

**OVERVIEW**

Foster Chamberlain LLC, a business development firm based in Philadelphia, helps large companies plan and launch new business ventures and commercialize new technologies. Now in its ninth year of operation, the firm counts 20% of the Dow Jones Industrials as clients and has twice been named to the Philadelphia 100 (region’s fastest-growing companies).



Foster Chamberlain’s work frequently begins with planning – we help companies to develop growth strategies, identify and explore new business opportunities, and commercialize promising technologies. However, our work frequently continues into the execution phase. Foster Chamberlain employees become integral members of business development and new venture teams, often filling key management and operating positions until developmental milestones are achieved.






Our engagements fall into the areas illustrated in the matrix below, as dictated by our client’s objectives:

**Corporate Business Development Activity Matrix**

<b>Opportunity Destination</b>	Outside Company	SPIN-OUTS	CORPORATE VENTURE CAPITAL
	Inside Company	NEW BUSINESS DEVELOPMENT	SPIN-INS
		Inside Company	Outside Company
<b>Opportunity Origin</b>			

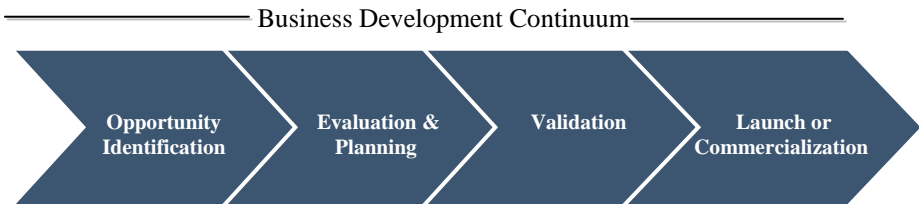
EXPERIENCE

Foster Chamberlain's work spans many industries. Some of our recent clients include:

Industry	Example Clients
Automotive	   
Aerospace, Defense & Communications	   
Chemicals & Pharmaceuticals	   
Energy & Utilities	   
Manufacturing	   
Consumer Products & Electronics	    
Media, Information & Financial Services	   

## SERVICES

Our work spans the entire business development continuum. Consequently, we have developed a rigorous process for managing a business development initiative. Our services include the following:



### Opportunity Identification.

- Concept Development. Identifying opportunities to leverage the client's competencies to address market needs better than competitors.
- Feasibility Analysis. Evaluating the technical and economic viability of a business development opportunity.
- Portfolio Screening/Management. Selecting opportunities for further development based on their risk/return profile and the objectives/constraints of the client organization.

### Evaluation & Planning.

- Business Plan Development. Creating the optimal strategy and structure for a venture given its value proposition relative to competing alternatives in the marketplace.
- Financial Planning. Determining the capital requirements for the venture and creating pro forma income statements, balance sheets, cash flow statements, sources and uses of funds statements, investment/valuation analyses and scenario analyses.
- Milestone Planning. Developing timelines for the launch of the business, setting key milestones, establishing operational objectives and identifying the parties responsible for achieving them.

### Validation.

- Prototype development. Managing the development of a prototype to illustrate the feasibility and value proposition of the new product or service.
- Pilot testing. Securing and servicing initial customers to validate the value proposition of the new product or service.

### Launch/Commercialization.

- General management. Setting the vision for the venture. Managing employees and day-to-day operations.
- Structuring. Selecting the appropriate legal structure, capital structure, and incentive plans, as well as coordinating the transfer of intellectual property to the venture.
- Funding. Identifying, approaching and negotiating with financial and/or strategic investors. Foster Chamberlain has relationships with numerous venture capital/private equity firms and strategic investors.
- Sales, marketing & business development. Securing relationships with key customers and alliance partners, as well as coordinating promotional activities.
- Operations. Managing the venture's supply chain.
- Staffing. Recruiting permanent members of the management team as appropriate.

## PEOPLE

### **Todd C. Peterson.**

A founder and Principal of Foster Chamberlain, Todd is currently working with a Fortune 500 automotive company to commercialize a microwave plasma technology with applications in industrial heating, advanced/nano-material production, fuel cells and exhaust treatment. Todd is also working with the same company to commercialize hybrid-engine technology. Recently, Todd served as interim Chief Financial Officer of a venture formed by The Boeing Company to commercialize networking technology developed by the company's Military Aircraft and Missile Systems Division in conjunction with NASA.

Prior to founding Foster Chamberlain, Todd worked as a strategy consultant for Booz • Allen & Hamilton in New York. He also held various finance and business development positions in the energy industry in both the U.S. and Europe.

Todd holds an MBA from The Wharton School, where he was awarded a fellowship from the Ford Foundation. He also holds a BS in economics from The Wharton School. Todd is a frequent lecturer at Wharton and has been a featured speaker at various recent industry conferences, including the national meetings of the Commercial Development and Marketing Association and the Product Development and Management Association.

### **John F. Ulrich.**

A founder and Principal of Foster Chamberlain, John is currently working with new ventures in the aerospace, building materials and medical device industries. Recently, John worked with a large research lab to develop a spin-out business based on "artificial muscle," a technology platform with broad industry application. Previously, John developed a market entry strategy for a Fortune 100 company to enter the water quality market. He also assisted a venture-backed technology company in launching a radio frequency identification (RFID) business.

Prior to Foster Chamberlain, John developed broad business-development experience, launching products and services in the U.S. and abroad. Prior employers include American Express, Wilsonart International (a division of ITW), Fessenden Hall Incorporated and the Martin Architectural Group.

John holds an MBA from The Wharton School and a BA in architecture from Lehigh University. John serves annually as a mentor in Wharton's Business Plan Competition and gives frequent presentations on corporate venturing. Recently, John addressed a group of entrepreneurs and venture capitalists as a featured speaker at the National Renewable Energy Lab's Technology Day.

## PEOPLE (CONTINUED)

### **Stephen T. Shoff.**

At Foster Chamberlain, Steve is working to secure a development partner to commercialize a hydrophilic coating technology developed by a Fortune 500 consumer products company. Previously, Steve was engaged by a Fortune 500 defense contractor to prepare a commercialization plan for an information security venture.

Before Foster Chamberlain, Steve worked as a strategy consultant for the Center for Applied Research in Philadelphia, where he advised healthcare and insurance clients, and as an operations and technology consultant for Booz • Allen & Hamilton. He also has experience in sales and marketing with Prentice Hall Publishing and was a reporter for The Associated Press.

Steve holds an MBA from The Wharton School, an MA in public policy and journalism from The University of

Maryland and a BA in economics from Dickinson College. Recently, he was a featured speaker at the national meetings of the Paperboard Packaging Council and the International Containerboard Conference. He is also a board member of both the Wharton Alumni Committee and the Philadelphia division of the Product Development & Management Association.

### **Joshua H. Meltzer.**

Josh is currently working with a tier-1 automotive supplier to commercialize a welding technology in the heat exchanger industry. Recently, Josh helped a large consumer products company to enter the consumer healthcare self-diagnostics market. Previously, Josh worked with an aerospace company to commercialize a superconductive flywheel technology with application in the telecommunications and electronics industries. He also worked with a consumer products company to leverage their innovations in advanced packaging.

Before joining Foster Chamberlain, Josh was founder and Chief Executive Officer of Transportation Safety Systems, Inc., a company formed to commercialize automotive safety technologies. As CEO, Josh negotiated a major licensing deal with an aftermarket manufacturer. Previously, Josh worked in corporate finance with several divisions of GE Capital.

Josh holds a BS in finance from The University of Maryland, where he graduated Magna Cum Laude.

### **Keith Peltzman.**

Keith is currently leading an international team to secure development partners and grant funding for an emerging technology platform. Recently, Keith led the business development effort for a large manufacturing company to enable improved integration of consumer products into vehicles. Previously, Keith planned the launch of a consumer health and safety business for a Fortune 100 chemical company.

Prior to joining Foster Chamberlain, Keith worked for The Rubenstein Company, an East Coast real estate investment trust, where he performed acquisition analysis. He also worked for The Pep Boys, where he planned their national expansion and conducted market research for new concepts.

Keith holds a BS in economics from The Wharton School.

PEOPLE (CONTINUED)

**Raymond D. Wolson.**

Since joining Foster Chamberlain, Raymond has worked on ventures in the coatings and health care industries. Most recently, Raymond helped a Fortune 1000 material science company to identify attractive business opportunities in new markets.

Prior to joining Foster Chamberlain, Raymond was Director, Product Development for Alienware, Inc., a manufacturer and retailer of high-end gaming computers, digital video systems and high-performance workstations. Previously, he was co-founder and President of PinPoint Innovations, Inc., a location-based products and services company. As a Kauffman Scholar of Entrepreneurship, he worked at Cobotics, a material handling technology start-up. Raymond also spent 13 years with the Department of Defense developing Application Specific Integrated Circuits (ASICs) and computing systems.

Raymond holds a BS in Electrical Engineering from the University of Illinois at Urbana and an MBA from the University of Chicago Graduate School of Business, with concentrations in Entrepreneurship, Finance and Strategy. Raymond is an adjunct faculty member at Florida International University in the Colleges of Engineering and Business Administration. He teaches entrepreneurship courses through the Global Entrepreneurship Center at FIU.

**Steve Hong.**

Since joining Foster Chamberlain, Steve has been working with a Fortune 500 chemical company to launch a renewable energy venture.

Prior to joining Foster Chamberlain, Steve founded Blue Marble Gear, LLC, a company that developed and patented innovative sports footwear. Previously, Steve designed and built optical test equipment for SVG Lithography Systems, a semiconductor equipment manufacturer. Steve also worked as a management consultant for A.T. Kearney in Canada and as a systems project manager for Hewitt Associates, managing large scale IT implementations in both the United States and Great Britain.

Steve holds an MBA in entrepreneurship and strategic management from The Wharton School, and a BS in mechanical engineering from Rensselaer Polytechnic Institute where he graduated with honors.