

# TMP Value Applications

## Marketing Communication:

Many of our clients readily admit that they don't know why their customers purchase their products. The TMP value Knowledge Block enables a company to become the knowledge leader of their strategic markets.

## Product Strategy:

The TMP Value Knowledge Block enables a company to decipher competitive product strategies.

## Product Development:

The TMP Value Knowledge Block defines the specifications for both product line extensions and new products.

## Extend® Program:

The TMP Value Knowledge Block is used in Kesting Ventures® Corp's Extend Program, which creates a business blueprint for existing businesses.

## Start® Program:

The TMP Value Knowledge Block is used in Kesting Ventures® Corp's Start Program, which creates a business blueprint for new businesses.

KVC Programs  
[www.kestingventures.com](http://www.kestingventures.com)

Kesting Ventures® Corp. will promptly respond to requests for information and requests for proposals.

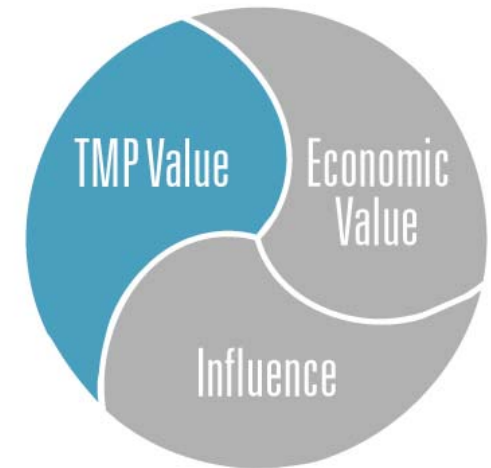
**Market Value System Programs:** KVC has a number of MVS Programs that use various levels of TMP Value, Economic Value and Influence to evaluate technology alternatives and/or players in specific markets.

**ISUM Competitive Intelligence Programs:** ISUM is a managerial accounting and engineering system that is capable of modeling manufacturing processes so thoroughly that plant managers and engineers can use the models to optimize their own plants. KVC has a number of ISUM Programs that address various competitive intelligence needs.

**Extend® Programs** are for existing business teams, who want to accelerate the growth and improve the profitability of their business. An Extend Program does everything that is required to develop a knowledge-based business blueprint for growth that has the business team's full commitment.

**Start® Programs** are for Companies who want to identify, develop and launch a "new-to-the-company" business. The "new-to-the-company" business must utilize the company's assets, skill sets, competencies, information and Knowledge Blocks but must not conflict with any of the company's existing businesses.

TMP Value  
Knowledge Block  
TechnoMarket Performance Value



A component of KVC's **Market Value System**



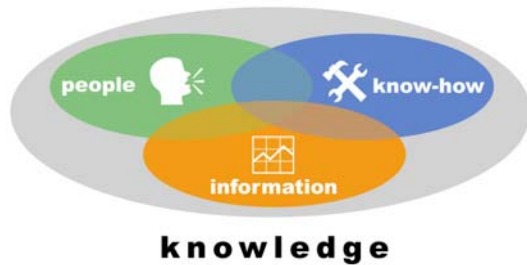
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## TechnoMarket Performance (TMP) Value

is a Knowledge Block that links all of a product's properties together and correlates them with functional value for the product's use in a specific application. TMP Value is the product. This is what the customers purchase and not the specific widget that embodies the properties.

TMP Value enables competitive products to be compared in great detail and matched with optimum property profiles that meet the long term needs of specific markets. Without a complete TMP Value model and companion glossary, it is improbable that the long term needs of a market could ever be determined.

**Optimum TMP Value** is defined as the property level beyond which the market will not value further improvements.

**TMP Value Gap** is defined as the difference between the TMP Value optimum and the current TMP Value of leading products.

**TMP Value Glossary:** A TMP Value glossary is a complete market dictionary of primary and secondary properties. Most products have forty (40) or more specific properties that are evaluated in a TMP Value knowledge block.

KVC is so confident that a TMP Value knowledge block is the research tool that will help your company develop sustainable product advantages that we invite you to visit the extensive 'Testimonials' section of our website, [www.kestingventures.com](http://www.kestingventures.com)

TMP Value Knowledge Blocks are created during intense experiential modeling sessions with carefully chosen expert panels.

**Experiential Modeling** is the scientific methodology that Kesting Ventures® Corp. uses to create the Knowledge Blocks that are required to solve many of today's complex business, technology and marketing problems.

Experiential Modeling includes the following tools, techniques and documentation.

- Knowledge Block structure,
- Glossaries and workbooks,
- Modeling processes that fill in the Knowledge Block structure, and
- Skill to use the Knowledge Block to complete a specific objective.

**Expert Panels:** When invited, experts are pleased to volunteer to join Kesting Ventures® Corp's external panels because they want to learn how to accurately forecast the future. Experts come to Experiential Modeling sessions expecting to learn a great deal and they are never disappointed.

### Limitations of Other Methodologies:

Conventional one-on-one interviewing methodologies can, at best, only approximate prevailing thought. Discovery via this research methodology is next to impossible.

The best conjoint analyses can only handle simple questionnaires with multiple choice answers. These limitations eliminate the creation of mathematical models from consideration. This is why conjoint analyses can't create Knowledge Blocks.

## TMP Value Benefits

The TMP Value Knowledge Block provides unique insights that are not possible to achieve by any other research methodology.

The TMP Value Knowledge Block is also a marketing communication tool.

The TMP Value Knowledge Block improves R&D, sales and marketing success rates.

The TMP Value Knowledge Block dramatically increases professional productivity and motivation.

The TMP Value Knowledge Block significantly decreases the training requirement for new hires.

The TMP Value Knowledge Block is a tangible asset. Kesting Ventures® Corp. has extensive experience in helping companies innovate successful new products.

Like the underwater part of an iceberg, Knowledge Blocks are hidden from view.

