

### Power Down

#### Instantaneous Power Grid Disruption for First Responders

The only device for First Responders to safely and instantaneously Power Down the local electrical grid.

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	\$1	\$100,000	\$430,000	<b>1 of 5</b> In Development	<b>2 of 5</b> Patent Pending	<b>80</b> <small>29 is Average</small>
Low Support	\$1.1 M	\$2.3 M	\$4.3 M			
Medium Support	\$7.1 M	\$13.5 M	\$22.4 M			
High Support	\$17.3 M	\$33.1 M	\$53.9 M			
Ultra High	\$31.1 M	\$58.8 M	\$95.1 M	Remaining Time & Cost to First Sale		
				< 6 months	\$10k-\$100k	

### Power Down - Instantaneous Power Grid Disruption for First Responders

*Final Decision Maker: First Responder Department Purchasers*

Instantaneously turn off the power at your location with one shot. Power Down does not cause permanent damage to the power grid.

Power Down was created by a US Navy laboratory to help quickly and effectively shut down power in combat situations.

Often in emergency situations, there is a need to very quickly shut down the power in a local area. You may not have an hour to wait for the power company to arrive. Power Down is a specially packed shotgun shell that can be fired from a standard shotgun or 12ga flare gun. When you fire the Power Down shell, a web of metallic mylar is shot at the nearest transformer. This web shorts out the power lines causing the circuit breaker at the transformer to shut down power at that location. The power outage is kept in a small area, and the power is easily reset by the Power Company when the emergency is over.

For example, when a vehicle hits a power pole causing live downed power lines, the First Responders must wait to help the injured while the power company gathers a crew, sends the crew to the scene of the accident, and the crew disconnects the power. The time from the accident occurring to the time that the power is shut off can be an hour and a half or more. The medical community recognizes that the best opportunity to save a person with serious injuries is within the "Golden Hour", the first hour after the injury is sustained. With the PowerDown, the First Responder can now turn off the local power instantaneously upon arrival, allowing the first responder to begin critical lifesaving procedures within minutes of arrival. No additional damage is caused to the power grid, allowing the utility company to restore power as soon as the traffic accident is cleaned up.

Additionally, Power Down can be used in a number of other situations. A local SWAT team can use Power Down to shut the power off at a building that they intend to raid. A firefighter can shut power off at a building where an electrical fire has started. A power company employee can shut off power to a downed line prior to the arrival of a service vehicle.

\$20 for one round

**Seeking: 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
  Agree to use Fair Contract

\* 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...



**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	<b>60,000</b>	<b>60%</b>	The data is based on the 2004 DOJ Census data for Law Enforcement, USAF 2007 Census data for Fire Departments, and DOH 2002 Census Data for Emergency Medical Professionals
Revenue per First Purchase	<b>\$2,000.00</b>	<b>40%</b>	The estimate is based on each organization buying 50 rounds for initial training and outfitting of a representative number of users. The high is based on a complete outfitting.
% that will Repeat	<b>70%</b>	<b>40%</b>	The product requires a recertification every year. Each user will have to use at least one unit every 12 months. Possibly more will be cycled through by some organizations.
Number of Annual Repeats	<b>1</b>	<b>40%</b>	It is designed to have a yearly recertification.
Revenue per Repeat Purchase	<b>\$1,000.00</b>	<b>40%</b>	The number is based on one round for certification of each user each year.
Reseller (Trade) Margin	<b>60%</b>	<b>30%</b>	The materials, labor, and manufacturing cost have been reviewed. Based on the proposed price point these numbers are easily calculated.
Producer Profit (EBITD)	<b>25%</b>	<b>30%</b>	The materials, labor, and manufacturing cost have been reviewed. Based on the proposed price point these numbers are easily calculated.

Innovation Status			
<b>Development Status</b>	<b>1 of 5 In Development</b>		The device has been engineered through computer modeling and paper design work. No working prototype has been built from the plans.
Cost to First Sale (remaining)	<b>\$10k-\$100k</b>	<b>40%</b>	I have priced out the equipment, labor, and materials required to start producing units.
Time to First Sale (remaining)	<b>&lt; 6 months</b>	<b>30%</b>	This number is heavily dependent the level of marketing. Production could be up and running in under 3 months.
Confidence in Concept Claims made in description		<b>50%</b>	The concept has been unintentionally proven by unrelated devices not designed for this purpose.
<b>Proprietary Protection Status</b>	<b>2 of 5 Patent Pending</b>		Three Naval patents have been submitted to the USPTO. They are currently in the review process.

Concept Score & Diagnostics						
 <b>Merwyn Concept Score</b> With Confidence Bands			<b>Concept Diagnostics</b>	<b>Red</b>	<b>Yellow</b>	<b>Green</b>
			Percentile Group	Bottom 40%	Middle 40%	Top 20%
<b>Pessimistic</b> 80% odds of at Least	<b>Most Likely</b> 50% odds of at Least	<b>Optimistic</b> 20% odds of at Least	<b>Overt Benefit</b>			
			<b>Reason to Believe</b>			
<b>54%</b>	<b>80%</b>	<b>81%</b>	<b>Dramatic Difference</b>			

**Listing #: USA.75.072809.001**

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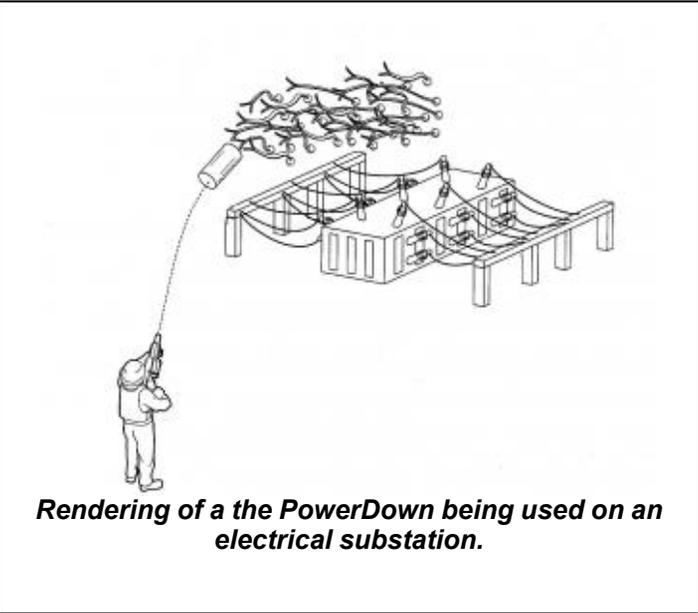
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**Inventor Commentary & Alternative Development Scenarios**

**Inventor(s) Sales Goals**

Minimum Goal	\$10,000	Current GOAL	\$10 M
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**Inventor(s) Commentary:**  
 If interested in just distributing, production can be arranged by inventor.

**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	\$1	\$100,000	\$430,000
Low Support	\$1.1 M	\$2.3 M	\$4.3 M
Medium Support	\$7.1 M	\$13.5 M	\$22.4 M
High Support	\$17.3 M	\$33.1 M	\$53.9 M
Ultra High	\$31.1 M	\$58.8 M	\$95.1 M

**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	\$1	\$120,000	\$480,000
Low Support	\$1.2 M	\$2.7 M	\$4.8 M
Medium Support	\$8.0 M	\$15.2 M	\$25.1 M
High Support	\$19.5 M	\$37.4 M	\$60.9 M
Ultra High	\$35.2 M	\$66.4 M	\$106.3 M

**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	\$1	\$140,000	\$580,000
Low Support	\$1.4 M	\$3.1 M	\$6.0 M
Medium Support	\$9.4 M	\$18.0 M	\$32.5 M
High Support	\$22.7 M	\$44.0 M	\$77.4 M
Ultra High	\$40.9 M	\$76.9 M	\$136.5 M

**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	\$1	\$160,000	\$670,000
Low Support	\$1.6 M	\$3.5 M	\$6.8 M
Medium Support	\$10.5 M	\$20.5 M	\$36.4 M
High Support	\$26.1 M	\$49.8 M	\$88.3 M
Ultra High	\$45.3 M	\$86.9 M	\$157.0 M

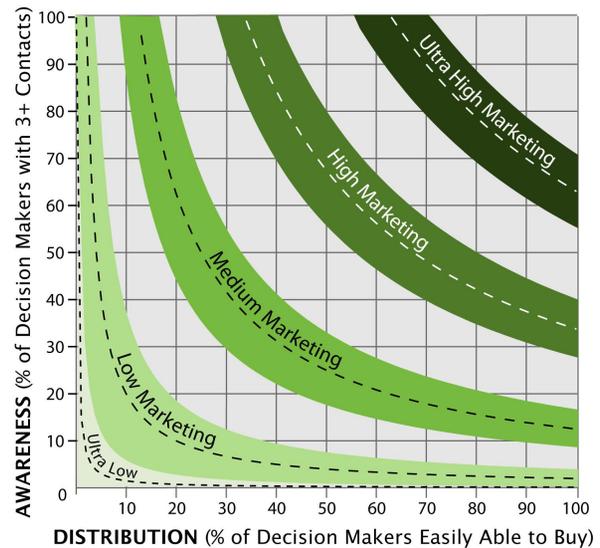


**Additional Details**

Fair Market Royalty (%)				
	Conservative - 80% Odds Royalty Percentage	Most Likely - 50% Odds Royalty Percentage	Aggressive - 20% Odds Royalty Percentage	
<b>At CURRENT State &amp; Status</b>	2.1%	3.5%	5.1%	
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	\$710	\$2,100	\$4,600	\$6,400
Low Support	\$12,000	\$28,000	\$56,000	\$85,000
Medium Support	\$72,000	\$160,000	\$300,000	\$490,000
High Support	\$170,000	\$400,000	\$740,000	\$1.2 M
Ultra High Support	\$310,000	\$700,000	\$1.3 M	\$2.1 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%	60%
Medium Support (Medium Sized Company)	50%	25%	13%	60%
High Support (Large Company)	75%	45%	34%	50%
Ultra High Support (Mega or Niche)	90%	70%	63%	50%

**Graph of EQUIVALENT (Awareness x Distribution) Combinations**



NAICS Industry Codes For This Invention
92219 - Other Justice, Public Order, and Safety Activities
92216 - Fire Protection
92212 - Police Protection
62191 - Ambulance Services

Patent Numbers that apply to this Product/ Service
NC 99,302
NC 99,783
NC 99,782

Inventor(s) PEDIGREE	
Years EXPERIENCE in related industry	15
GRANTED Patents	0
Licensing Deals SIGNED	1
Innovations that have SHIPPED	1

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	\$11,000	\$47,000
Low Support	\$120,000	\$260,000	\$470,000
Medium Support	\$780,000	\$1.5 M	\$2.5 M
High Support	\$1.9 M	\$3.7 M	\$6.0 M
Ultra High	\$3.4 M	\$6.5 M	\$10.5 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	£10,000	£43,000
Low Support	£110,000	£230,000	£430,000
Medium Support	£710,000	£1.4 M	£2.3 M
High Support	£1.7 M	£3.3 M	£5.4 M
Ultra High	£3.1 M	£5.9 M	£9.6 M

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

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