



radical innovation

Why Squid ?

We provide a comprehensive suite of outsourced research and development services for companies that need breakthrough products driven by bold thinking and radical innovation. We are scientists, engineers and designers who develop novel technologies that redefine mature markets and create new ones.

Our comprehensive suite of services include technology strategy and integrated research services that can help your company create and implement nano-, micro-, meso-, and full-scale prototypes with innovative materials, components, systems and devices.

“Interesting things happen when you view the world as programmable, not just microcontrollers but mechanisms, materials, and systems. Entirely new product categories and enabling technologies emerge.”

Saul Griffith, Founding Partner, Squid Labs

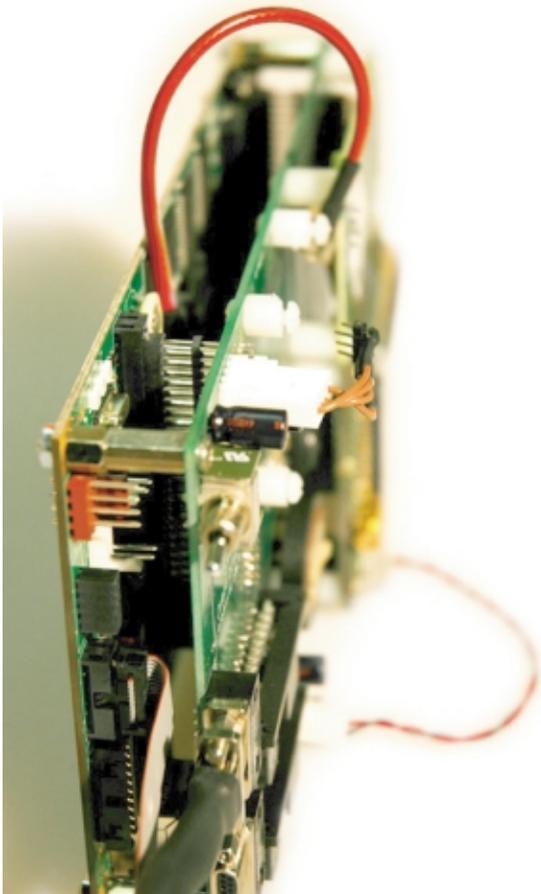
Venture Technologists

Where venture capitalists provide the capital to incubate new companies, we position Squid as venture technologists, incubating technologies that drive high-growth opportunities.

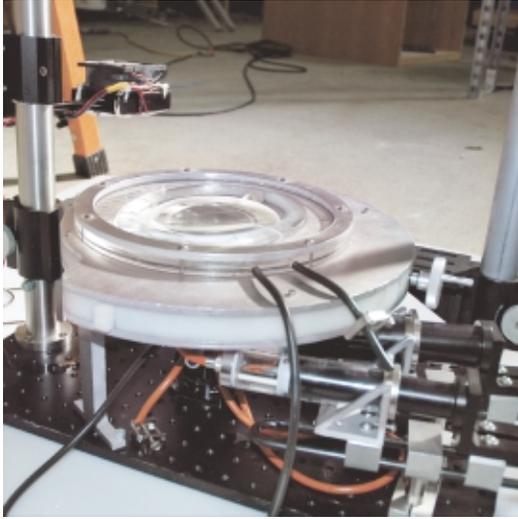
As VTs we're committed to helping you develop inspired products that deliver bottom line results. We have developed deep skills in client communication and project management that enable seamless collaboration, accelerating your innovation process and giving your team access to emerging technologies.

Because we believe in results, we offer flexible working relationships with our clients. You can choose your path to commercialization, whether you're interested in fee for service contract research, IP licensing, or collaborative partnering to develop new technologies.

We support bold thinking. We're convinced that intelligently developed technology innovation can drive financial success. In fact, it can be the difference between your business's success and failure, and we're inspired by making our clients successful.

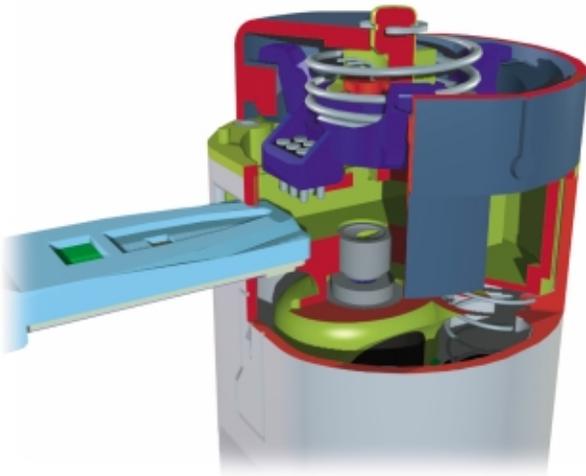


We're A Do Tank



We invent, we adapt, and we integrate emerging technologies into materials, components and systems for new and existing products. As venture technologists, we are committed to providing solutions that can be rapidly demonstrated and easily manufactured. At Squid, you get a fast, confidential, and comprehensive team that:

- Identifies and analyzes technologies that will reshape your industry
- Generates new product concepts
- Tests the feasibility of new technologies
- Rapidly prototypes and tests products
- Gives you an implementation strategy to justify these possibilities to your organization
- Rapidly embeds technology insights into cost effective, user-driven products



Contract Research

We provide engineering research services that focus on bringing breakthrough technologies to market.

Our services include:

- Opportunity Identification and Assessment
- Idea Generation
- Design Engineering
- Rapid Prototyping
- User Interface Design
- Industrial Design
- Implementation Engineering
- Materials Engineering

Technology Strategy

We provide insight into how emerging technologies will redefine your industry. Our strategy services include:

- Analyzing Viable Technologies
- Identify Go-To-Market Opportunities
- Implementation Strategies
- Strategic Brand Development

Invention Lab

We offer collaborative research and technology transfer opportunities that focus on commercializing Squid technology innovations. Our invention library is focused on:

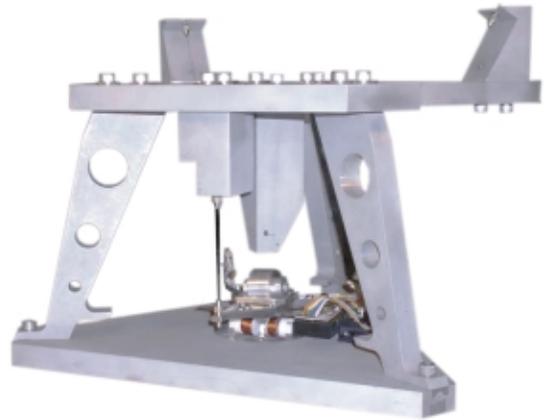
- Smart Rope and Electronic Textiles
- Augmented Reality Systems
- Optics Manufacturing Systems
- Self-Assembly for Manufacturing
- Printed MEMS
- Swarm Robotics
- Control Systems



Cross Disciplinary Expertise

Our cross-disciplinary strength provides our clients with a broad market and technical perspective to the innovation and product development process. Squid is a team of:

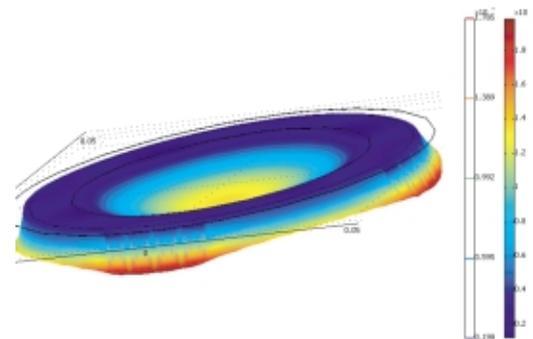
- Technology Strategists
- Mechanical and Electrical Engineers
- Materials Scientists
- Optical Engineers
- Software Engineers
- Industrial Designers
- User Interface Specialists
- Human Factors Researchers



Deep Experience

Squid's deep experience and technology insights cover many specialties, including:

- Materials Engineering
- Embedded Systems
- Solar Power Systems
- Unmanned Aerial Vehicles
- Geographic Information Systems
- Vibration Isolation
- High Precision Optics
- Robotics
- Nanotechnology and Nanowires
- Shape Memory Alloys
- Aeroelastics
- Hydraulic Actuators
- Physiology Simulations
- Programmable Self-Assembly
- Accelerometer Devices
- Thermo-Reactive Textiles



Our Process

Squid 's process accelerates the way clients bring innovation from research to the marketplace. Our core value and process are suited for strategic front-end technology innovation and product development. Our tight-knit capabilities minimize your time and monetary investment.

Squid 's structure eliminates the disconnects that create unnecessary expense and slow the speed of bringing innovation to market. We will work with you to create technology innovation at any stage of your development process.

“To survive the rapid evolution in the technology sector, companies need a vigorous infusion of innovative thinking. Squid is able to deliver both inspired creative thinking along with a passion for demonstrating feasible solutions.”

Nicholas Negroponte
Founding Chairman of MIT Media Lab

Discover / Phase 1

- Technology Assessment
- Material Options
- Competitive Research
- System Architecture
- Assess User Desirability

Define / Phase 2

- Ideation Sessions
- Opportunity Scenarios and Analysis
- Analytical Modeling
- Technology Feasibility Testing
- Preliminary Systems Engineering
- Ergonomics and User Interface
- Technology Strategy

Design / Phase 3

- Implementation Feasibility Plan
- Develop Systems and Components
- Mechanical, Electrical and Software Engineering
- Rapid Prototyping
- Bench Test Mock-Ups
- Industrial Design 3D Models
- User Testing

Deliver / Phase 4

- Refined Prototypes
- Technical Criteria
- Embedded Systems
- Preliminary Enclosures
- Engineering Drawings
- Appearance Models



Choose Your Partners Wisely

Our approach is to partner with you in creating radical innovation to bring new products to market. We work with clients to identify the role that emerging technologies will play in their industries. Most importantly, we've learned how to guide inspired product development. It's not just about inventing the future. It's about getting results.

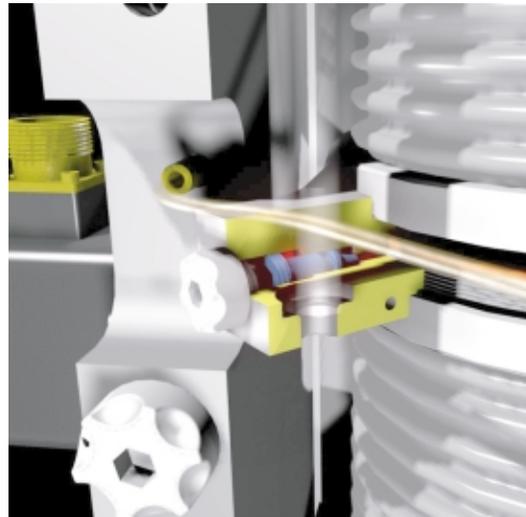
Solar Roads

We enhanced Florida-based start-up Oleinick Energy's competitive advantage by discovering new technology frontiers and materials for their solar electrical pavement for driveways by distilling technology options and testing them, then rapidly embedding them into real world, cost-effective, user driven products.



“Squid took this idea of mine, an idea many really smart people in the industry said couldn't be done, and made it into a working reality. They anticipated problems I hadn't thought of, and solved them.”

Jonathan Oleinick, founder, Oleinick Energy



Exploratory Dive

One way to start a relationship with Squid's venture technologists is through an Exploratory Dive. This is a low-commitment, high-value opportunity to generate rapid solutions and test our capabilities before starting on an immersive, long-term project. We set a fixed fee and short timeframe, typically two weeks, where we focus on:

Technology Strategy

We quickly assess technology scenarios for rapid get-to-market initiatives. We focus on ways to help you expand your market share, enter new markets and jump ahead of your competitive set. You will witness our Do Tank in action and learn which emerging technologies will create the best results for you. What you will get:

- Two-Day brainstorming session
- Assessment of emerging technologies and implementation scenarios
- Review of core business markets, competitive set, and technology best practices
- Strategies for moving these insights into your product pipeline
- A graphic report, PowerPoint presentation that functions as an internal sales tool including: visual illustrations of technology scenarios, possible graphic interfaces, and assessment of viable technologies, and if appropriate, a rough prototype

Squid Ink

The radical thinkers at Squid are not only in the news, we've also been creating news with our innovation products.

February 24, 2006

Squid's Saul Griffith presents "The Future to Come" at the TED Conference in Monterey.

November 21, 2005

Squid's electronic rope is featured in *Time Magazine's* "Most amazing inventions of 2005" issue

September 28, 2005

Squid's Saul Griffith is recognized by *Technology Review* as the "Innovator of the Year" for "Technology in the Service of Humanity".

September 28, 2005

Squid's work on self-assembling systems is featured in *Nature*.

September 2005

Squid is featured in *Wired Magazine* in an article about custom manufacturing.

July 29, 2005

Squid's electronic rope technology is featured on *CNN Spark*

June 29, 2005

Squid's Colin Bulthaupt presented "ViewPoint" augmented reality system at the Where 2.0 Conference in San Francisco.

April - October, 2005

Squid's "rope and sound" installation which featured our electronic rope technology was shown at the Smithsonian's Cooper-Hewitt National Design Museum.

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