



USA NATIONAL INNOVATION MARKETPLACE

A Service of
NIST National Institute of Standards and Technology
Manufacturing Extension Partnership



A member of the Planet Eureka!
International Innovation Network

Radio Intelligence

tracking system for radio signals

The Radio Intelligence system picks up radio signals, triangulates the position, and displays the location on a map.

Annual Sales Forecast for USA *				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$4	\$410,000	\$3.4 M	1 of 5 In Development	2 of 5 Patent Pending	43 29 is Average
Low Support	\$5.2 M	\$16.0 M	\$39.4 M			
Medium Support	\$43.1 M	\$114.6 M	\$238.1 M			
High Support	\$120.6 M	\$315.4 M	\$638.3 M	Remaining Time & Cost to First Sale		
Ultra High	\$223.0 M	\$606.4 M	\$1.3 B	1-2 yrs	\$1M-\$10M	

Radio Intelligence - tracking system for radio signals

Final Decision Maker: Military acquisition personnel, law enforcement, and search and rescue services

Radio Intelligence - Survey, Strategize, Suppress, and Strike!

Radio Intelligence is the only portable system designed specifically for monitoring criminal or terrorist communications. It allows you to intercept, jam, or exploit devices to save lives. This specialized system does what a truck-load of radio gear used to do.

Radio Intelligence is a portable system for finding, tracking, and mapping radio signals. It provides valuable intelligence to dismounted ground troops and first-responders.

The Radio Intelligence system is made up of three basic parts: The operator station (laptop with radio transmit/ receiver gear), the projectile (special "bullet" with radio transmit/ receive gear), and the electronic binoculars (standard binoculars with an electronic overlay display).

To use the Radio Intelligence system, the customer will fire a projectile into the air and a balloon will deploy, which allows the projectile to hover over the target area. The projectile picks up radio signals, and relays information back to the operator station, where the signals are triangulated (located) and placed on a map. Once signals are located, the customer can use the electronic binoculars to visually identify the targets and the distance to the target.

There are many advantages to this one-of-a-kind system. The Radio Intelligence system allows the customer to not only locate radio signals, but locate people (people carry cellular phones and equipment that transmit radio signals). This system is designed to be portable, and to be used where cellular phone towers and standard infrastructure are not in service (like deep forest and mountainous regions for commercial customers, or Iraq and Afghanistan for military customers).

Commercial functions include: locating lost or stranded people, communications relay for emergency personnel, and an audio, video, and communications gathering tool for law enforcement.

Military applications include: A Radio Frequency (RF) location and threat warning system (compares signals against a "Threat Library"), communications relay, a Tactical RF Jammer, a blue force (friendly forces) tracking system, a mobile exploit (hacking) platform, and a mobile intelligence gathering platform.

\$50,000 for The Radio Intelligence System

Seeking: Research, Purchase, Investment, Distribution, Manufacturing/ R&D

[Email Inventor\(s\)](#)
 [Link to Website With More Info](#)
 [Link to YouTube Video](#)
 [Inventor\(s\) Open to Consulting Requests](#)
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* Consumption sales forecast. Does not include "Random" events or Inventory Fill. Forecast is for Year 1 for Large or Year 2 for Small Companies. Forecast should be read as ...With Low marketing support there is an 80% odds of achieving sales of at least...

Listing #: USA.75.080409.014

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Report Assumptions and Inventor(s) Commentary

Inventor(s) Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions
# of Possible Final Decision Makers	100,000	20%	Final decision maker #s based on # of military personnel, law enforcement, search and rescue personnel units. 100,000 is based on estimated # of military and civilian units.
Revenue per First Purchase	\$50,000.00	30%	The first purchase is based on consumer buying the Base set of equipment. Additional deployable projectiles and units will likely be purchased.
% that will Repeat	40%	20%	Balloons, propellant, and helium/ hydrogen refills will be the most likely consumables. Other consumables are projectiles. Customers could lose them or they could be destroyed.
Number of Annual Repeats	6	30%	Training and operator certification exercises would likely be conducted every other month. Optimistic estimates of law enforcement and military operations dictate more volume.
Revenue per Repeat Purchase	\$2,500.00	30%	Balloons and Gas will be required to use the system. Most governmental agencies have a \$2,500 credit card limit.
Reseller (Trade) Margin	N.A.	N.A.	
Producer Profit (EBITD)	28%	20%	Direct category is not listed, but industries that are close are represented by the numbers above.

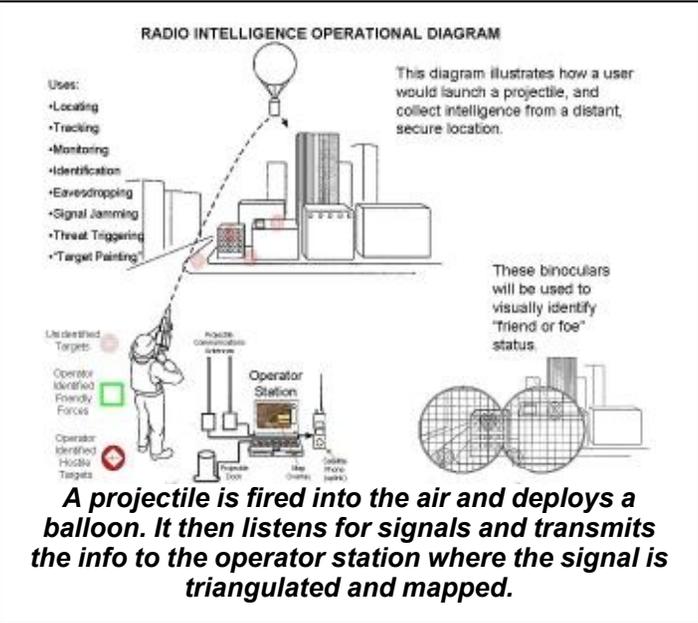
Innovation Status			
Development Status	1 of 5 In Development		Technology exists today for harnessing this capability, but needs to be integrated together. COTS products, software, and custom hardware could bring this into a prototype status.
Cost to First Sale (remaining)	\$1M-\$10M	30%	Personnel cost of sales, marketing, design, manufacturing: one could assume 10 man/ years of effort for initial integration. Tooling, production, and advertising put costs at \$2M.
Time to First Sale (remaining)	1-2 yrs	30%	If coupled with an industry partner in the business, a 1-2 year R&D and deployment is feasible.
Confidence in Concept Claims made in description		30%	I currently work in the Joint Counter Radio Controlled Electronic Warfare division of the US Navy. I have designed this product to combat the common threats faced by todays soldier
Proprietary Protection Status	2 of 5 Patent Pending		Patent has been applied for, but has not been arbitrated yet.

Concept Score & Diagnostics

Merwyn Concept Score With Confidence Bands				Concept Diagnostics	Red	Yellow	Green
				Percentile Group	Bottom 40%	Middle 40%	Top 20%
Pessimistic 80% odds of at Least	Most Likely 50% odds of at Least	Optimistic 20% odds of at Least		Overt Benefit			
				Reason to Believe			
31%	43%	55%		Dramatic Difference			

Inventor Commentary & Alternative Development Scenarios

Inventor(s) Sales Goals			
Minimum Goal	\$1.5 M	Current GOAL	\$5 M



Inventor(s) Commentary:
 Projectile Notes:
 The projectiles can be launched from a grenade launcher or the balloon can be inflated from the ground with or without a tether. Once deployed, the projectiles hover over the survey area, listen for signals, and relay information back to the Operator Station where data is collected. The signals are triangulated and overlaid onto a map of the survey area. The user can then use the digital range-finder binoculars to "visually" identify a signal, and mark it "friend or foe".

CURRENT SALES FORECAST

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$4	\$410,000	\$3.4 M
Low Support	\$5.2 M	\$16.0 M	\$39.4 M
Medium Support	\$43.1 M	\$114.6 M	\$238.1 M
High Support	\$120.6 M	\$315.4 M	\$638.3 M
Ultra High	\$223.0 M	\$606.4 M	\$1.3 B

If MARKETING CONCEPT Improved
 (Increase Concept Score by +20 Points)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$6	\$620,000	\$5.0 M
Low Support	\$7.8 M	\$24.0 M	\$57.7 M
Medium Support	\$64.7 M	\$171.1 M	\$349.7 M
High Support	\$180.7 M	\$467.2 M	\$942.6 M
Ultra High	\$340.0 M	\$908.7 M	\$1.8 B

If PRODUCT/ SERVICE Improved
 (Increase Repeat Rate & Number of Repeats by 30% and Revenue Per Purchase 20%)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$5	\$500,000	\$4.1 M
Low Support	\$6.4 M	\$19.2 M	\$46.8 M
Medium Support	\$54.1 M	\$138.2 M	\$282.1 M
High Support	\$148.1 M	\$378.8 M	\$762.8 M
Ultra High	\$284.8 M	\$722.7 M	\$1.5 B

If MARKETING CONCEPT and PRODUCT/ SERVICE Improved
 (Increase Concept +20 Points, Repeat Rate & Number of repeats by 30% and Revenue per purchase 20%)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$8	\$730,000	\$6.1 M
Low Support	\$9.4 M	\$28.9 M	\$70.1 M
Medium Support	\$83.6 M	\$207.6 M	\$422.3 M
High Support	\$228.9 M	\$574.4 M	\$1.1 B
Ultra High	\$417.5 M	\$1.1 B	\$2.1 B

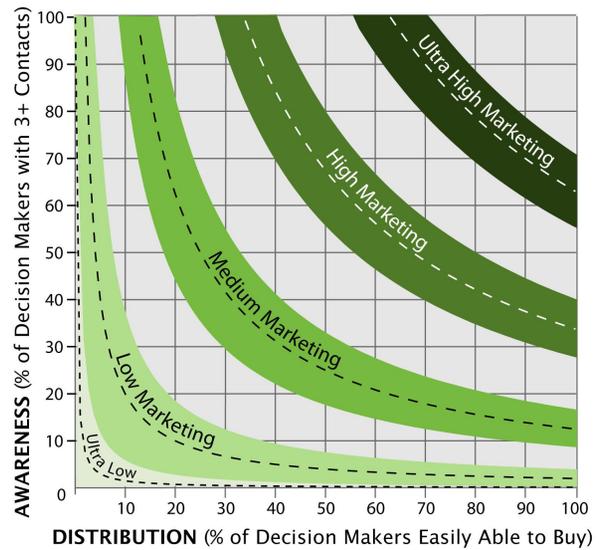


Additional Details

Fair Market Royalty (%)				
	Conservative - 80% Odds Royalty Percentage	Most Likely - 50% Odds Royalty Percentage	Aggressive - 20% Odds Royalty Percentage	
At CURRENT State & Status	2.4%	3.6%	5%	
Sales & Marketing Support Level	Annual Inventor Royalty Revenue			3 Year Value to Inventor If 50% Odds
	80% Odds	50% Odds	20% Odds	
Ultra Low Support	\$14,000	\$39,000	\$79,000	\$120,000
Low Support	\$250,000	\$610,000	\$1.1 M	\$1.8 M
Medium Support	\$1.7 M	\$4.1 M	\$7.3 M	\$12.2 M
High Support	\$4.9 M	\$10.9 M	\$19.5 M	\$32.7 M
Ultra High Support	\$9.2 M	\$21.2 M	\$37.9 M	\$63.6 M

Sales & Marketing Support Level Assumptions				
Sales & Marketing Support Level	Sample Numbers		% Aware x % Distribution (Aware & Able)	Inventor Estimate of Odds
	% Distribution	% Awareness		
Ultra Low Support (Word of Mouth)	5%	3%	0.2%	70%
Low Support (Small Company)	20%	10%	2%	70%
Medium Support (Medium Sized Company)	50%	25%	13%	50%
High Support (Large Company)	75%	45%	34%	30%
Ultra High Support (Mega or Niche)	90%	70%	63%	20%

Graph of EQUIVALENT (Awareness x Distribution) Combinations



NAICS Industry Codes For This Invention
51721 - Wireless Telecommunications Carriers (except Sate...)
51919 - All Other Information Services

Patent Numbers that apply to this Product/ Service
12/248,383

Inventor(s) PEDIGREE	
Years EXPERIENCE in related industry	12
GRANTED Patents	0
Licensing Deals SIGNED	0
Innovations that have SHIPPED	0

For USA Patents: Utility Patent = 7 digit number, Design Patent starts with D, Planet Patent starts with PP. Provisional Application "61/ xxx,xxx", Non provisional application "12/ xxx,xxx", Design patent application "29/ xxx,xxx"

CAUTION: This Merwyn Business Simulation Research Report includes no warranty or guarantee. Results and opinions should be considered rough and directional in nature. This is because the report is based upon inventor-supplied data and simplified modeling methods. If you are looking to invest, distribute, purchase or become involved with this innovation, in any way, we strongly urge you to validate the inventor data and sales forecasts BEFORE committing yourself or your resources. Merwyn Research, Inc. shall not be responsible for any liability or damages arising out of the failure to perform such investigation and validation. Changes in the concept description, product, pricing, or input assumptions will almost certainly change results.



Additional Forecasts for Other Countries

Annual Sales - Probability Forecast - for Canada 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$45,000	\$370,000
Low Support	\$580,000	\$1.8 M	\$4.4 M
Medium Support	\$4.8 M	\$12.7 M	\$26.4 M
High Support	\$13.4 M	\$35.0 M	\$70.7 M
Ultra High	\$24.7 M	\$67.2 M	\$138.7 M

Assumptions: exchange rate of \$1.00 US = \$1.01083 CAN; population of 33,390,141

Annual Sales - Probability Forecast - for United Kingdom 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	£0	£41,000	£340,000
Low Support	£530,000	£1.6 M	£4.0 M
Medium Support	£4.3 M	£11.5 M	£23.9 M
High Support	£12.1 M	£31.7 M	£64.2 M
Ultra High	£22.4 M	£61.0 M	£125.9 M

Assumptions: exchange rate of \$1.00 US = £0.50458 UK; population of 60,776,238

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