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e-Zassi.com Announces Capitalization and Commercialization Rating™ Service

*Assesses Critical Development, Regulatory and Commercialization Factors to Determine Market Attractiveness
of New Medical Technologies*

FERNANDINA BEACH, Florida, August 25, 2010 – e-Zassi.com has just announced a proprietary new consulting offering to complement its suite of predictive *InnoVision™* software.

The Capitalization and Commercialization Rating service (CCR) is targeted to technology transfer agents, Venture Capital and Angel Investment groups, individual and organizational researchers and creators of new or emerging medical technologies who need to determine the market viability of med-tech ideas, but are challenged by the lack of time, process experience or insufficient financial and human resources necessary to complete such complex analysis. The process combines the power of the patent-pending e-Zassi *InnoVision™* software platform with the deep medical device industry experience of the e-Zassi team and its network of over 4,000 med-tech members to deliver a rapid approach to triaging medical device opportunities and understanding their commercialization attractiveness and burdens.

Based on content generated by the *InnoVision* software which is available on line, the medical technology is weighted against a predetermined set of business development criteria that includes critical areas such as regulatory classifications, reimbursement potentials, manufacturing burdens, market dynamics, developmental maturity and capitalization requirements. These and other data points are algorithmically processed and aggregated into what is called the “Capitalization and Commercialization Rating or CCR. This CCR is depicted as a numerical score that provides the client with a clear and comprehensive assessment of the technology’s market attractiveness and ability to attract the necessary and often scarce resources needed to get developed, funded, approved for sale, and successfully commercialized. This business intelligence ensures that an organization’s business development and/or technology transfer efforts are correctly aligned and that the first stage diligence process is completed in a time and cost efficient manner.

“This service will be invaluable to anyone in the med-tech industry who is working to understand which technologies have the greatest chance of navigating the gauntlet of capitalization and commercialization in today’s rapidly changing medical device marketplace. Interpreting the many critical outputs of our *InnoVision* software and contrasting them against present day market drivers is key to rapidly determining which technologies are worth pursuing and what opportunities and obstacles they must navigate to make it to the market” said Peter M. von Dyck, CEO of e-Zassi.com.

For additional information email Peter M. von Dyck at p.vondyck@e-zassi.com or call 866.474.6328 or visit www.e-zassi.com.

About e-Zassi.com

e-Zassi.com offers subscription-based *InnoVision* software that enables medical device focused organizations to rapidly attract, screen and select the most synergistic and commercially-viable medical device technologies. It is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. e-Zassi.com was spun off from Zassi Medical Evolutions®, a privately-held company with more than a decade of success in innovation and development in medical devices.