



Yuvee, Inc.
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Innovation Consulting Services – Information Sheet

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Innovation Services

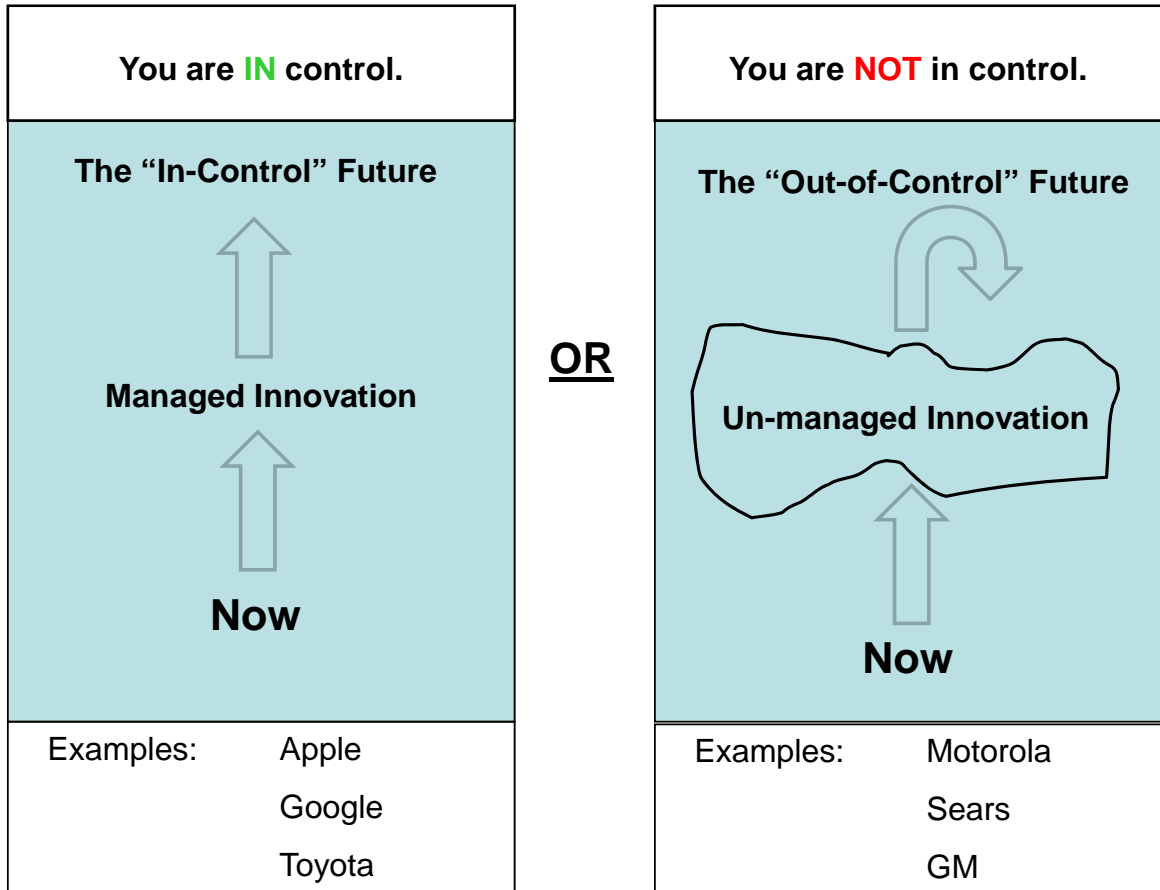
- ◆ **Overview:** Yuvee provides innovation consulting services with the goal of putting companies in control of their future.
- ◆ **Services offered:** These services - for large, medium and small businesses - cover the following areas:
 - Review, assess and advise on company innovation strategies and methods
 - Recommend enhanced innovation management processes (for internal innovation and effective sourcing of innovation from third parties)
 - Establish and provide interim management of innovation teams
 - Provide innovation training to management
 - Coach individual C-level executives on innovation issues
 - Coach individual C-level executives on global technology industry trends
 - Recommend business model innovation
 - Assist in innovating for specific products, services and business units
 - Develop and assess business plans and innovative revenue models
 - Review, assess and advise on US and international patent strategies
- ◆ **Principles:** Simple and direct advice
Solutions that work, derived from extensive and hands-on experience

Industries

- ◆ Telecommunications (service providers, mobile device manufacturers, mobile Internet)
- ◆ PC industry (PCs, laptops, mobile computing devices, touchscreen tablets, UMPCs)
- ◆ User interface design (mobile devices, PCs, cable TV remotes)
- ◆ Software: consumer, business and legal software applications
- ◆ Internet (e-commerce, web marketing and advertising strategies, web-based software applications, integration of software applications and websites)
- ◆ Consumer products (mobile devices, remote controls, keyboards, toys, furniture, point-of-sale items)

The Critical Importance of Managing Innovation

Either you are in control or you're not ...



Yuvee, Inc. - Timothy B. Higginson, President and Founder

- ◆ Founded Yuvee based on the need for innovation in next generation mobile computing and communications devices - innovation designed to benefit the entire industry value chain: users, manufacturers, operators and application/content/media providers.
- ◆ Innovations include software and hardware products, and new revenue models. See list on page 5.
- ◆ Speaking engagements: EComm, Mountain View, CA - March 2008
ETel, Silicon Valley, CA - March 2007
MIT ETech Conference - Company Showcase - 3 years
- ◆ Designed all aspects of the company's products based on consumer needs/lifestyles and technology market trends.
- ◆ Developed business plans (including innovative revenue models for licensing patented technologies).
- ◆ Developed and implemented licensing, sales and Web strategies, including identifying sales targets, marketing strategy, etc.
- ◆ Executed on company's business plan, including, implementing and managing:
 - Product design, feasibility, research and development, and usability testing
 - Funding
 - Licensing
 - Marketing
 - Intellectual Property
 - Development of outsourced software, engineering and industrial design teams
- ◆ Developed global patent portfolio.
- ◆ Selected and managed outsourced software development teams; industrial designers; font designer; web designer; marketing and sales consultants; technical advisory board; engineering team; and industrial designers (physical and CAD-based prototyping).
- ◆ Products include: The NeoKeys Launcher software (Windows XP and Vista) and other software; next generation mobile phone UI optimized for multi-function, multi-application, global texting and mobile Web; microlaptop device design; tv remote control; etc.
- ◆ Managed development of marketing materials (including, websites, product brochures, Flash movies with professional voice-overs, foreign language translations, trade show booths and materials, etc.).

Selected Consulting, Advisory and Technical Experience

- ◆ Extensive experience advising companies on complex commercial transactions involving technology.
- ◆ Extensive first-chair experience negotiating and efficiently closing mission-critical contracts at highest levels, negotiations of strategic alliances, joint ventures, partnering agreements and all forms of consulting licensing and development agreements.
- ◆ Experienced in:

- international transactions and negotiations.
- developing and managing intellectual property (patent, trademark and copyright) portfolio, and generating revenue based on technology protected by intellectual property rights.
- assessing technology and intellectual property-based business plans for technology, IP-based, software, Web and consulting and services-based companies.
- assessing transaction risk, identifying critical issues and providing efficient solutions.
- outsourced technology procurement.
- software and website development, on-line agreements (privacy and terms of use), and information technology service agreements for start-up and medium-sized company clients, nationally and internationally.
- ◆ Background in advanced communications, testing, systems modeling and spacecraft and ground station operations software and technology development (gained while working at Hughes Space and Communications Group, as part of teams designing, building and operating commercial and NASA spacecraft).

Education

- ◆ Harvard College, AB, 1981
- ◆ University of Chicago, JD 1990

Tim Higginson Selected Innovation Portfolio

- ◆ NeoKeys® user interface – a breakthrough user interface for next generation mobile computing, communications, mobile Web and entertainment for touchscreen and physical key devices – concept to market
- ◆ NeoKeys Launcher – Web-based software application of the NeoKeys user interface technology for PCs, laptops and touchscreen tablets – concept to market
- ◆ NeoKeys Phone – developed industrial designs, hardware prototype mobile phone with custom board, software, displays and flex-circuit keys integrated into flip phone case, and software simulations – concept to licensing stage
- ◆ NeoKeys Keypad – developed industrial designs and software simulators – concept to licensing stage
- ◆ NeoKeys MicroLaptop – developed design of device that merges laptops and mobile phones into next generation handheld computing device with software simulations and industrial designs – concept to development stage
- ◆ New telecoms service provider revenue model – concept to licensing
- ◆ New device manufacturer revenue model – concept to licensing
- ◆ Chinese and Japanese text entry software and custom fonts – concept to market
- ◆ Emoticon text entry software and custom fonts – concept to market
- ◆ Detachable joystick for mobile devices – concept and design with innovative revenue model
- ◆ Attorney and law firm financial analysis software – concept and design
- ◆ Modular bookshelf systems – concept and built
- ◆ Modular computer desk system for dorm rooms – concept and built
- ◆ Various toy concepts – concept, some prototypes
- ◆ Eyeglass cleaner (point of sale product) – concept to market
- ◆ Touchscreen pens (point of sale products) – concept to samples
- ◆ Sun-protective hat – concept to market
- ◆ See specifics of certain innovations at:
 - www.yuvee.com - mobile devices (form factors, design and UI)
- software
- US and international patent portfolio
 - www.neokeys.com - telecoms industry
- international
- mobile phones
- mobile internet/search
- industrial design
- engineering prototyping
- usability testing
 - www.neokeyslauncher.com - consumer software, Web-based software
- user interface design and innovation
- Internet search and advertising