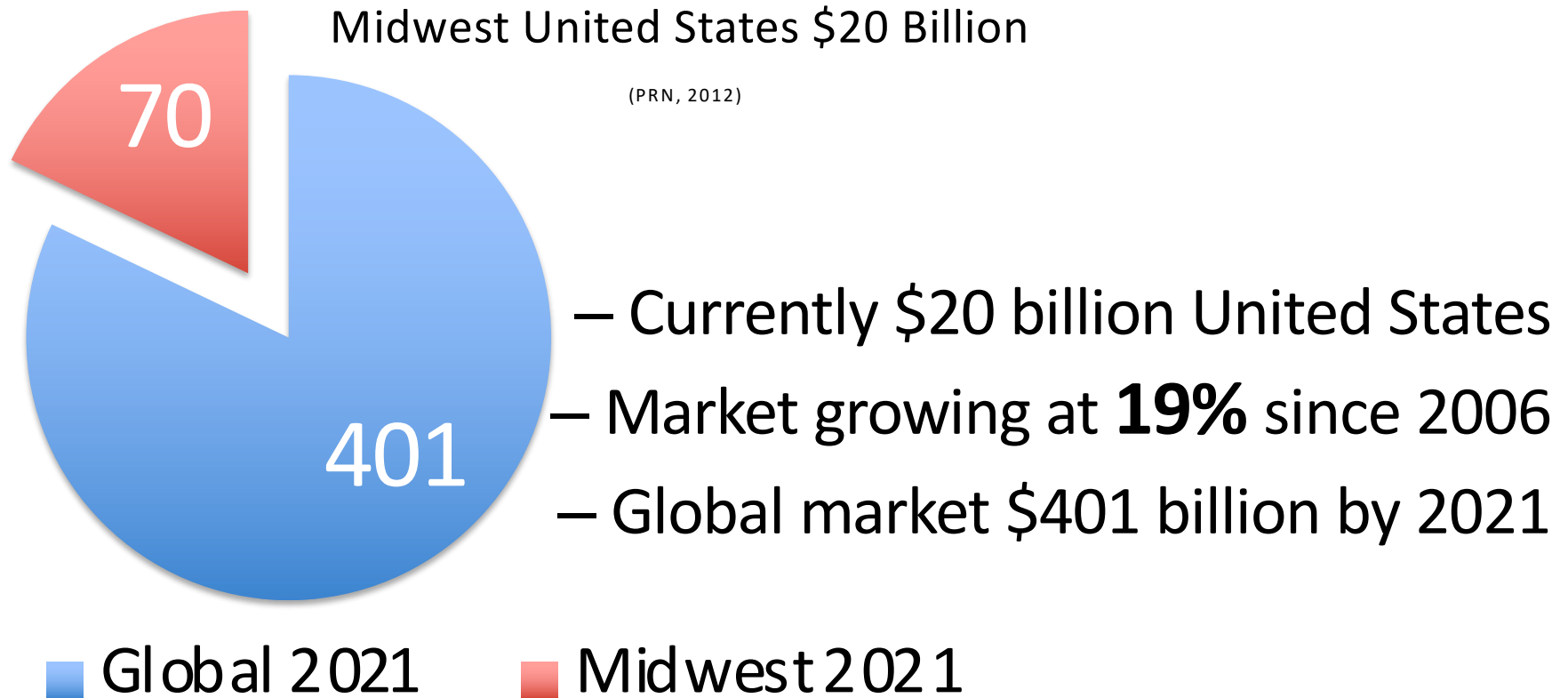
MIIKE's strategic keys



Adapted from Kim, W. C., & Mauborgne, R. (2005). Blue ocean strategy, 2009

What market is MIIKE in?

MIIKE serves the *efficient* internal combustion engine (ICE) market



Who is MIIKE?

- David Campbell
 - Founder / President
 - Concept originator, Ohmestar Spinning Engines

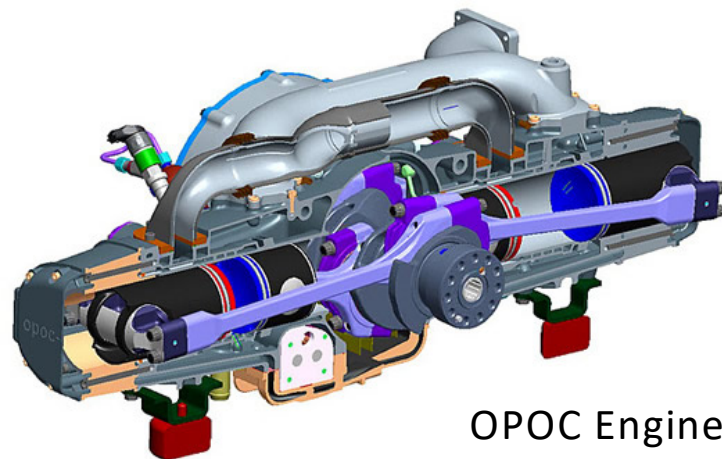
What does MIIKE do?

- MIIKE helps efficient ICE products being tested by small companies to find market share by developing new prototypes contracted as ***external R&D pilot projects*** targeting Multi National Corporations

Example of emerging ICE innovation

- OPOC Engine from Eco motors in Allen Park, Michigan
- Navistar agrees to develop diesel prototype with Eco motors.
- Bill Gates Backing the OPOC deal with Navistar with \$32m

(Forbes, 2012)



OPOC Engine

Photos Source: Diesel Power Magazine, Thompson, J. 2011

MIIKE'S Competitors

- All MNC's that produce engines
 - Heavy truck
 - Rail
 - Vessel
 - Agriculture etc...
- All small engine producers
- Internal Corporate Research & Development of any firm that seeks to develop similar technology based on performance and efficiencies
- External Corporate innovation projects
- Technology Brokers, etc...

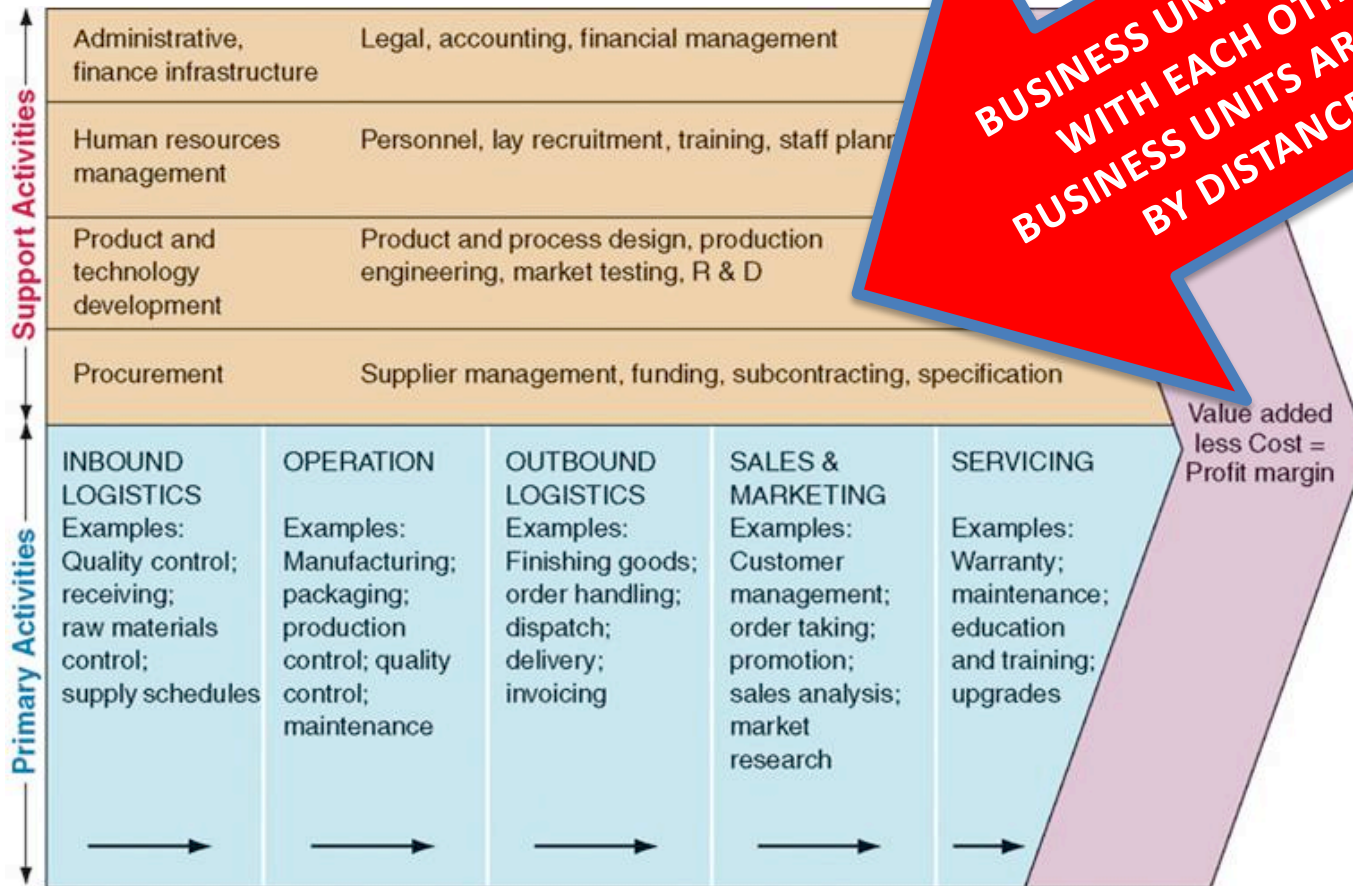
Why do investors need MIIKE?

- 90% of innovation investments fail.
- MIIKE takes the complex innovation investment process and streamlines it.
- MIIKE provides buying customer up front.
- MIIKE provides a single focus project team
- MIIKE provides data to make solid financial decisions.

Why R&D Fails... **90%** of the time

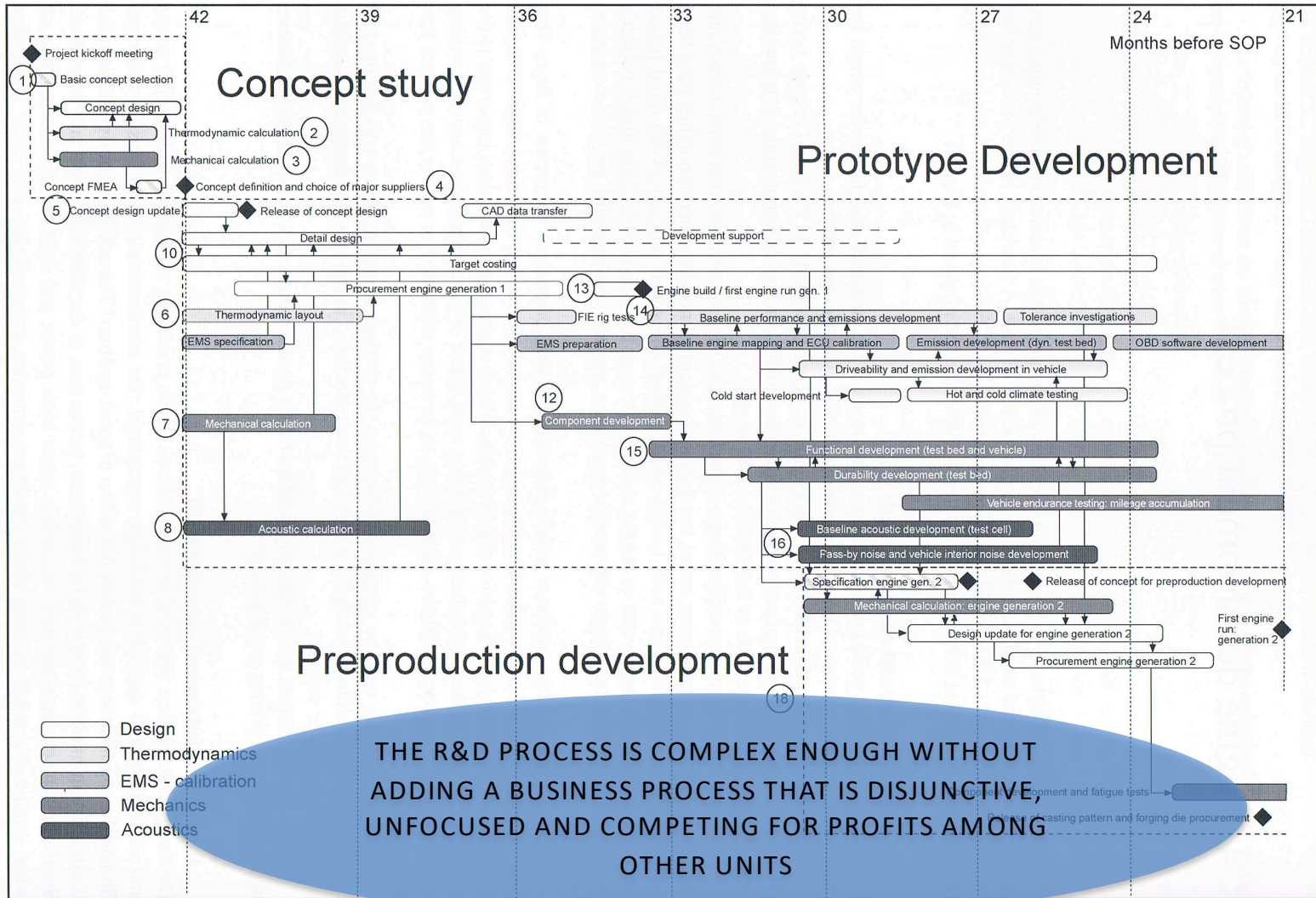
(Chesbrough, 2006)

BUSINESS UNIT MANAGERS COMPETE WITH EACH OTHER FOR PROFIT. BUSINESS UNITS ARE OFTEN SEPERATED BY DISTANCE AND CULTURE.

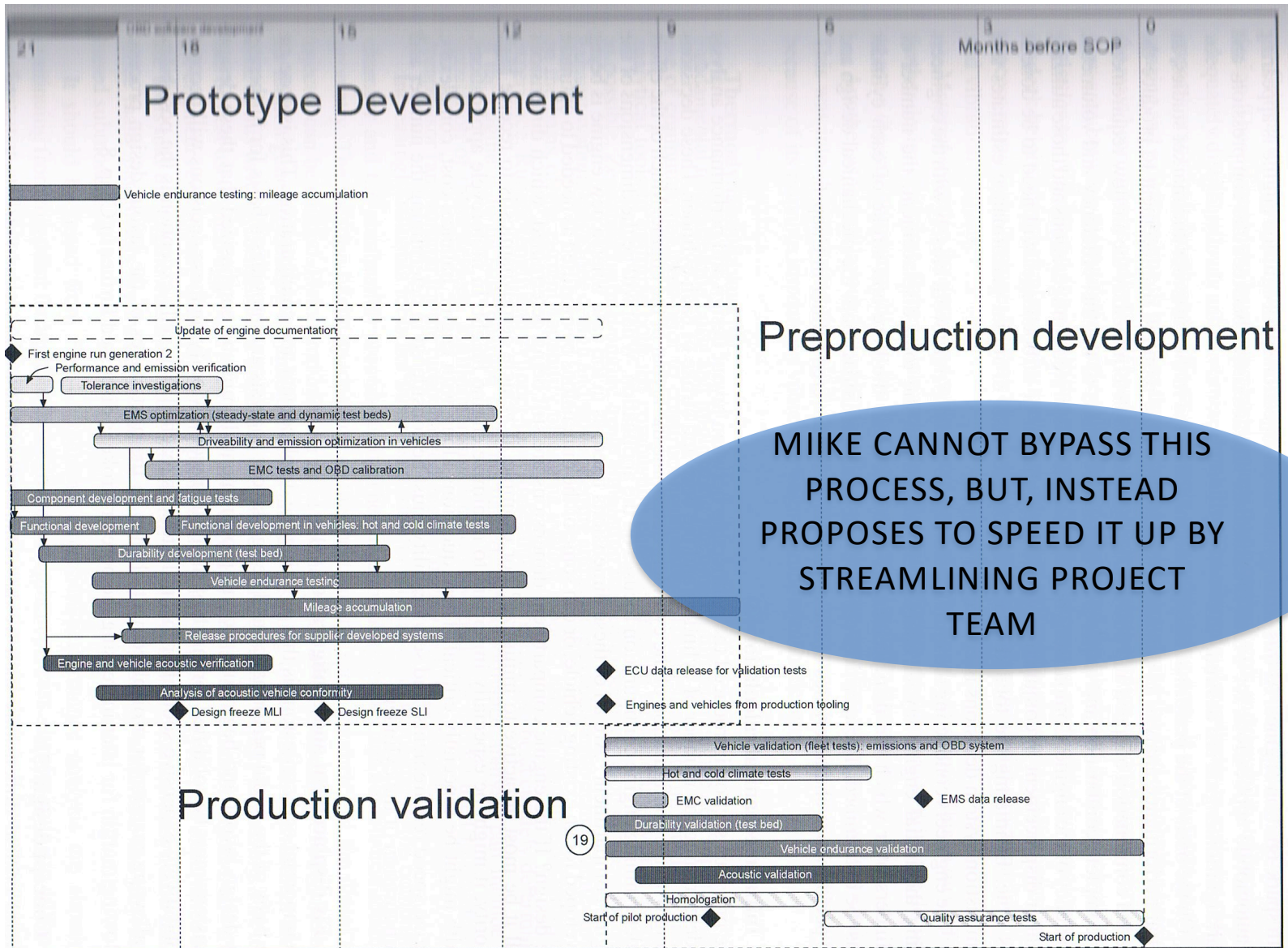


Porter's Value Chain (Source: [Bua Consulting](#))

SAE Engine R&D Process



SAE Engine R&D Process cont'd



MIIKE's Business Model ALIGNS investor & customer then streamlines the project for SPEED

- Locate lead user prototype
- Locate customer to co-develop prototype
- Connect the innovation to customer
- Defines pilot project
- Locates CVC Investment opportunity with MNC
- Design/Build contract
- Assembles single focused project team
- Develops prototype
- Delivers end user data to investors

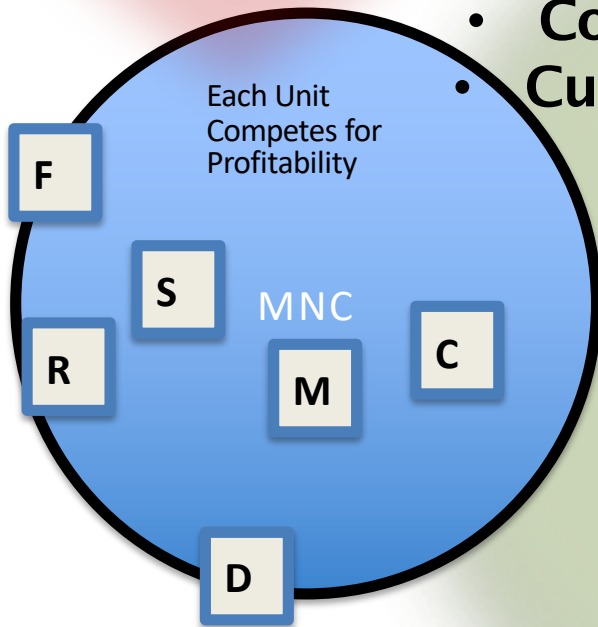
MIIKE's Business Model Creates Value

MIIKE locates customers in the MNC Market Space and invites them to invest in a design build project to co develop a prototype that will improve their market position. By offering a pilot project opportunity with the customer, MIIKE leverages the brand identity of the MNC, and creates market pull...

MNC Market Space
Established Brand
Identity

\$ MITIGATE FINANCIAL RISK ... **BY CAPTURING INTANGIBLE VALUE & CREATING CUSTOMER NEED**

- Corporate Venture Capital
- Customer Co-development
 - Design / Build
 - Pilot Project



Each Unit is disjunctive

MIIKE's
IT PLATFORM
Pilot Project Contracts
Marketing Research
Data Exchange
Data Capture After Sale

MIIKE
STREAMLINES
M, S, R&D
DCAS

*By
maintaining a
single project
focus,
providing
alignment*

PROTOTYPE
COMPANY
Seeks Market Share

MIIKE creates value by providing a single source of control for each project, contracts using a pilot program platform, and ensures data capture after sale

MIIKE Marketing and Sales

- Marketing and sales is directed to a specific target; customers that desire the performance outcomes and desire to co-develop a solution.
- Data is the goal
 - Prototype performance data is collected for up to 5 years
 - Sales projections are based on actual performance
- Marketing is done under the brand name of the MNC firm per pilot project and design / build agreements.

MIKE Reduces Financial Risk

- Defines the market segment and locates lead user prototype.
- Provides customer up front who invests to co-develop the product: design / build contract.
- Provides Data
- Future big ticket financial investment is based on actual performance data

Status / Timeline & Call to action

- MIIKE is currently looking for an Angel Investor who ALIGNS with the vision, mission and business model of MIIKE. We are conducting interviews.
- MIIKE's first project will be the Ohmestar Spinning Engine, a counter rotating, opposed piston engine concept designed by David Campbell.
- \$1.25m to establish MIIKE and begin our first project.
 - We would seek the Emerging Technology Fund Grant offered by the State of Michigan (matching \$1.4m for Phase I & II) (MEDC 2012)
 - We are planning to purchase a building in Acme, Michigan
 - We are establishing the administrative and governing body
 - We are looking for stakeholders who have a similar vision for Northern Michigan and willing to help design and execute the strategic vision and mission.

Where will the money come from?

The money is in the 90% of 400 billion that will be invested on failure.

The money is already being spent and the trend to shorten to market time is now being federally supported.

A minimal investment by a forward thinking Angel Investor group to help develop the MII-KE business model and also to invest in one or two initial projects is what is needed to get MII-KE off the ground.

MII-KE will focus on prototypes already developed, locating markets where lead users are willing to codevelop a differentiated product and sell it in a market where data will be collected for 3-5 years.

This is a pilot project type business model, where obtaining the data is key to making determination whether to spin off or to begin an entirely new manufacturing plant.

All players must agree to manufacture in Michigan, especially Northern Michigan.

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