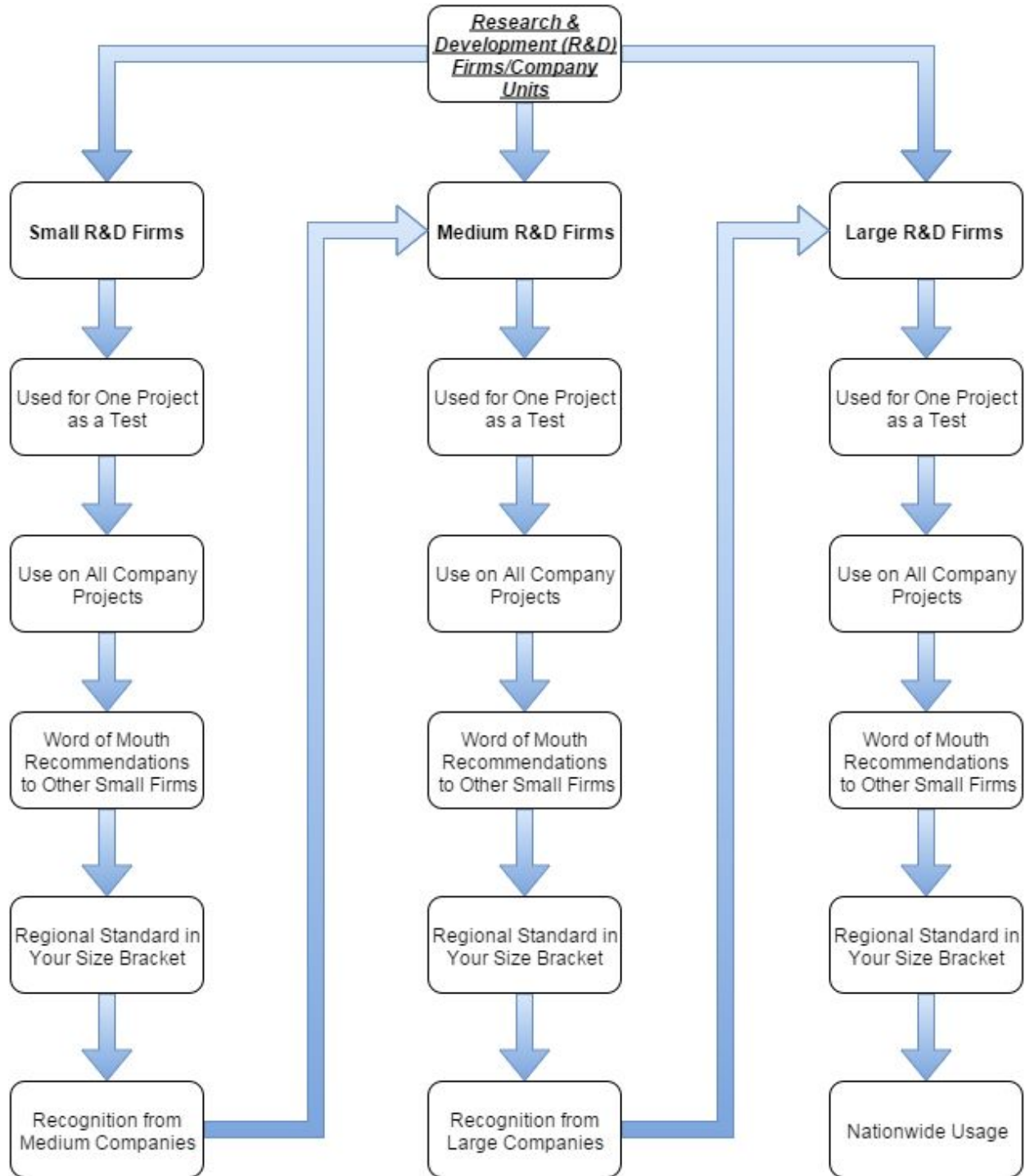


Appendix D: Total Addressable Market Size for Follow-On Markets



Small R&D Firms

Used for One Project as a Test

Use on All Company Projects

Word of Mouth Recommendations to Other Small Firms

Regional Standard in Your Size Bracket

Recognition from Medium Companies

Medium R&D Firms

Used for One Project as a Test

Use on All Company Projects

Word of Mouth Recommendations to Other Small Firms

Regional Standard in Your Size Bracket

Recognition from Large Companies

Large R&D Firms

Used for One Project as a Test

Use on All Company Projects

Word of Mouth Recommendations to Other Small Firms

Regional Standard in Your Size Bracket

Nationwide Usage