

(copy for brochure: Tech Bridge West)

(FRONT PAGE)

(Headline)

**Out of Your Head and Onto the Shelf—40% Faster**

(Subhead)

**Product Launch Consulting from Tech Bridge West**

(BACK PAGE)

All the reasons you need Tech Bridge West:

- You have an innovative product or service, but it's hopelessly bogged down in the corporate maze.
- The sales and marketing folks are dreamers who refuse to listen when you explain hard realities.
- The technical team has no regard for deadlines.
- Your R&D employees are brilliant but fail to understand the basic business need to generate a profit.
- You are a gifted idea person, but you need advice on the best steps from concept to development to product launch.
- You've been the first to identify a pressing consumer need, and you want to beat the competition in delivering the solution.
- You need outside funding, but the idea you penciled on the back of a napkin doesn't quality as a formal business plan.

Schedule a free consultation with a Tech Bridge West professional using this brochure, sending an email to [info@www.TechBridgeWest.com](mailto:info@www.TechBridgeWest.com) or by phoning 714.657.8508.

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## **Technical Wizard and Marketing Guru--if You're Not Both, We Can Help.**

(Subhead)

Training, Coaching and Consulting from Tech Bridge West  
714. 657.8508

### **Invent the Product, Copy the Process**

You've invented an innovative product or service. But you don't have to reinvent every step of the launch process. Maximize your resources and profits by letting Tech Bridge West share its proven secrets to new-product-launch success.

### **Put Techies and Marketers on the Same Team**

Have your technology and marketing experts stopped communicating? At Tech Bridge West, we help you bridge the gap between these two key teams. We offer insight into:

- turning frustrating team meetings into powerful action generators
- implementing effective change management
- applying best practices to new product development

### **Slash Time to Market**

In a recent report\*, Research Director Ralph Rio of ARC Advisory Group stated, "On average, 45% of the products are released on schedule, which means over half of new products miss their schedule." Such delays at your company could allow the competition to get the upper hand.

At Tech Bridge West, we help you get your new product to market, fast. We've proven time and again our ability to slash marketing schedules from an entire year to just six months.

We share our expertise through one-on-one mentoring, team building facilitation, workshops, and seminars.

### **Use Tools Forged and Refined Over Decades**

The professionals at Tech Bridge West have enabled numerous companies around the nation to bring products to the market faster, more economically and with the highest possible quality. Since 1986, we've specialized in small- to medium-sized manufacturers of health and nutrition dietary supplements and foods. We train new product engineers, marketers and business professionals to maximize their company's revenue potential.

### **Our Seminars Maximize Impact and Profit**

Tech Bridge West offers seminars for both development professionals and launch professionals.

Are you a technology expert? You'll want to enroll in the Combat MBA™, a three-day seminar that will help you understand what motivates the marketing department. This Business 101 for non-business professionals provides a thorough analysis of how a business works, how it makes money and why it loses money. You'll learn about corporate finance, R&D budgets, capital dollars, and how to communicate with a sales or marketing professional.

Are you a marketing professional? You'll gain valuable insights into the technical world through the Combat MS™, a three-day seminar that helps you understand what motivates the R&D department. Learn how an R&D department works, how it's funded and how it impacts the bottom line. When working with a technologist or scientist, you'll be bolstered with new knowledge of R&D project planning, budgets and utilization of capital dollars.

**Free Consultation Stretches Your Budget**

For a free consultation with a Tech Bridge West professional, call 714.657.8508, send an email to [info@TechBridgeWest.com](mailto:info@TechBridgeWest.com) or fill out the enclosed form.

\* "Best Practices for New Product Development and Introduction," Ralph Rio, Research Director, Enterprise Software at ARC Advisory Group, June 19, 2007.

(CALLOUTS: testimonials as callouts throughout the brochure)

“I could never understand the technical people in our organization. I was constantly frustrated. But, after attending the *Combat MS*, I changed my attitude, my outlook and my results! Thank you, Tech Bridge West!”

“Our organization struggled to bridge the gap between our marketing mission and product development. After working with Tech Bridge West, we have not only bridged the gap but we have built an integrated team that get results, consistently. And our bottom line reflects our results!”

“As CEO, I must always look for ways to improve the organization. After attending the *Why the Dual Ladder Failed* course with Tech Bridge West, I came away with an action plan to move my company forward. I now know how to best utilize my technical staff.”

(BUSINESS REPLY FORM)

**Sign Up for a Free Consultation**

Please tell us about yourself.

First Name	Middle Initial	Last Name
Company Name		
Address <input type="checkbox"/> Home <input type="checkbox"/> Business		
City	State	Zip
Phone <input type="checkbox"/> Cell <input type="checkbox"/> Business	Email	
I am a: <input type="checkbox"/> I am a business professional. I want to get my product to market faster. <input type="checkbox"/> I am an R&D professional. I want to create products with low risk.		

Mail completed form to:

Attn: Free Consultation  
Tech Bridge West  
6150 Westridge Avenue  
Westminster, CA 92683