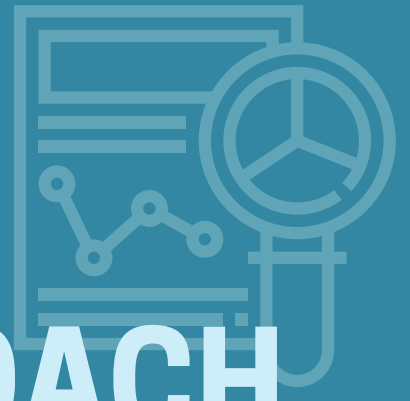


THE BALMORAL RESEARCH APPROACH



The objectives of the Market Viability study are to:

- Provide sufficient information for the business to make a commercial decision
- Supply quantifiable research
- Clearly identify the risk and likelihood for success

MACRO ASSESSMENT OF MARKET

- Analyze size and dynamics of the market and market drivers that may influence the sustainability and ultimate success of your product or business
- Is there a target market? Are there geopolitical challenges? What are the macro trends, opportunities and challenges



MACRO SEGMENT ANALYSIS

- Examine current and expected changes with the market segment such as regulatory changes, politics, patents and competitor landscape
- Identify potential hurdles and constraints and rate overall opportunity to commercialize against business short and/or long-term objectives and goals



VENTURE MICRO ANALYSIS

- Provide a thorough analysis of the actual opportunity, risks and product business differentiators of the venture
- Refine product/business positioning for market



TEST AND VALIDATE

- Verify the strategy by conducting due diligence through one-on-one meetings and market surveys with end customers or business stakeholders
- Develop prototype and test

