
HART CLOSET BUSINESS REVIEW

SITUATION ANALYSIS

- MARKET
- TECHNOLOGY
- CULTURE
- REGULATORY
- COMPETITION
- PROFITABILITY

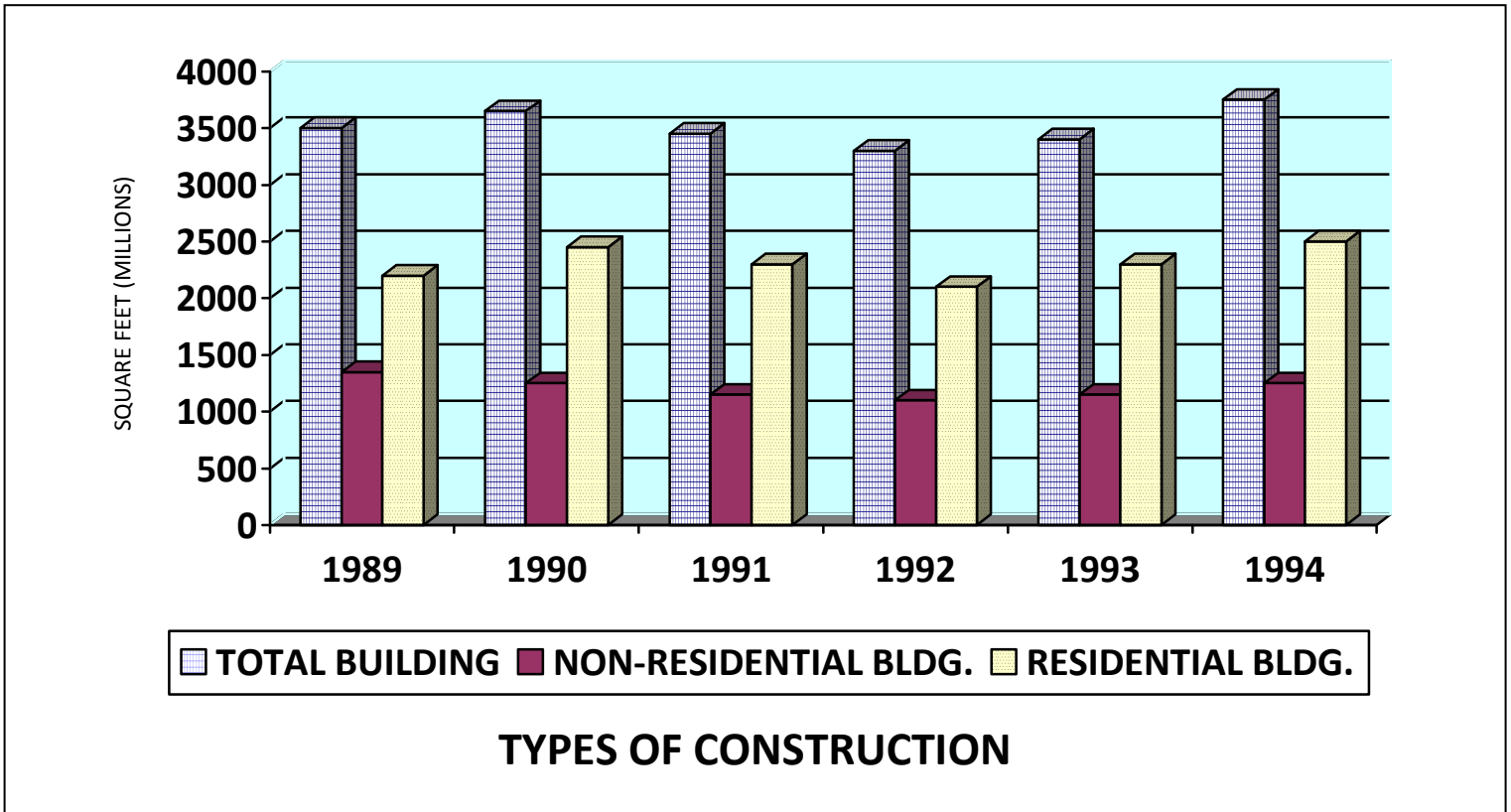
MARKET

MARKET SUMMARY

- THE NORTH AMERICAN MARKET IS HUGE
- CLOSET POTENTIAL
 - SALES – 2 BILLION DOLLARS ANNUALLY
 - UNITS – 11,000,000 +
- 90% OF CLOSET POTENTIAL IS U.S. MARKET
- 72% OF CLOSET POTENTIAL IS IN SINGLE FAMILY CONSTRUCTION
- 15% OF CLOSET POTENTIAL IS IN CALIFORNIA
- TOP BUILDERS HAVE DISPROPORTIONATE MARKET SHARE
 - TOP 100 BUILDERS – 15%
 - TOP 400 BUILDERS – 30%
- 33 OF TOP 100 BUILDERS LOCATED IN CALIFORNIA
- 10 OF TOP 100 BUILDERS INTERESTED IN CALIFORNIA FIELD TEST

TOTAL BUILDING ACTIVITY

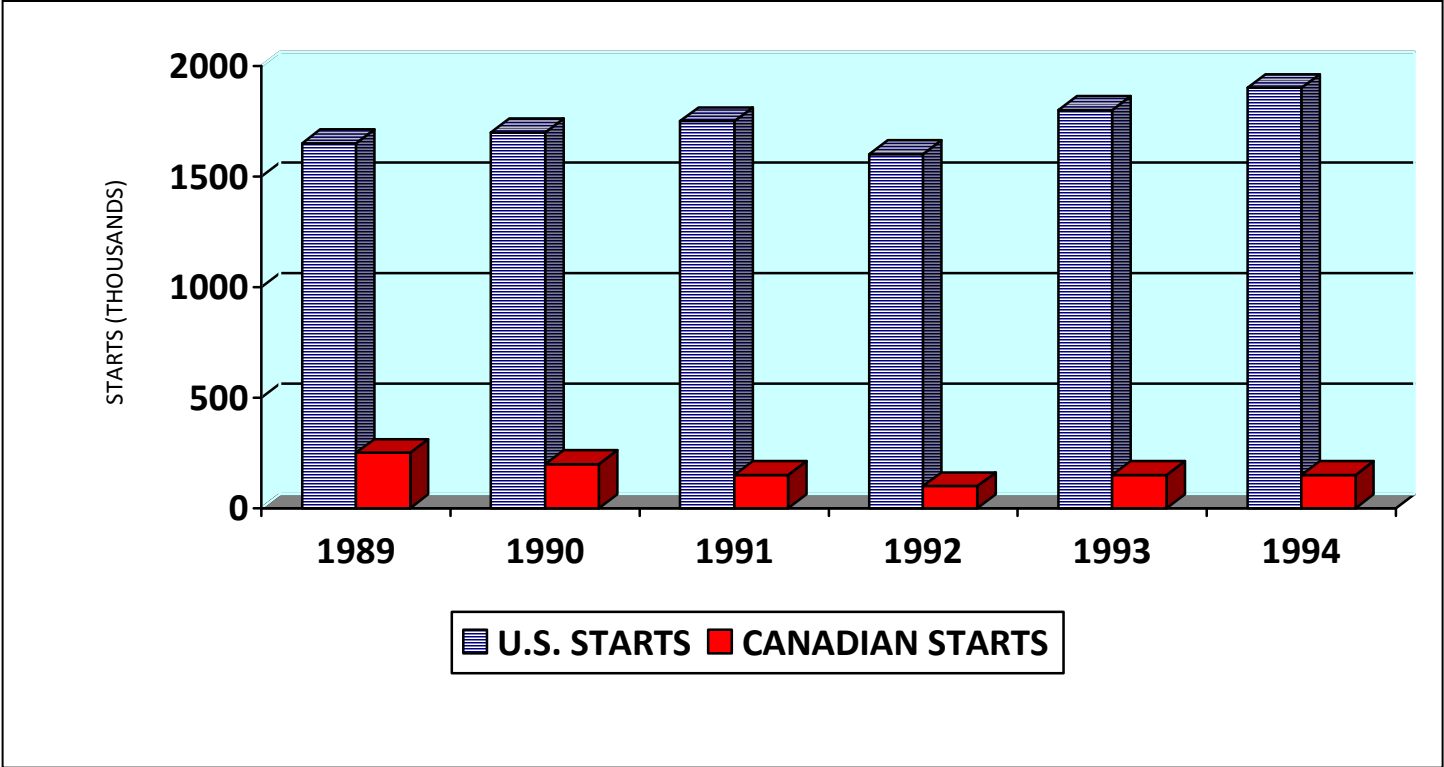
MILLIONS OF SQUARE FEET



**2/3 OF BUILDING ACTIVITY IS
RESIDENTIAL CONSTRUCTION**

NORTH AMERICAN HOUSING STARTS

UNITED STATES VS. CANADA



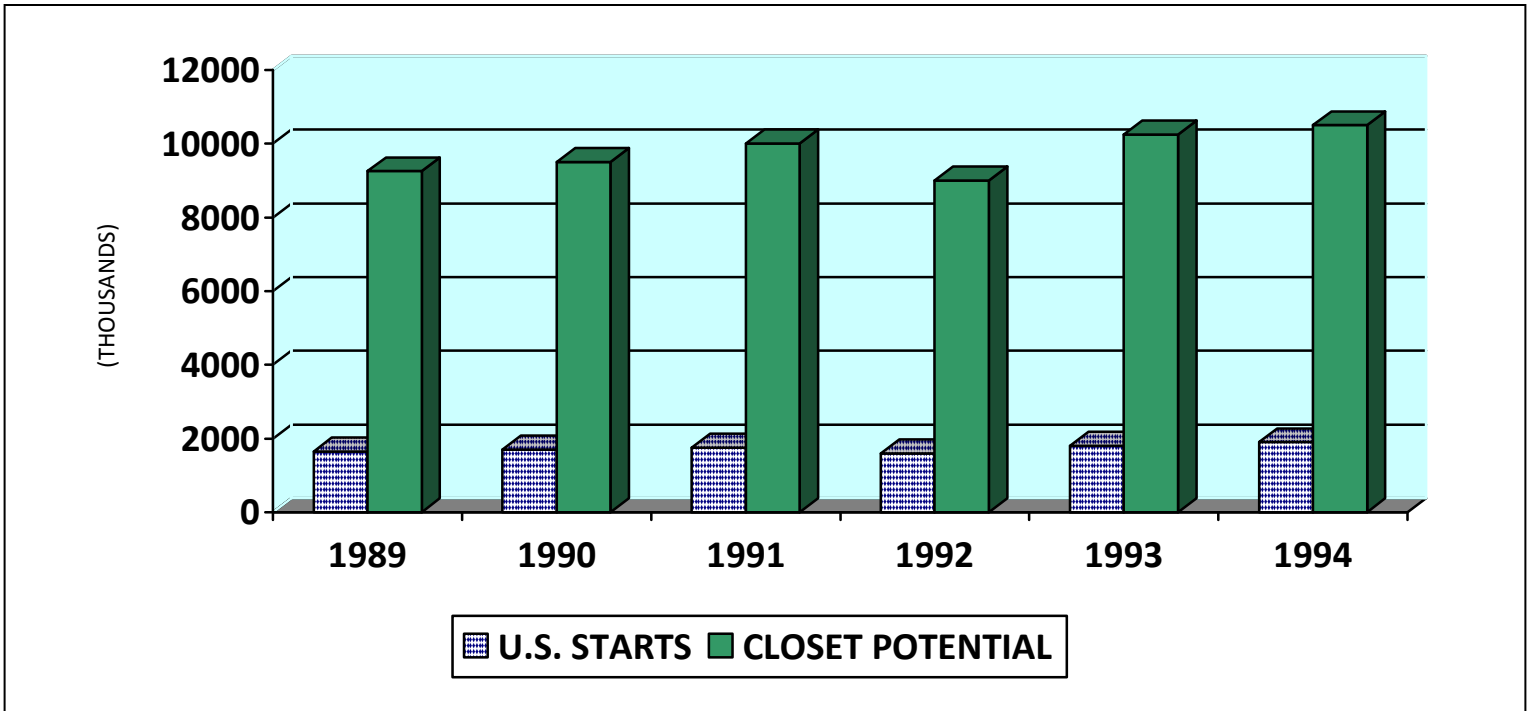
90% OF NORTH AMERICAN HOUSING STARTS OCCUR IN THE U.S.

CLOSET POTENTIAL PER START

SINGLE FAMILY	7 CLOSETS / START
MULTI-FAMILY	4 CLOSETS / START
MOBILE HOMES	4 CLOSETS / START
HOTEL / MOTEL	1 CLOSET / START

UNITED STATES HOUSING

STARTS VS. CLOSET POTENTIAL

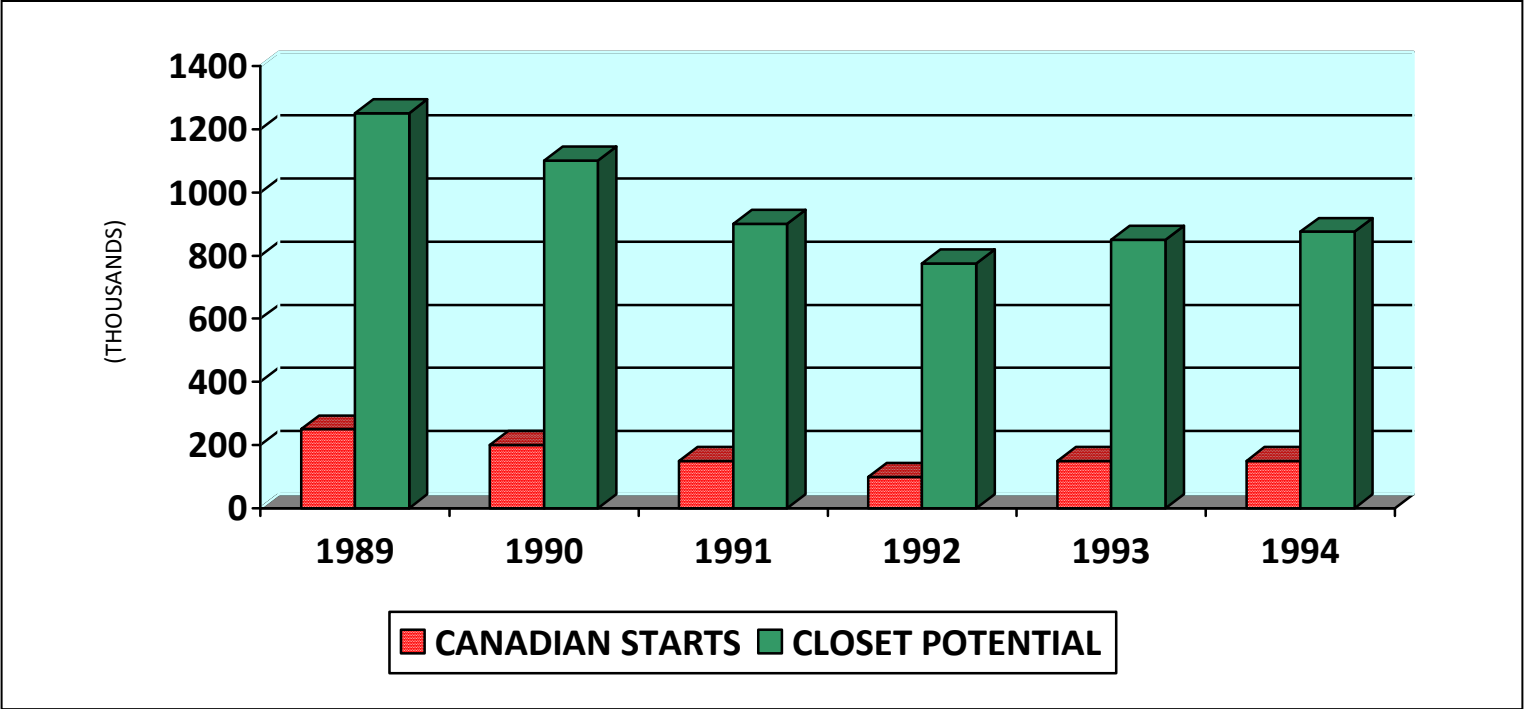


UNITED STATES POTENTIAL IS

10,000,000 CLOSETS

CANADIAN HOUSING

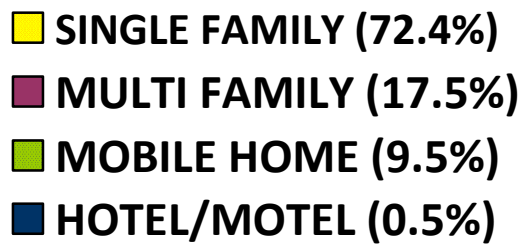
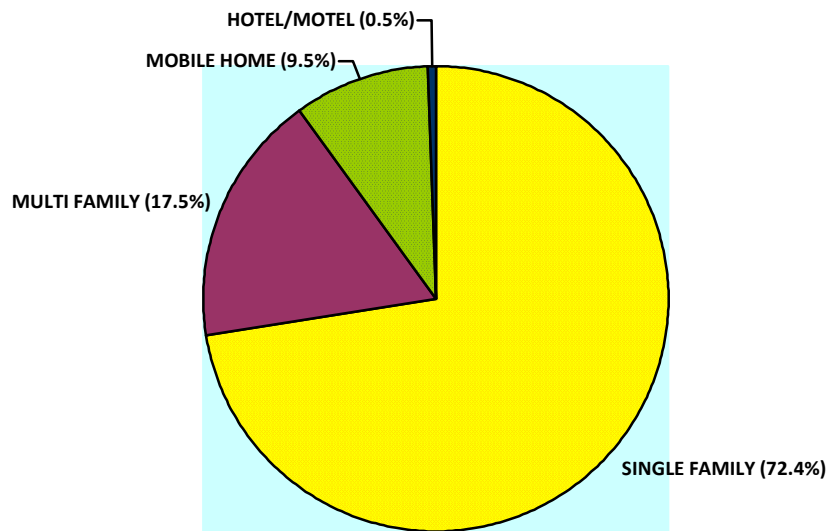
STARTS VS. CLOSET POTENTIAL



CANADIAN POTENTIAL IS LESS THAN 1,000,000 CLOSETS

1990 U.S. CLOSET POTENTIAL

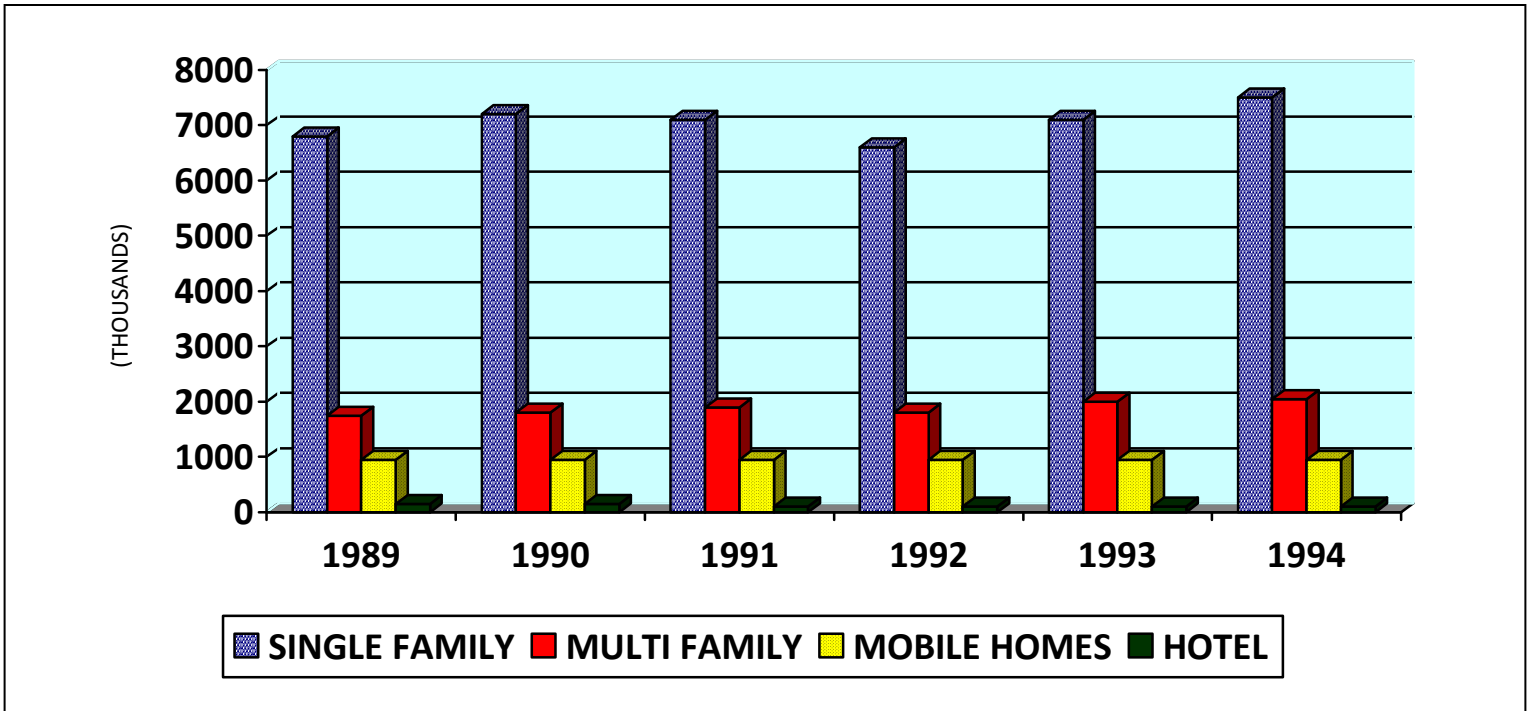
TYPE OF HOUSING



**SINGLE FAMILY DOMINATES
U.S. CLOSET POTENTIAL**

UNITED STATES CLOSET POTENTIAL

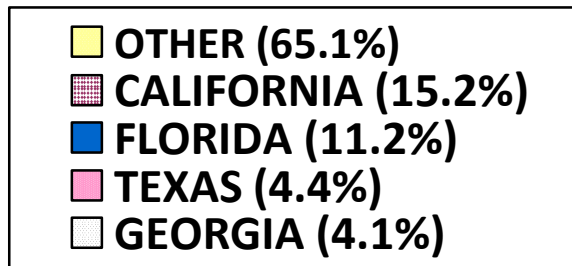
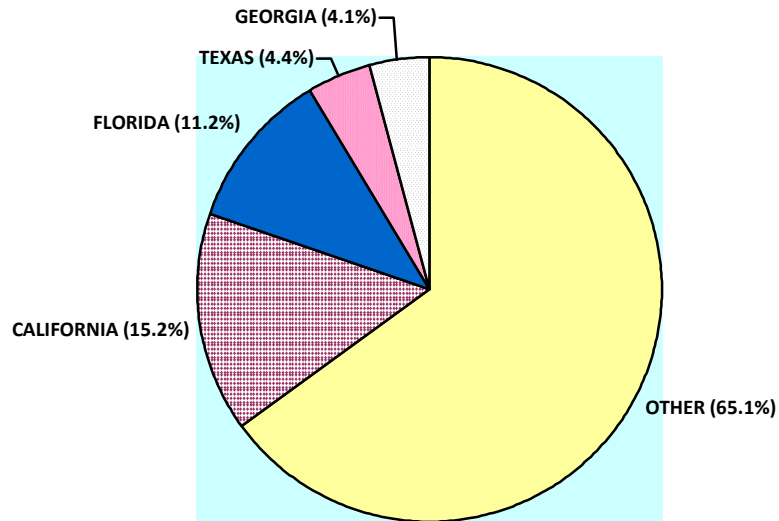
TYPES OF HOUSING



**SINGLE FAMILY POTENTIAL IS
7,000,000 CLOSETS**

MAJOR STATES

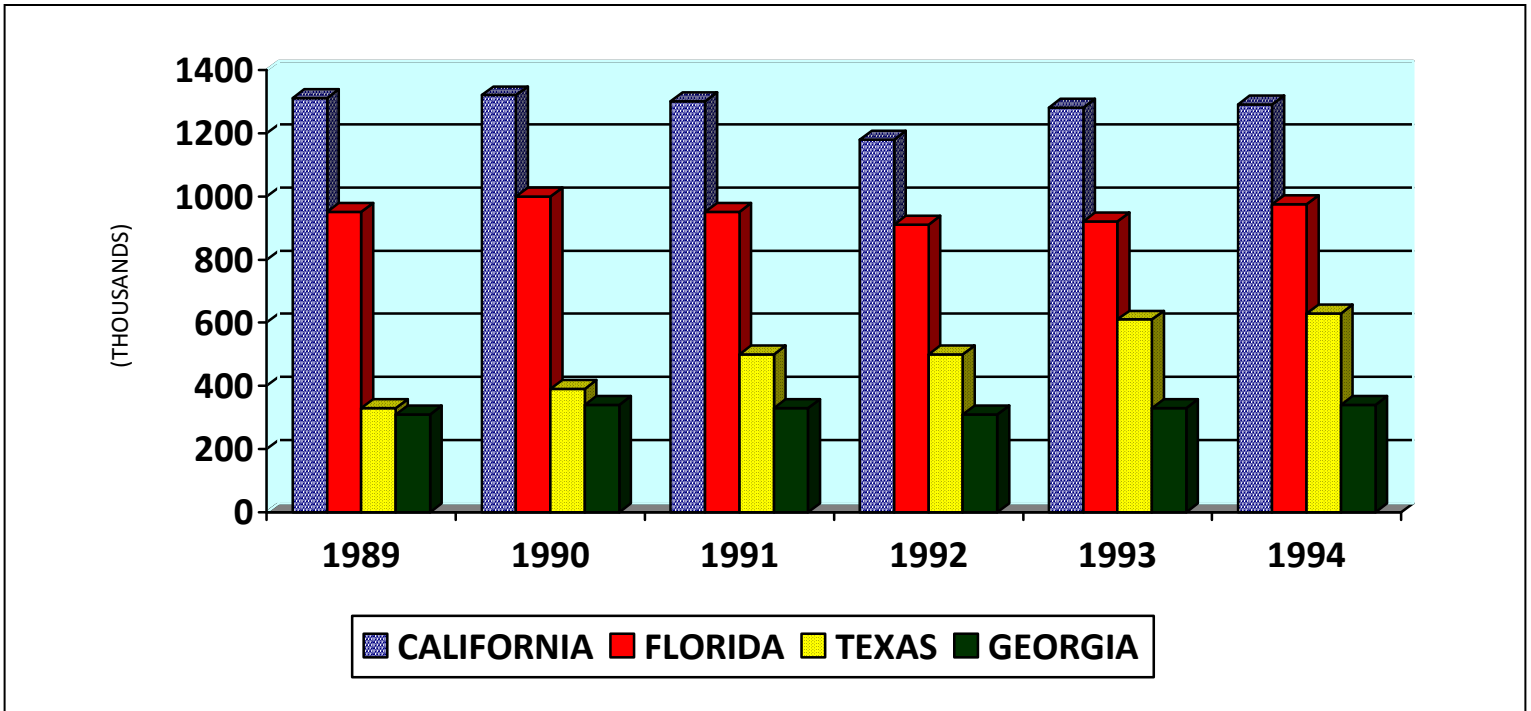
1990 CLOSET POTENTIAL



**FOUR STATES ACCOUNT FOR
1/3 OF CLOSET POTENTIAL**

MAJOR STATES

CLOSET POTENTIAL



**CALIFORNIA POTENTIAL ALONE
IS 1,300,000 CLOSETS**

NORTH AMERICAN CLOSET SALES POTENTIAL

\$2 BILLION ANNUALLY

TOP 40 U.S. BUILDERS PERCENT (%) MARKET SHARE

REPORT YEAR	CONVENTIONAL UNITS	MOBILE HOME UNITS	TOTAL UNITS
1985	25.7%	75.9%	32.9%
1986	27.9%	69.2%	33.8%
1987	25.2%	70.6%	34.7%
1988	24.6%	73.7%	30.7%
1989	23.3%	68.6%	29.1%

***TOP 400 BUILDERS HAVE A
DISPROPORTIONATE MARKET SHARE.***

U.S. BUILDERS 1989 MARKET SHARE

<u>BUILDERS SHARE</u>	<u>STARTS</u>	<u>MARKET</u>
TOP 100	220,293	14.8%
TOP 400	346,378	23.3%

***TOP 100 BUILDERS ACCOUNT
FOR 15% OF STARTS.***

TOP 100 BUILDERS 1989 CLOSET POTENTIAL

TOTAL STARTS

220,243

CLOSET POTENTIAL

1,223,238 CLOSETS

***TOP 100 BUILDERS ARE 12%
OF U.S. CLOSET POTENTIAL.***

TOP 100 BUILDERS HEADQUARTER LOCATIONS

<u>STATE BUILDERS</u>	<u>NUMBER OF TOP 100</u>
CALIFORNIA	33
TEXAS	13
FLORIDA	7
GEORGIA	3
	—
TOTAL	56

***ONE THIRD (1/3) OF TOP 100
BUILDERS ARE LOCATED
IN CALIFORNIA.***

TOTAL CALIFORNIA BUILDERS POSSIBLE TEST SITES

<u>RANK</u>	<u>COMPANY</u>	<u>STARTS</u>
4	THE WILLIAM LYON COMPANY	6,480
7	KAUFMAN & BROAD	6,043
12	A.G. SPANOS CONSTRUCTION	3,945
20	LINCOLN PROPERTY COMPANY	2,914
30	PRESLEY COMPANY	2,377
52	WARMINGTON HOMES	1,365
58	FIELDSTONE COMPANY	1,300
65	FIRST CITY PROPERTIES	1,238
66	BARRETT-RANGE CORPORATION	1,236
99	PACIFIC SCENE	1,164
	TOTAL	<hr/> 28,062

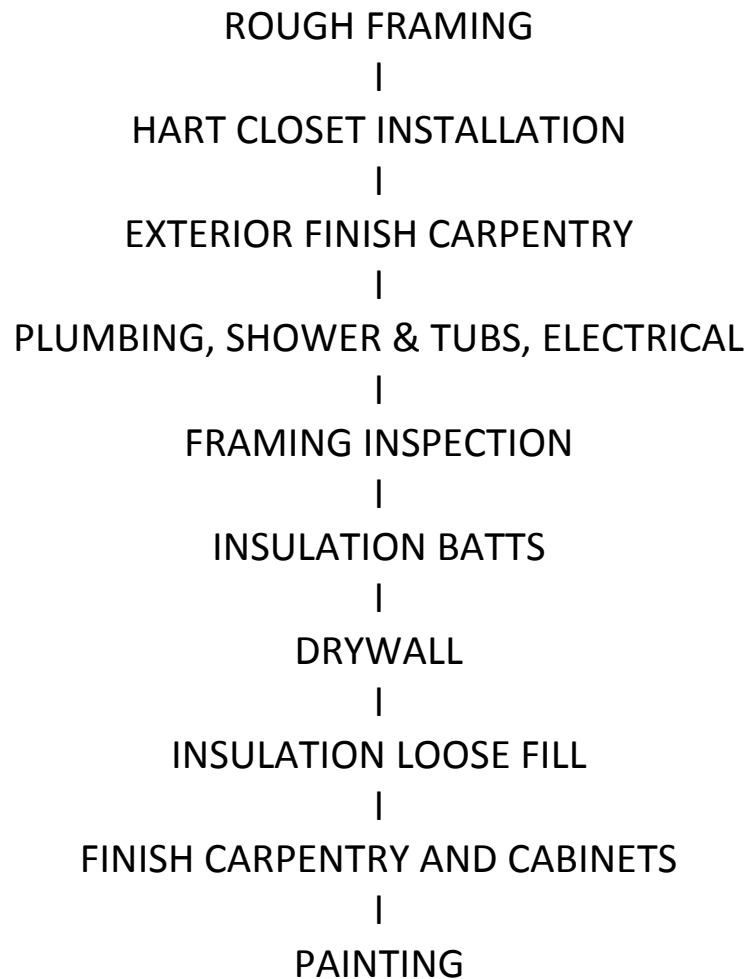
***TEN (10) MAJOR BUILDERS ARE
INTERESTED IN FIELD TESTS IN THE
CALIFORNIA MARKET.***

OTHER CALIFORNIA BUILDERS POSSIBLE TEST SITES

<u>COMPANY</u>	<u>STARTS</u>
MALCOLM CORPORATION	40
HUFF CONSTRUCTION	25
AKINS DEVELOPMENT COMPANY	800
ATHERTON-KIRK DEVELOPMENT	600
KIRK DEVELOPMENT	50
ANOTHER TREE DEVELOPMENT CORPORATION	200
FUTURE PROPERTIES, INC.	50
M.W. LEWIS, INC.	50
G.B.R. CONSTRUCTION COMPANY	15
JENNINGS OPERATIONS, INC.	500
NICK TRAVAGLIONE CONSTRUCTION	1,000
THE HOUSING GROUP	700
BARRY SWENSON BUILDER	400
RAYMUS DEVELOPMENT	400
BERRY HOMES, INC.	200
ESTATE HOMES OF N. CALIFORNIA, INC.	200
TOTAL	5,230

SIXTEEN (16) SMALLER CALIFORNIA BUILDERS WOULD PARTICIPATE IN FIELD TEST.

SEQUENCE OF EVENTS NEW RESIDENTIAL CONSTRUCTION



***CLOSETS ARE INSTALLED PRIOR
TO OR DURING FRAMING.***

COMPARISON OF POSSIBLE TRADES TO INSTALL HART CLOSETS

<u>KEY ELEMENTS</u>	<u>FRAMER</u>	<u>DRYWALLER</u>	<u>INSULATION CONTRACTOR</u>	<u>SHOWER & TUB INSTALLER</u>	<u>CLOSET ORGANIZER INSTALLER</u>	<u>FINISH CARPENTER</u>
1. Normally at jobsite when closets must be installed.	Yes					Yes
2. Installs items requiring good finished appearance.	Yes	Yes		Yes	Yes	Yes
3. Quotes material & labor.		Yes	Yes	Yes	Yes	
4. Use in tight production schedules.	Yes	Yes	Yes			Yes
5. Could train personnel to install closets	Yes	Yes	Yes		Yes	Yes
6. Purchases material through an existing Johns-Manville channel of distribution.		Yes	Yes			

***JOHNS-MANVILLE INSULATION CONTRACTORS
COULD BE TRAINED TO INSTALL CLOSETS.***

TECHNOLOGY

PROCESSES REVIEWED

THERMOSET

- HAND LAY-UP / SPRAY-UP
- COMPRESSION MOLDING
- RESIN TRANSFER MOLDING
- PULTRUSION
- REACTION INJECTION MOLDING

THERMOPLASTICS

- VACUUM FORMING
- ROTATION MOLDING
- STRUCTURAL FOAM
- INJECTION MOLDING

FOUR CANDIDATE PROCESSES FOR CLOSET PRODUCTION

- HAND LAY-UP OR SPRAY-UP (HLU/SU)
- COMPRESSION MOLDING (SMC)
SHEET MOLDING COMPOUND
- VACUUM FORMING (VF)
- STEEL OR ALUMINUM (PRESSED)

ISORCA CREDENTIALS

- SIX PRINCIPLES – 200 YEARS COMBINED EXPERIENCE AT OWENS-CORNING IN POLYMER COMPOSITE TECHNOLOGY

- MAJOR PRODUCT DEVELOPMENTS
 - FIBERGLASS BATH TUBS
 - FIBERGLASS STORAGE TANKS
 - VARIOUS AUTOMOTIVE COMPONENTS

- MAJOR CLIENTS
 - WEYERHAEUSER
 - OWENS-CORNING
 - CERTAINTEED
 - PHILLIPS PETROLEUM
 - CHEVRON
 - EDISON FOUNDATION
 - SOCIETY OF THE PLASTICS INDUSTRY

***ISORCA EXPERIENCE EXCEEDS
JOHNS-MANVILLE R&D CAPABILITY.***

ISORCA FORMULA FOR SUCCESSFUL FRP DESIGN

- LARGE
- COMPLEX
- STRUCTURAL
- SHAPE

***MUST HAVE STRUCTURAL
REQUIREMENT FOR FRP PART OR
COMPETITION WILL DESIGN AROUND
YOUR DESIGN.
CLOSET NOT STRUCTURAL.***

PROCESS SUMMARY

- VACUUM FORMING BEST CHOICE FOR DESIGN AND PROCESS FLEXIBILITY
- VACUUM FORMING IS LEAST EXPENSIVE FOR MOLDS AND EQUIPMENT
- VACUUM FORMING IS LOWEST COST
- ISORCA RECOMMENDS VACUUM FORMING, NOT FRP
- JOHNS-MANVILLE HAS PHASE-IN MANUFACTURING CAPABILITY AT CEEL-CO AND ZESTON

PROCESS – MATERIAL COMPARISON

<u>FEATURE</u>	<u>HLU / SU</u>	<u>SMC</u>	<u>VF</u>
MATERIALS	THERMOSET	THERMOSET	THERMOPLASTICS
DESIGN FLEXIBILITY	HIGH	HIGH	HIGH
DETAIL	LOW	HIGH	HIGH
SURFACE APPEARANCE	FAIR - GOOD	GOOD - EXCELLENT	GOOD - EXCELLENT
PROCESS FLEXIBILITY	HIGH	LOW	HIGH

***VACUUM FORMING BEST CHOICE
FOR DESIGN AND PROCESS FLEXIBILITY.***

PROCESS – INVESTMENT COMPARISON

<u>FEATURE</u>	<u>HLU / SU</u>	<u>SMC</u>	<u>VF</u>
PRODUCTION RATE	LOW 6 PART/DAY/SHIFT	HIGH 1 PART / 3-4 MINUTES	HIGH 1 PART / 2-3 MINUTES
CAPITAL EQUIPMENT	LOW \$150,000	HIGH \$200M – \$10MM	LOW \$50M - \$200M
MOLD COST 2' X 8'	LOW \$1,500	HIGH \$150,000	LOW \$500
MANPOWER DIRECT LABOR	HIGH	LOW	LOW

***VACUUM FORMING IS INEXPENSIVE
FOR EQUIPMENT AND MOLDS.***

PROCESS – INVESTMENT COMPARISON

<u>FEATURE</u>	<u>HLU / SU</u>	<u>SMC</u>	<u>VF</u>
COST (5' WIDE CLOSET SHELL ONLY)	\$100 - \$110	\$100	\$70 - \$80
WEIGHT IN POUNDS	100	75	50
THICKNESS IN INCHES	.100	.085 - .100	.060 - .075

VACUUM FORMING IS LOWEST COST.

ISORCA RECOMMENDATION

- USE VACUUM FORMING PROCESS
- DO NOT USE FIBERGLASS REINFORCED PLASTICS

***JOHNS-MANVILLE COULD INVEST
MONEY FOR MORE EXPENSIVE PROCESS
BUT COMPETITORS WILL USE VACUUM
FORMING TO WIN.***

MANVILLE
VACUUM FORMING CAPABILITY

CEEL-CO (1) MACHINE – 8’ LENGTH
DENVER, COLORADO

ZESTON (1) MACHINE – 7’ LENGTH
EDISON, NEW JERSEY

- MOLD DESIGN AND IN-HOUSE TESTING CAPABILITY AT ZESTON
- COULD DO PROTOTYPE DEVELOPMENT IN DENVER.

***JOHNS-MANVILLE HAS PHASE-IN
MANUFACTURING CAPABILITY.***

JM CULTURE

CULTURE

POSITIVE ASPECTS

- GROWTH ORIENTED – NON-FIBERGLASS
- STRONG PRODUCTION ORIENTATION
- GOOD CUSTOMER CONTACTS
- MARKETING CAPABILITY
- IN-HOUSE TESTING CAPABILITY
- GOOD KNOWLEDGE OF FIBERGLASS REINFORCEMENT
- GLOBAL REPUTATION

CULTURE

NEGATIVE ASPECTS

- FIBERGLASS INSULATION MENTALITY
- FIBERGLASS HEALTH CONCERNS
- MOST BUSINESS – OVER MATURITY CURVE
- POOR TRACK RECORD WITH NEW PRODUCT
- MINIMUM INTER-DIVISION CORPORATION
- FOLLOWERS NOT LEADERS
- RESISTANT TO CHANGE

REGULATORY

REGULATORY SUMMARY

- FIRE RESISTANCE NEED TO MEET CLASS C RATING
- WIND SHEAR IS NO PROBLEM FOR CURRENT CLOSET DESIGN

MODEL BUILDING CONCERNS

- FIRE RESISTANCE
- WIND SHEAR

MODEL BUILDING CODES
FIRE – RESISTIVE STANDARDS
INTERIOR WALL AND CEILING FINISH

REQUIREMENTS

<u>OCCUPANCY</u>	<u>FLAME SPREAD INDEX</u>	<u>SMOKE DENSITY</u>
R-1 HOTEL & APARTMENTS	200 MAX	450 MAX
R-3 DWELLING & LODGING HOUSES	200 MAX	450 MAX

CLASS “C” RATING REQUIRED

***CLOSETS NEED TO MEET LEAST
STRINGENT FIRE RESISTIVE STANDARD.***

WIND SHEAR

- CODES REQUIRE BRACING ON EITHER EXTERIOR OR INTERIOR WALLS
- BRACING DOES NOT INTERFERE WITH CLOSET CONSTRUCTION
- CLOSET IS NON-LOAD BEARING CONSTRUCTION AND DOES NOT HAVE TO MEET THIS REQUIREMENT

***WIND SHEAR IS NO PROBLEM
FOR CURRENT CLOSET DESIGN.***

COMPETITION

POSSIBLE COMPETITORS

<u>MANUFACTURING CATEGORIES</u>	<u>PRIMARY MANUFACTURING PROCESS</u>	<u>THREAT PROBABILITY</u>
BATH TUBS & SHOWERS	HAND LAY-UP, SPRAY-UP COMPRESSION MOLDING - SMC	HIGH
HIGH PERFORMANCE FIBERGLASS/PLASTIC COMPOSITES	HAND LAY-UP, SPRAY-UP COMPRESSION MOLDING - SMC	HIGH
COMMODITY PLASTICS	VACUUM FORMING INJECTION MOLDING	HIGH LOW
PULTRUDED PLASTICS	PULTRUSION	LOW
MOLDABLE WOOD	EXTRUSION	LOW
FIBERGLASS DOORS	COMPRESSION MOLDING	MODERATE

COMPETITIVE ANALYSIS

HAND LAY-UP / SPRAY-UP

COMPETITOR STRENGTHS

- LOCATED NEAR MAJOR MARKETS
- LOW CAPITAL COSTS
- LOW TOOLING COSTS
- MAXIMUM DESIGN FLEXIBILITY
- VARIETY OF COLORS AND DECORATIVE FINISHES
- SUITABLE FOR PROTOTYPING & SCALE UP

COMPETITOR WEAKNESSES

- LABOR INTENSIVE
- PRODUCT QUALITY DEPENDENT ON OPERATOR SKILL
- APPEARANCE SURFACE-1 SIDE ONLY
- LIMITED SHAPES
- VOLATILE CHEMICAL EMISSION FROM RESIN SYSTEM
- LOW PRODUCTION RATES
- HEAVY PRODUCT WEIGHT
- POOR FINANCED
- HIGH PRODUCT COST
- TRUCKING RESTRICTIONS

BATH TUBS & SHOWERS

(HESSCO, KIMSTOCK, AQUA GLASS, GOLDEN SHIELD)

COMPETITOR STRENGTHS

SAME AS ABOVE PLUS-

- BUILDER CONTACTS
- PROVIDE INSTALLED SALES

COMPETITOR WEAKNESSES

SAME AS ABOVE PLUS-

- POOR DISTRIBUTION NETWORK

COMPETITIVE ANALYSIS

CONTINUED

COMPRESSION MOLDING - SMC

COMPETITOR STRENGTHS

- HIGH VOLUME PRODUCTION
- PRODUCT QUALITY
- LOW PRODUCT COST
- EXCELLENT SURFACE FINISH

COMPETITOR WEAKNESSES

- HIGH TOOL COSTS
- MAJOR CAPITAL INVESTMENT
- EXPENSIVE TO PROTOTYPE PARTS
- MOST LOCATED IN MIDWEST
- AUTOMOTIVE ORIENTED
- NO DISTRIBUTION NETWORK FOR CONSTRUCTION PRODS
- REQUIRES HEATED MOLDS

BATH TUBS & SHOWERS (STERLING DIVISION - KOHLER)

COMPETITOR STRENGTHS

SAME AS ABOVE PLUS

- KNOWLEDGE OF BUILDER
- EXCELLENT CAPITAL RESOURCES
- NATIONAL REPUTATION
- GOOD DISTRIBUTION NETWORK

COMPETITOR WEAKNESSES

SAME AS ABOVE PLUS

- ALABAMA LOCATION ONLY
- DOES NOT PROVIDE INSTALLED SALES

COMPETITIVE ANALYSIS

CONTINUED

FIBERGLASS DOORS (THERMA-TRU)

COMPETITOR STRENGTHS

- SOME KNOWLEDGE OF MAJOR BUILDERS

COMPETITOR WEAKNESSES

- MIDWEST LOCATION ONLY
- RECENTLY ENTERED BUILDER MARKET

VACUUM FORMING

COMPETITOR STRENGTHS

- LOCATED NEAR MAJOR MARKETS
- LOW CAPITAL COSTS
- LOW TOOLING COSTS
- EXCELLENT SURFACE FINISH
- MAXIMUM DESIGN FLEXIBILITY
- PRODUCT QUALITY
- SUITABLE FOR PROTOTYPING
- LOW PRODUCT COST
- LIGHT WEIGHT
- GOOD PROCESS FLEXIBILITY

COMPETITOR WEAKNESSES

- POOR MARKETING CAPABILITY
- OEM ORIENTED
- POOR DISTRIBUTION NETWORK
- LITTLE BUILDER KNOWLEDGE
- MODERATE CAPITAL RESOURCES

PROFITABILITY

KEY ITEMS IMPACTING **PROFITABILITY**

- FINAL CLOSET DESIGN CONFIGURATION
- MATERIAL SELECTION
- PART THICKNESS
- CYCLE TIMES
- SELLING PRICE

ISORCA ESTIMATED
PRODUCT COSTS

VACUUM FOAMING \$70 - \$80 PER UNIT

(5 FOOT CLOSET SHELL)

PROFITABILITY ESTIMATE

- ISORCA ROUGH ESTIMATE INDICATES CLOSET COULD BE PROFITABLE
- UNTIL KEY ITEMS ARE KNOWN, DIFFICULT TO ACCURATELY PREDICT PROFITABILITY

RISK ANALYSIS

- STRENGTHS AND WEAKNESSES
- OPPORTUNITIES AND THREATS
- KEY ISSUES
- HOW JOHNS-MANVILLE WINS

JOHNS-MANVILLE STRENGTHS

- EARLY CLOSET LEAD

- ENHANCEMENT IDEAS
 - ORGANIZERS
 - LIGHTING OPTIONS
 - STORAGE CENTERS

- JOHNS-MANVILLE NAME

- MARKETING CAPABILITY

- INDUSTRY CONTACTS AND KNOWLEDGE

- EXISTING CONTRACTOR CHANNEL

- CAPITAL TO INVEST

- STRONG PRODUCTION ORIENTATION

- JOHNS-MANVILLE TRUCKING FLEET

JOHNS-MANVILLE WEAKNESSES

- POOR TRACK RECORD WITH NEW PRODUCTS
- FIBERGLASS INSULATION MENTALITY
- IMPATIENCE WITH SMALL BUSINESS
- POOR SPECIFICATION CONTACTS
- NO BENCH STRENGTH - MANPOWER
- COMMODITY ORIENTATION

OPPORTUNITIES

- HUGH GROWTH POTENTIAL
- RAPID GROWTH OF PLASTIC LAMINATES
- PARTNER TO DOUBLE INSULATION CONTRACTOR SALES
- MAY USE SOME RECYCLABLE PLASTICS
- TREND TOWARD LIVEABLE SPACE RATHER THAN MORE SPACE
- GLOBAL ORIENTATION THROUGH WORLDWIDE CONTACTS
- VERTICAL INTEGRATION
 - FORMULATE OWN RESIN
 - VACUUM FORM COMPONENTS
- POSSIBLE DESIGN PATENTS TO RETARD COMPETITION
- SPREAD OVERHEAD OVER BROADER SALES BASE
- COULD RELATE TO SATELLITE PRODUCTION CONCEPT

THREATS

- CURRENT LIMITED PATENT PROTECTION
- POTENTIAL PRICE VOLATILITY OF RESINS
- POSSIBLE CONSTRAINTS OF RESIN AVAILABILITY
- LOW ENTRY BARRIERS
- POSSIBLE INTER-DIVISION CONFLICT
 - CUSTOMERS
 - MANUFACTURING PROCESS

KEY ISSUES

- PROCESS CAPABILITY
- BUILDER AND CONSUMER ACCEPTANCE OF SECTIONAL DESIGN
- ACTUAL COST VERSUS PERCEIVED VALUE
- LOW ENTRY BARRIERS IF LIMITED PATENT PROTECTION
- INSTALLED SALES CAPABILITY
- CHANNELS OF DISTRIBUTION
- ORGANIZATION
- MAINTAIN COMPETITIVE ADVANTAGE
- HART ARRANGEMENT WITH JM

HOW JOHNS-MANVILLE WINS

- INNOVATIVE CLOSET DESIGNS
- FURTHER DESIGN PATENT PROTECTION
- MACHINERY PHASE-IN POTENTIAL
- MARKETING CAPABILITY
- NETWORK OF INSTALLERS
- SERVICE NETWORK
- LOCK IN MAJOR BUILDERS EARLY
- ISORCA ASSISTANCE
- RAPID DEVELOPMENT OF ENHANCEMENT IDEAS
- SATELLITE CONCEPT

RECOMMENDATIONS

MAJOR RECOMMENDATIONS

- CONTINUE PROJECT
- PROCEED IN PHASES
 - LIMIT DOWN SIDE RISK
 - LIMIT FUNDING TO PERFORMANCE
- DISCONTINUE PROGRAM IF MILESTONE CRITERIA NOT MET
- SATELLITE CONCEPT

***PROJECT HAS A GREAT DEAL OF MERIT.
THERE'S STILL MUCH WORK TO DO.
NEED YOUR APPROVAL ON
INTERIM STEP.***

PHASE I – DESIGN DEVELOPMENT

- FINALIZE INITIAL DESIGN CONCEPT
- DEVELOP DESIGN AND MOCK-UP
- DETERMINE MATERIAL SELECTION
- ESTIMATE PROTOTYPE COST
- CALCULATE PROFITABILITY
- PROGRAM REVIEW – GO / NO GO

ESTIMATED COST: \$90,000

TIME FRAME: 3 MONTHS

PHASE II – PROTOTYPE PARTS

- DESIGN MOLDS
- PRODUCE PROTOTYPE PARTS
- IN-HOUSE PHYSICAL TESTING OF PROTOTYPE PARTS
- PROGRAM REVIEW – GO / NO GO

ESTIMATED COST: \$60,000

TIME FRAME: 2 - 3 MONTHS

PHASE III – FIELD TEST

- SELECT AND TRAIN INSULATION CONTRACTORS ON CLOSET INSTALLATION TECHNIQUES
- CONDUCT FIELD TEST IN CALIFORNIA
- EVALUATE FIELD TEST
- REFINE SALES VOLUME AND PROFITABILITY PROJECTIONS
- PROGRAM REVIEW – GO / NO GO FOR COMMERCIALIZATION

ESTIMATED COST: \$50,000

TIME FRAME: 2 - 3 MONTHS

PHASE IV – COMMERCIALIZATION

- IDENTIFY ORGANIZATION NEEDS
- DEVELOP INITIAL PRODUCTION PLAN
- DEVELOP PLANS FOR NATIONAL ROLL-OUT
- BEGIN WORK ON ENHANCEMENT IDEA

ESTIMATED COST: TO BE DETERMINED

TIME FRAME: TO BE DETERMINED