

Emerging Tech Accelerator Completes Essential Software Modules for ETtools; Begins Customer Field Trial to Measure Efficacy

Field trial significantly favors Emerging Tech Accelerator to Internet search

Portland, Ore. October 2008—[Emerging Tech Accelerator](#)[™], a business development service that expedites the time for corporate innovation teams to discover, collaborate, and select game changing technologies that will improve their competitiveness, today announced the completion of the essential software modules for its proprietary ETtools. Customer focus groups and the field trial of ETtools have begun to measure the efficacy of the process and to gather user feedback to improve the user interface.

ETtools is based on principles observed after conducting live introductions of thousands of emerging tech sellers to hundreds of Global 2000 companies over a five year period. ETtools virtualizes and compresses the process for buyer's discovery of seller, initial introduction, and gathering consensus within the buyer's organization to investigate the seller's solution in depth. The Emerging Tech Accelerator process can compress what normally a 12- to 18-month cycle is into as little as six weeks, while concurrently performing up to ten in-depth problem/solution evaluations.

Most companies in ET Accelerator's database, ETsource, are hard to find through a typical Internet search because start-up companies tend to have Web sites that are not yet optimized for search engine find-ability. To demonstrate Emerging Tech Accelerator's robust database and search capabilities to find start-up technologies are far superior to Internet search, Emerging Tech Accelerator is conducting an extensive trial and focus group.

Field Trial Results

Emerging Tech Accelerator also worked with a team of researchers from a Top 10 international solution provider to test Internet searching vs. Emerging Tech Accelerator. The objective was to search for solutions for a real client's supply chain problem. The field test from the Internet search method delivered zero relevant emerging tech companies, while Emerging Tech Accelerator delivered 12 relevant emerging tech companies. All relevant Emerging Tech Accelerator search returns were identified within ten minutes. The 30-minute time limit expired for the Internet search method.

The objective of the comparison was not the search engine itself, but rather to highlight that emerging tech companies typically have not made themselves findable by search engines, and therefore it is more productive to search within a controlled environment that already contains a global supply of innovation and emerging tech companies (e.g. Emerging Tech Accelerator).



About Emerging Tech Accelerator

Based in Portland, Oregon and launched in 2007, Emerging Tech Accelerator expedites the time for corporate innovation teams to discover, collaborate, and select game changing technologies that will improve their competitiveness. Sellers/entrepreneurs of innovative technology have highly effective path to qualified corporate buyers of innovation. Investors can see their ROI improve by having their portfolio companies involved with ETsource and ETforums. More information is available Emerging Tech Accelerator's [Web site](#), [Twitter](#), [LinkedIn](#) and [video](#).