

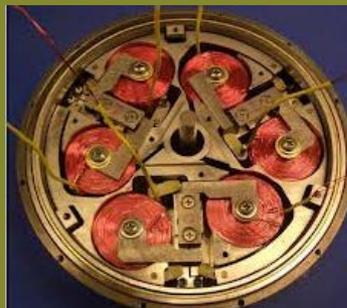


# SBIR Firm Discovers Path To Commercialization

## The Asset/Benefits

**Asset:** Bear Technologies developed a working prototype of a novel high-torque, low-speed motor design.

**Benefits:** Bear’s direct-drive motor design eliminates expensive and failure-prone gearboxes. The low-profile, hockey-puck shaped design requires fewer, larger bearings for improved reliability. The output shaft is self-supporting so that the driven element can be attached directly to the shaft without additional support or bearings.



## Project Outcomes

- Identified several applications in four new markets that could benefit from the motor’s unique features.
- Estimated the size of the overall market opportunity and recommended a suitable market entry strategy.
- Identified four leading electric motor manufacturers and a leading OEM vehicle manufacturer who showed interest in discussing co-development of the motor with the client.
- Determined potential “death threats” and made recommendations for addressing them.

## Key Questions

- Which applications have the strongest technical and business need for the unique features of the motor design?
- What features should the commercial product have?
- Which industry leaders would be the best commercialization partners?



## Project Impact

As a result of this project, Bear:

- Identified and prioritized commercial markets and potential applications.
- Identified several possible development partners.
- Demonstrated commercialization clarity to NASA during Phase II interim reporting.
- Incorporated new information into future proposals and reports.
- Created a one-page spec sheet on technology for business development.

*“GENEDGE Alliance was invaluable in prioritizing our customers and focus.”*

– Karron Myrick, Director of Finance & Business Development