



“The UVG team rolled up their sleeves and jumped right into the project. Their methodology helped the team develop a business plan that is on the mark and highly actionable.”

– Mark Norfolk,
Edison Welding Institute
and Fabrisonic

Client

Edison Welding Institute (EWI), Columbus, OH

EWI is the U.S. leader in the development and application of innovative materials joining technologies. With over 2,800 member company locations worldwide, EWI is the source for industry savvy technical innovation.



Challenge

EWI needed a business and commercialization partner to successfully monetize its IP.

After successfully developing a groundbreaking, very high power (VHP) ultrasonic additive manufacturing machine, EWI wanted to monetize their invention while minimizing additional capital investment. EWI's technical leadership that enabled their successful technical development did not help address this commercial challenge.

Solution

UVG created a business model that opened the path forward for commercialization and justified the creation of a new startup company.

UVG approached EWI's commercialization challenge with no preconceptions, relying on research and market insight to lead to a business model. UVG built a model of the additive manufacturing industry's value creation chain, with a map of the key participants and buying criteria. This model revealed that the technology is still early in its adoption cycle, and that substantial additional technical validation is needed to access large scale buyers.

EWI was seeking early-stage revenue opportunities and did not want to internally fund additional development. To meet both requirements, UVG conceived of a strategy that leveraged academic researchers as collaborators who could refine the machine and identify new applications. Working closely with the EWI project team, UVG helped craft the story for presentation to the EWI board, which signed off on the approach, creating the spin-off company Fabrisonic.

Results

EWI and Fabrisonic used UVG's commercialization strategy to raise \$1.65 million in commercialization grant funding from the State of Ohio.

In early 2011, the Ohio Third Frontier (a commercialization funding program) solicited proposals for support for early-stage commercialization projects. Of the 22 applications submitted, only 3 were selected for funding. New for the 2011 grant cycle was stronger emphasis on near-term commercialization plans. A key to EWI's success in raising these funds was the targeted, actionable commercialization strategy developed by UVG.

Praise from the National Academy of Sciences, reviewers of the grant application:

“The proposed project targets a clear commercialization path of productizing an integrated Ultrasonic Additive Manufacturing – Laser Machining system to add to Fabrisonic's market offerings. The proposed project has the potential to create wealth in Ohio...”

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