



### **Who We Are**

Nytric is an innovation-consulting company that brings exciting new product ideas to life. We lead our industry worldwide by offering a complete concept-to-market solution, a unique financial model that makes it affordable, and a proven track record of break-through technological innovation.

### **Our Mission**

From concept through manufacturing, our mission is to help clients bring their products to market in the most technologically innovative, cost-effective and timely manner.

### **Our Values**

We are guided by tenacity, integrity, teamwork and empowerment, knowing that because of our financial model, we only succeed when our clients do.

## **Corporate Profile**

Companies and individuals from around the world come to Nytric when they have a concept for an exciting new product idea, but are having problems getting it to market. Some are already further along the product lifecycle and might even have a working prototype, but need our expertise to take it from there. The majority, however, have nothing more than a sketch on a piece of paper.

Nytric leads the innovation-consulting industry worldwide by offering a complete concept-to-market solution, a unique financial model that makes it affordable, and a proven track record of break-through technological innovation.

### **Complete Solution**

Other innovation companies focus on just hardware, software or other aspects of the product lifecycle. Nytric offers the full scope of services under one roof: product research, designing the hardware/software, building the physical prototype, quality-assurance testing, and managing the domestic or offshore manufacturing, including leveraging our relationships with brand-giant manufacturers such as Panasonic, V-Tech and National Semiconductor. No other company in the world offers you such a complete solution.

In addition to the benefits of dealing with just one company, this breadth of solution means Nytric sees the full picture and can reduce our clients' costs as a result. Our team can tackle technical and cost issues far more effectively by understanding all factors holistically – versus separate companies focusing on individual areas of expertise. Even companies with their own in-house R&D capabilities come to Nytric for our expertise.

### **Unique Financial Model**

Getting products to market can be a very expensive process. For many companies – especially small start-ups – cost can become the single biggest stumbling block, and the reason why many great ideas simply never see the light of day.

Nytric makes the whole process much more affordable. We bill for all expenses at cost. Provided that clients do not make changes throughout the project, we also absolutely guarantee all cost estimates for the duration of the project. This allows clients to not only plan with confidence but to approach venture capitalists with confidence as well.

Nytric's investment pays off at the 'back end,' through a small royalty on sales. This means our focus is on keeping costs to an absolute minimum, and delivering the successful product according to the original schedule and budget. Nytric is truly only successful when our clients are successful.

For many of our clients, this unique joint investment model has been the single reason why they have been able to get their new products to market. No other innovation consultant in the world offers this kind of innovative financial arrangement.

### **Record of Technological Innovation**

Many clients come to us after being told by others that it simply can't be done. Because of our unique financial model, Nytric is as persistent and determined as our customers. We have a proven track record of break-through technological innovation that has enabled us time and time again to deliver what other consultants deemed impossible.

### **Employee Commitment**

We have a team of incredibly creative, hard-working and tenacious professionals who offer a broad range of expertise. They are avant-garde thinkers and doers. Whereas other consultants focus on generating more billable hours, we give our employees full freedom to find new ways to improve the product even further – without increasing your costs. This includes challenging our clients' thinking wherever necessary. The Nytric team is highly committed – because they know that we only succeed when our clients do.

For further information about Nytric, go to [www.nytric.com](http://www.nytric.com).

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