

FutureHorizons



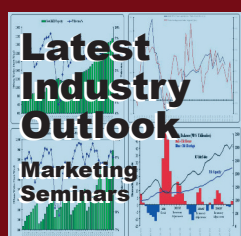
The Global Semiconductor Industry Analysts

FUTURE HORIZONS Presents

Start Up/SME Company Support Service

Too Busy ... Too Niche ... Too Stealth ...
Too Knowledgeable ... Too Poor ... Too Soon ...
Too Unnecessary ... Too Everything ... ?
Think Again!

*Like It Or Not, From Day One You Are Part Of
The Big Semiconductor Picture; The Sooner You
Get Networked, The More Likely You'll Succeed*



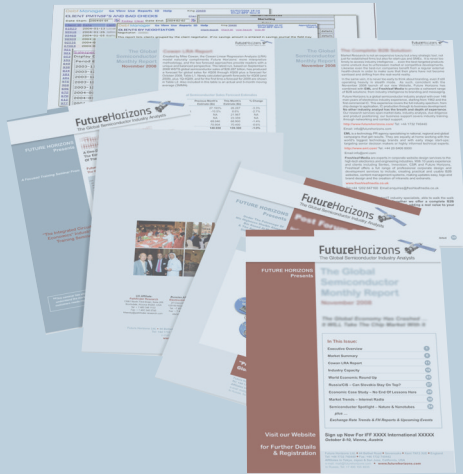
Future Horizons

"Start-Up/SME Company Support Service" Offers:

- Access To FH Market Research Reports - for a database of industry/market statistics
- Global SC Monthly Report Subscription - to keep abreast of the industry outlook
- Report Site Licence - for information dissemination throughout your organisation
- Delegate Industry Forecast Seminar Attendance - in January and July
- Delegate Electronics Industry Forum Attendance - for top-level industry networking
- Initial Business Appraisal - for an independent market opportunity assessment
- Referral To Freshleaf Media & EML - for corporate web design and PR support
- Potential Investors & Media Contacts - for business development support

Visit our website www.futurehorizons.com for further details & registration

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Who Will Benefit?

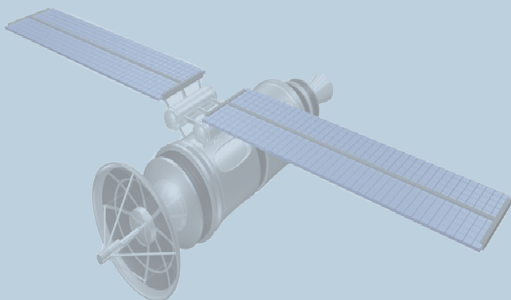
- Are you a Start Up organisation or SME?
- Do you operate within the electronics, semiconductor and technology related industries?
- Have you been in operation for typically five years or less?
- Are you still in development mode and waiting for your product to take off?
- Do you have limited discretionary revenue resources?
- Are you yet to generate a profitable revenue stream?

If you answered YES to most of the above questions, read on and find out how Future Horizons can support your new business venture

Starting Up Is Hard To Do

Even the best targeted products come unstuck due to unforeseen market or competitive developments, yet accessing professional research reports and industry experts can be beyond the limited and stretched Start Up/SME budget reach. **Not any more.** To address this need, Future Horizons provides a comprehensive support package at an affordable price, including full access to all of our international networking events. The Start Up/SME support package comprises:

- 1 **Market Research Reports** - Providing a database of market statistics, including:
 - **The Annual Semiconductor Report** - This two-volume report provides a full analysis of the key worldwide semiconductor device and application markets. Data combines five years history with a five year forecast so readers can see a complete picture of the market
 - **The Global Semiconductor Monthly Update Report** - This monthly report is all a busy executive needs to keep in touch with industry trends. Published in 12 monthly instalments, each edition is a stand alone executive summary of the key global semiconductor issues
- 2 **Report Site License** - Permission to disseminate information throughout your organisation
- 3 **Concessionary Prices** - On all Future Horizons global networking Forums, training and industry forecast seminars, renowned for providing opportunities to make new business connections with influential industry people, including:
 - One free delegate attendance at the January and July Annual Industry Forecast Seminars
 - One free delegate and spouse attendance at the May Annual Electronics Industry Forum
- 4 **Business Contacts** - access to industry executives - customers, investors and/or industrialists - many of whom would be too expensive, time consuming or difficult to meet, if at all
- 5 **Due Diligence Appraisal** - An initial telephone/e-mail 'chat' on your business plan/ideas, under a Non-Disclosure Agreement. Further research, whether it is a few hours, or a week's worth of work, can be undertaken at a very reasonable cost, helping to drive forward ideas and build that much needed industry credibility.



In Short, This Service Provides A Complete Start-Up/SME Business Support Package At An Affordable And Realistic Price

To ensure Start Ups and SMEs stand the best possible chance of success, Future Horizons has extended its services, offering a full range of support options at affordable entry prices. For an annual cost of just £3000.00, a saving of over 80 percent compared with the normal list price, companies will receive access to Future Horizons proprietary information database and network of industry contacts, be they investors, customers, partners or purchasers.

Everything you needed to support your business development ... but previously could not afford!

Starting Up Is Hard To Do

Cash flow is king when starting up a new business, but so too is timely access to market research information. Even the best-targeted products come unstuck due to unforeseen market or competitive developments; all in addition to solving the technical challenges and issues.

With 148 man-years of collective industry experience, starting from the first commercial IC, no other industry analyst can offer anywhere near the same breadth and depth of electronics industry experience. Our experience has shown that history all too often repeats itself – we never seem to learn the first time around – it never repeats itself in exactly the same way.

Even more frightening is the power of the 'Lemming Factor', damning industries and execs that fail to embrace the latest business fashion trends, condemning those who do, once the inevitable bubbles vengefully deflate.

We do not pretend to have all of the answers but we will present you with experience and objectivity - the objective facts and experienced-based arguments - plus provide you with access to many of the world's leading industry leaders.

Branding & Positioning

It is also never too early to think about positioning, messaging and branding, even if you are still operating in strict stealth mode. To ensure that your press launch is effective and successful, Future Horizons recommends **EML** (www.eml.com), a PR agency with extensive experience in working with semiconductor start-up companies and launching them in appropriate markets world-wide. To project your company online, Future Horizons works with **Freshleaf Media** (www.freshleafmedia.co.uk), specialists in building websites and managing online marketing for technology companies.

EML is a specialist technology PR agency, with a particularly strong record in the semiconductor industry, running global campaigns for many UK companies. It has launched over 30 companies including Air Semiconductor, Elixent, Sarantel, Mirics Semiconductor, Dolphin Telecoms, Achronix and Imbera. It currently runs international PR programmes for many start-ups as well as blue chip companies including CSR, TSMC and Wolfson Microelectronics.

Freshleaf Media are experts in corporate website design for the electronics and technology industries. They offer a full range of corporate website design services, based on sound principles of customer service and their wealth of experience in creating practical and usable B2B websites.

Both of these organisations are semiconductor/IT industry specialists, able to talk the industry talk, which makes for a smooth, efficient and pleasurable working experience.

Past Commendations Include -

“Future Horizons start up support is the most cost-effective and efficient way of staying in touch with industry trends; it is now a permanent part of my annual ‘to do’ programme.”

“As a start-up CEO, Future Horizons gave me the opportunity to raise my firms profile.”

“Future Horizons gave me the opportunity to meet a lot of key industry executives, something I could never have done under my own initiative.”

“Tapping into Future Horizons impressive network of worldwide industry contacts got me answers to questions that were simply not available to me by any other means.”





**Research
Reports**



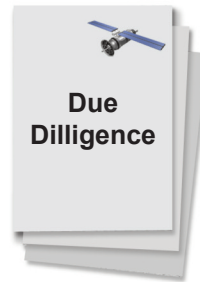
**Consulting
Projects**



**Seminars
& Forums**



**Design
Services**



**Due
Dilligence**

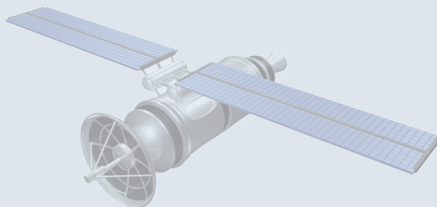
20th Year Of Service Founded 1989

Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

5th Decade Of Semiconductor Experience

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

139 Man-Years Of Research Resource



With 139 man-years experience in the semiconductor and related industries, Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

Let Future Horizons Save YOU Time & Money

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