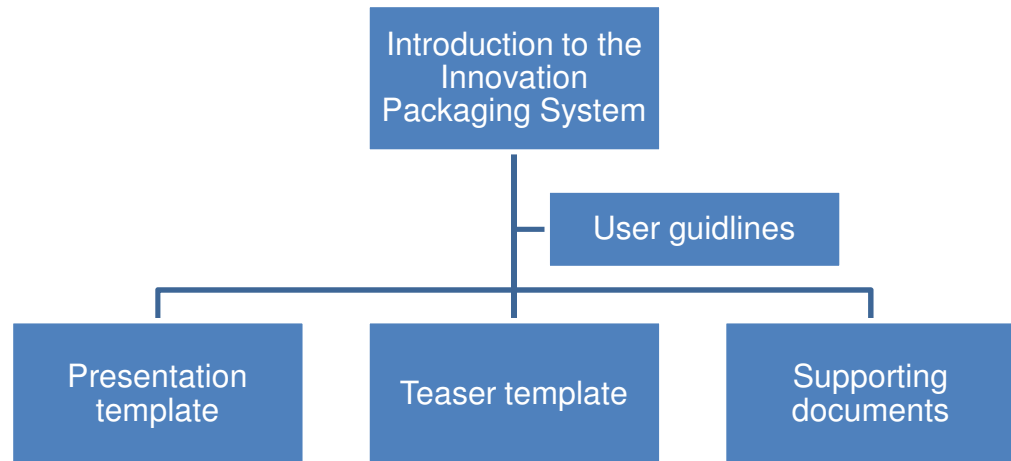


## THE INNOVATION PACKAGING SYSTEM

The Innovation packaging system is here enclosed. It consists of four separate documents, each designed to complement the other parts of the system. The system is illustrated in the picture below.



*Picture 1. The Innovation Packaging System*

The main document is the presentation template (in power point format), which serves as a tool for someone getting ready to present an innovation to a new audience. It has specifically been designed with the prospective investor in mind so that it may address most of the issues, which are of interest to this audience group.

Supporting documents contain additional material and in depth information about issues discussed in the presentation. These are not included in the presentation itself but may be used as appendices or as separate documents used to clarify specific issues in communication with parties interested in the innovation.

The teaser template highlights the most important aspects of the innovation and the tem behind it. It is used as a quick communications tool when the presentation is not practical for some reason. It may also be distributed to a wider audience as it does not require verbal presentation to go with it as is the case with the main presentation.

The user guidelines have been formulated to aid in the use of the packaging system and especially the presentation template. It gives an overall picture of the important issues to be covered in the presentation

and specific advice on how to use the template when preparing a successful presentation.