

Smartroad Tools Newsletter – 11 December 2017

Dear Colleague,

We're writing to update you on the latest developments regarding Smartroad Tools, our patent-pending technology for non-destructive monitoring of earth-supported infrastructure.

As we continue our involvement with the [SPRINT Accelerator program](#) for deep-tech innovations, we've been working to define a revenue model that is appropriate for our business. In fact we have a number of interlocked products, including our smart geotextile, the sensor assemblies used to query the geotextile, and several categories of software. The model will not be the same for all these products.

However, we have concluded that for the smart geotextile, we should pursue a model based on licensing our intellectual property, seeking revenue through royalty agreements with partners who will actually manufacture and sell the product. This recognizes the fact that our market is strongly segmented both geographically and in terms of the industries served (rail, road, airports, flood control), and that different licensees will be best qualified to address specific regions or applications.

This understanding has sharpened our focus on the process of finding potential partners. If you have any suggestions or can put us in contact with people we should talk to, we hope you'll share this information. We'd also like to learn about any experience you or your business has with license-based business models, including the legal aspects.

Thank you so much for your continued interest and support.

Best regards,

Sally Goldin & Kurt Rudahl

roads@goldin-rudahl.com

<http://www.smartroadtools.com>