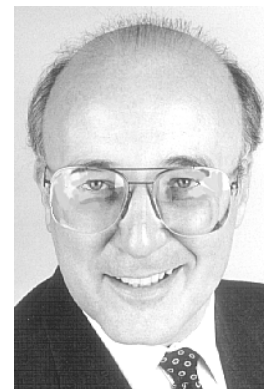




Market Research Drives Revenue

*Richard A. Langevin and Ralph E. Grabowski
128 Venture Capital Group – Best Western, 477 Totten Pond Road, Waltham MA*

7–10 AM, September 11, 2003



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Investors would like to see revenue.

Market research drives sales and revenue

- to prepare for angel money
- because you may not be able to count on capital from VCs.

Richard A. Langevin is a private investor, an "angel investor," and a serial CEO.

For example, Richard Langevin resurrected a floundering startup, investing heavily in market research to understand the customer and to steer selling; leading to a rapid and dramatic increase in revenue.

Mr. Langevin assists emerging and struggling companies to quickly and appreciably increase their revenues by investing heavily in market research to understand the company's markets and target customers.

Mr. Grabowski uses Mr. Langevin's success and other data to create a new method, the Marketing/Engineering Investment Ratio (M/E Ratio), to guide startups. The surprising, counterintuitive evidence shows that successful technology-based enterprises invest more in market research than in engineering

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Ralph Grabowski has helped launch new companies and new fields; which are now worth more than \$10 Billion and which gainfully employ thousands of his fellow engineers. He is in his twenty-first year as a VP of Marketing for startups, focusing on the upstream marketing process to kick-start new enterprises.

128 Venture Capital Group

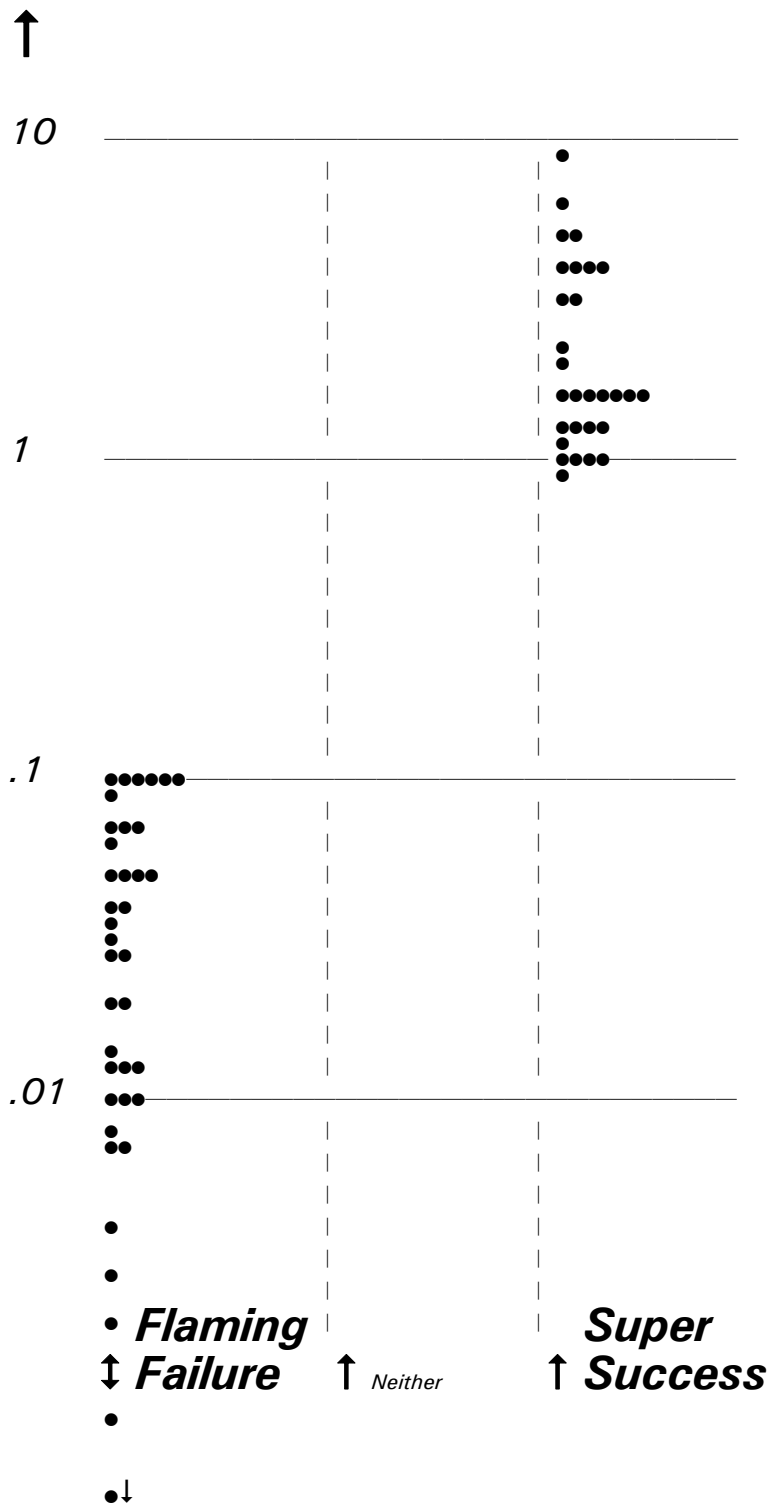
The speakers are not being paid. Mike Belanger, Chairman of the 128 Venture Capital Group, collects a registration fee to pay for the food and the meeting room. Registration starts at 7 AM for networking and continental breakfast. The formal session runs from 8 AM until 10 AM. <http://www.emergingtech.us/>

Directions, map, and more information

<http://marketingvp.com/guests/revenue/>

Marketing*/Engineering Investment Ratio

(*) excludes promoting and selling



- Infinity Angstrom Medica, synthetic bone, MIT \$50K Entrepreneurship Competition Grand Prize Winner '01
- 9 Litton Medical (ex-BD, ex-DataMedix), mid '80s
- 6.25 MolecularWare, bioinformatics MIT \$50K Grand Prize '99
- 5 ZippyCool, beverage cooler MIT \$50K Semi-finalist '99
- 5 Invent Resources, product development '93
- 4 Becton Dickinson, medical - arrhythmia recall '78-'80
- 4 Varian Associates, Component Leak Detector '93
- 4 DIVA (AVID), video editing software '90-'93
- 4 Adaptive Optics, Div of United Technologies
- 3.2 two machine vision systems, 3.2 '94, 4 '95
- 3 AFC Cable, armored wiring systems '97
- 2.33 Exact Labs, colon cancer diagnostics '95-'96
- > 2 MarketSoft, enterprise software '98-'02
- > 1.5 Dell Computer, PCs '90s
- 1.53 thingworld.com, Internet media '98
- 1-2 Juno, free e-mail '96
- 1.5 Cytoc, PAP smear preparation '88-'89
- 1.5 Intuit, financial software '90-'93
- 1.5 Z2 injection molding flow device MIT \$50K Finalist '99
- 1.5 PSI Environmental, boiler temperature gauge '93-'95
- 1.25 Phoenix Controls (Honeywell), VAV controls '83
- 1.25 Molten Metal (MMT), elemental recycling '91
- 1.2 Monster Board, employment via the Internet '98
- 1.2 Aurora Systems, CTI software '90-'94 and precursor
- 1.2 Brooks Automation, semi robots & cluster tools '89-'90
- 1.05 Reflective Technologies, reflective sportswear '94-'95
- 1 Acugen Software, semi test software '86-'00s
- 1 Lycos, global Internet hub and media '97
- 1 EMC, enterprise storage '90s
- .9 Open Market, Internet commerce software '98

Financial and human impact:
 > 1 Trillion dollars
 > 400,000 jobs created or lost
 > 100,000 engineering slots developed or gone
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 Results through February 3, 2003
 ●● multiple data at one M/E Ratio

- .1 Molten Metal '97
- .1 Optra, electro-optic sensors - 88 SBIR '84-'95
- .1 Keithley Metrabyte, data acquisition Taunton MA '93
- .1 MRS Technology, FPD lithography '86-'97
- .1 Hampshire Instruments, X-ray stepper '91-'92
- < .1 Essential Research, vacuum system CAD '90-'93
- .09 RVA Technology, software '82-'85
- .07 Veeco, wafer particulate detector '85
- .07 Keithley Instruments, Cleveland OH '93
- .07 GCA '81, semiconductor stepper
- .06 GCA '92
- .05 Brooks Automation, semi robots '77-'85
- .05 Hampshire Instruments, '84-'90
- .05 ITRAN, machine vision '79-'93
- < .05 Varian Associates, IMPATT microwave oscillators '69
- < .04 Object Databases, software '92
- < .04 Polaroid, instant photography '90s
- .037 Machine Technology (MTI), semi track '93
- .033 Micronix, X-ray stepper '81-'87
- .03 Lucent, telecom '90s
- < .03 KSR, supercomputers '86-'95
- .02 Cisco, Internet routers '00
- .02 Quarterdeck, operating system (OS) software '90s
- .014 Fusion Lighting, lighting '91-'02
- .013 Genuity, Internet '98-'00
- .013 electronics & instrumentation, AMA, '53
- .012 HyperDesk (FTP), Internet groupware '92-'95
- .010 Becton Dickinson (BD), Telocate patient location '73-'77
- .010 DataMedix (bought BD division), early '80s
- .010 Physical Sciences (PSI), > 200 SBIR '84-'95
- .008 Thinking Machines, supercomputers '90-'94
- .007 Lotus, office software '90s
- .007 Nortel, telecom '84-'02
- .004 Digital Equipment (DEC), PCs & mini-computers '90s
- .003 Applicon, Computer-Aided-Design (CAD) '72-'82
- .002 SAL, X-ray stepper '81-'00s
- < .001 VNCI, network video '93-'99
- Zero Thinking Machines '83-'89