



Coalesce

Strategic Marketing Services

Coalesce Mission: *Bringing Science to Market*



Coalesce Corporation helps its clients plan and market their advanced technologies. Translating its clients’ technologies into the most successful products, Coalesce has helped them generate the maximum revenue and profits for over twenty years.

Coalesce executes a wide range of modular marketing services that span the distance between the technology and sales and profits. Coalesce enables its clients to develop winning products, grow through partnership and acquisition, accelerate market penetration and dominate markets.

Coalesce combines scientists skilled in consulting and sales, a full application development and database management staff and LABS™ Database, the most comprehensive scientific database of opinion leaders and decision makers available. Every professional at Coalesce is a scientist with a BS, MS or PhD degree in the Bio-, Medical or Physical

LABS Database is the key—See Page 2 & 3

Translate your Technology into Sales & Profits, p 4 & 5

It takes scientists to talk to scientists, p 6

Coalesce Clients Plan and Execute, p 7

Sciences. This combination of scientific and marketing backgrounds allows Coalesce professionals to gain a thorough understanding of its client’s products and markets and formulate fast breaking strategies for success.

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Special points of interest:

- *Coalesce offers a set of strategic planning and marketing services that span the gap between your technology and sales and profits.*
- *LABS Database’s 90% coverage of scientific decision makers and opinion leaders ensures Coalesce’s clients have the tools to gain major market share.*



LABS Database is the powerhouse driving Coalesce Services

Coalesce’s strategic planning and marketing campaigns utilize its proprietary LABS™ Database, which contains 90% of the decision makers and opinion leaders in North America. Coalesce’s European LABS™ Database contains 35% of decision makers and opinion leaders and its Japanese LABS™ is just

Segments include:
Industrial, Medical/ Hospital, Government, Independent Research, University, Contract Research and Utility

Life Science fields include Agriculture/Food, Biotechnology, Medical/ Biological and Pharmaceutical

Physical Science fields include Catalysts, Environmental, Inorganic and Organic Chemistry, Metals, Polymer, Textiles & Soaps Cleaners.

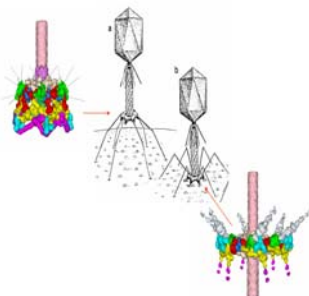
SCIENTIFIC PROFESSIONALS

IN THE U.S. AND CANADA

From LABS™ Database -- The Industry - Wide Service

SEGMENT	Industrial	Medical / Hospital	Government	Independent	College / University	Contract / Consulting	Utility	Totals	Percent
FIELDS									
Agriculture / Food	31833	151	7229	406	13972	3345	0	56936	6
Biotechnology	38601	558	3990	929	5781	489	0	50348	6
Catalysis	13578	20	2822	187	1235	1156	0	18998	2
Ceramics / Glass	4282	0	6	80	13	939	0	5320	1
Chemicals - Inorganic	23075	20	4687	385	916	2343	0	31426	4
Chemicals - Organic	57751	0	3123	224	757	1901	0	63756	7
Clinical	0	187626	0	0	0	0	0	187626	21
Electrical / Electronic	29163	0	3370	448	223	4714	0	37918	4
Energy	12910	14	4742	563	645	275	9807	28956	3
Environmental	15489	14	7174	669	6045	9868	0	39259	4
Forensics / Narcotics	4069	26	1557	414	85	1574	0	7725	1
Instruments - Medical	25875							25875	3
Instruments - Science	40754	0	0	0	0	0	0	40754	5
Medical / Biological	55948	6170	15070	8610	27689	5770	0	119257	14
Metal / Metal Products	15693	1	5097	191	1764	5635	0	28381	3
Optics / Lasers	532	0	14	2	86	44	0	678	
Paint/Coatings/Inks	4270	0	0	6	15	72	0	4363	0
Pharmaceuticals	70270	227	1079	373	1875	4818	0	78642	9
Plastic/Polymer/Rubber	29953	288	2485	123	1104	4107	0	38060	4
Pulp / Paper / Wood	2626	0	84	226	79	32	0	3047	0
Soaps / Cleaners	2618	0	0	5	0	190	0	2813	0
Textile / Fiber / Fabric	5138	0	1260	67	402	2302	0	9169	1
TOTAL	484428	195115	63789	13908	62686	49574	9807	879307	100
PERCENT	55	22	7	2	7	6	1	100	

being loaded and updated. LABS™ Database currently contains more than 120,000 site records, with the names of more than 200,000 validated key professionals in biotechnology, pharmaceutical, high tech, university, and research organizations throughout the US, Canada and Europe and Japan.

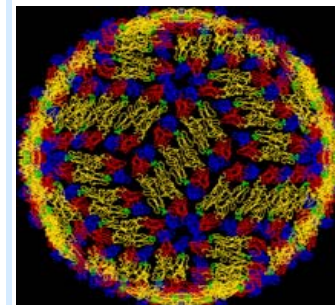


Each laboratory or department is coded with multiple codes that relate to the specific applications done there, but, in addition, the lab or department managers tell Coalesce what the lab or department does, and what platforms, instruments, software and databases they use to perform them. This information is fully searchable and allows virtually Coalesce to target all potential applications.



LABS Database contains entirely decision makers and opinion leaders

Once we identify all the laboratories and departments in an organization at a particular site, we contact the lab or department manager and ask them who besides themselves are decision makers in their labs or departments. We only maintain records on the decision makers and opinion leaders at each laboratory of department, rather than the 10 or more scientists who may work in that laboratory or department. This insures we are talking to the right



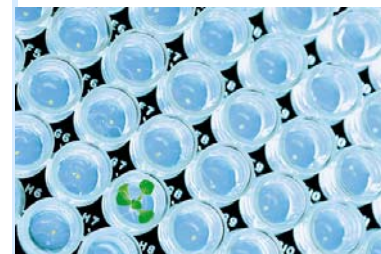
Structure of Dengue virus

A LABS Profile exists for every lab in each site in the organization. For instance, Pfizer at Groton, CT has 243 lab and department profiles

Record Number: 70242	Updated: 8/17/1999	Segment: IND	Field: BIO	Public:
Division:	Department: Dept of Functional Genomics	Laboratory: Expression Laboratory	Telephone: 301-917-6700	
Organization: Pharmbiogen	Parent:		Facsimile: 301-917-6701	
Address: 1708 Wilson Lake Rd		PO Box:	City, State, Zip: Gaithersburg, MD 20878	
Lab Type: Research	Professional Type: Biomolecular	Number of Professionals: 20	Codes: B1b1p3m3	
Executives: Dr Jim Bryant VP Business Dev - Data Logic Div jrbryant@pharmbiogen.com Mr Mark Gess Sr VP & C FO mngess@pharmbiogen.com Dr Eric Westman VP Technology Management ewestman@pharmbiogen.com		Research or Test Managers: Dr Einstein Richards Head Target Discovery Group erichards@pharmbiogen.com Dr Greg Lent VP Genomics glent@pharmbiogen.com Mr Joe Stantin Laboratory Manager jstantin@pharmbiogen.com		Supporting Professionals: Dr Elaine Hostel Chief Purchasing Agent ehostel@pharmbiogen.com Mr Mark Bright Human Resources mbright@pharmbiogen.com
Research & Test Applications: FUNCTIONAL GENOMICS CO; FOCUSES ON TRACKING A SERIES OF DISEASE-RELATED GENE EXPRESSIONS, FOCUSES ON ANALYZING MULTIGENE SUPPRESSION FACILITATED BY INTERFERENCE RNA AS OPPOSED TO SEEKING ONE KNOCKOUT GENE AT A TIME; RESEARCH PROGRAMS INCLUDE OSTEOPOROSIS, CNS, AND CANCER, SIGNAL TRANSDUCTION, RNA TRANSPORT, SNP RELATION TO GENE THERAPY VIA INTERFERENCE. PROTEIN ABSENSE/PRESENCE/MODIFICATION RECORDED WITH EACH MULTIGENE KNOCKOUT				
Special Equipment or Facilities: ABI DNA SEQUENCER, WATERS HPLC, GC, PCR, ROBOTICS, COLD ROOM, REFRIGERATOR, AFFYMETRIX ARRAY, ELISA, PROTEIN EXPRESSION, PHARMASEO PHOTOCIPS, BECKMAN COULTER ULTRACENTRIFUGE, ABI 7700 REALTIME PCR, LUMINEX BEAD ARRAY, MERGEN SNP ARRAY, SPOT PICKER, ABI SEQUENCER, 3D GEL ELECTROPHORESIS, HIGH SPEED MULTIFLUORESCENT READERS, CONFOCAL MICROSCOPY.				

LABS Database profiles contains key personnel, the applications the lab performs and the platforms, software, instruments and databases used to perform them

person when we call or email them. Coalesce gives Laboratory and Department managers a say in the design of new equipment that help them meet their objectives and perform their applications. Coalesce also alerts them to new tools that can be of benefit. Lab and Department managers share with Coalesce details of their research goals, applications and their current tools, so Coalesce can recontact them when new tools are being designed for their needs.



Vials ready for analysis



Research Types

Acquisition/Merger

Determining the target organization's sales over the next 5 years

Business Research

Positioning the organization to dominate the market

Competitive Intelligence

What users like and dislike about competitors' products.

Decision Research

Determining the mechanism of the purchase decision process.

Market Research

Determining and quantifying the market size for an existing product

Product Research

User defining optimum specifications & pricing for a new product

Technology Research

Translating a new technology into products and markets

Workflow Research

Designing new tools based on how scientists do their job



Managers announce new alliance

Getting the Right Products into the Right Markets

Over 350 clients in the life and physical science sectors have made great strides by implementing strategic advantages discovered in Coalesce's market research. Coalesce's experience includes research in BioInformatics, Chips & Arrays, High Throughput Synthesis, High Throughput Screening, Nanotech-

nology, Cell Analysis, Gene Analysis, Proteomics, BioAnalytical Instrumentation, and many other proprietary technologies.

Research has included identifying major opportunities for new technologies, identifying partnership opportunities to exploit these applications,

specifying winning products based on the judgments of potential buyers, finding the optimum positioning to achieve major market share, quantifying the maximum revenue as a function of price, and analyzing the strengths and weaknesses of competition.

Finding and Implementing the best Partnership / Alliance / Acquisition

Coalesce assists pharmaceutical and biotech companies worldwide in the identification of business opportunities, technologies, products, companies and partners for strategic alliances. Market research conducted by Coalesce is utilized to identify the

best targets for strategic partnerships, alliances or acquisitions. Then, experienced professionals at Coalesce take the lead role with initial contacts, negotiations, and structuring the relationships. Coalesce also conducts partnering conferences

and product demonstrations, to uncover previously unidentified potential partners. Coalesce professionals have facilitated alliances with Johnson & Johnson, Shell Biotechnology, Mycogen, Novartis, Akkadix and DuPont Pharmaceuticals.

Technical Due Diligence—Assessing the Opportunity from the Technical Standpoint

The professionals at Coalesce have conducted technical due diligence assessments and feasibility studies for innovative biotechnologies scheduled for market entry and/or acquisition. Coalesce professionals have the sci-

entific and marketing backgrounds to gain a thorough understanding of the product, technology, and/or business to be assessed and provide an informed basis for decision-making.

Organizing and promoting Seminars & Conferences

Coalesce develops, populates and conducts seminars aimed at quickly achieving market saturation for its clients, and boosting new technologies into the market very quickly. Immense sales can be achieved over a short time period and sales growth is vastly improved. The key to this success is telequalification of each prospective attendee whether they attend the seminar or not. This generates thousands of short and longer term prospects. Seminars are equally effective presented in hotel venues or in-house venues in major pharmaceutical and biotech organizations. Coalesce also develops and promotes meetings and conferences.

Penetrating Accounts via Telesales

A Coalesce Account Penetration Program takes over the entire lead generation, education, development and qualification process for our clients, and queues up fully qualified “demo close” appointments for each business development or sales representative.

This enables your top people to use their expertise to close orders, rather than spending their time trying to discover whom they should be talking to. These programs provide the highest return per marketing dollar spent. Coalesce APP’s effectively utilize LABS™ Database to identify multiple groups inside the target organization to build desire and momentum. The program is conducted by Coalesce’s technical telemarketers (all degreed scientists) in conjunction with your business development and sales group.

Coalesce telesales programs consist of inbound and outbound technical telemarketing, including order processing, stock-

ing, shipping, and billing. Integrated Direct Marketing activities are part of teleselling programs, including fax, mail, e-mail, and website promotions.

Through continuous year-to-year telemarketing and telesales projects, Coalesce has established long-term marketing relationships with some of the world’s leading scientific instrumentation and biotech robotics system manufacturers, including Applied Biosystems, Kodak and Varian.

Use Account Penetration Programs to:

- Quickly locate and qualify all immediate buyers in target applications.
- Build a comprehensive marketing database of all potential buyers, their specific needs and timing.
- Educate, characterize and develop strong prospect working relationships.
- Mail or email literature with personalized letters.
- Maintain full contact histories to ensure follow-up on future contact dates.
- Partner with your sales force to close orders.
- Provide extensive market information, including reasons for competitive wins and losses, market share, lead source efficiency, performance by sales territory, and sales volume forecast.

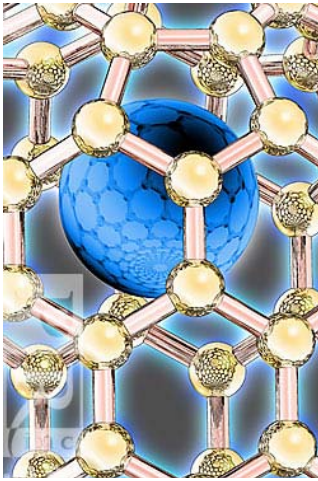
Managing your prospects via the Web

Coalesce has developed a sophisticated web-based contact manager that puts everyone in touch with the sales cycle, real-time, all-the-time. The entire sales process, from lead generation, development, education, relationship building, qualification and final close, can be followed. On-line analysis can show the success of the process over any time

period and this can be downloaded to Excel for further analysis display. It is particular successful when large events such as seminars generate a large (continued next page)

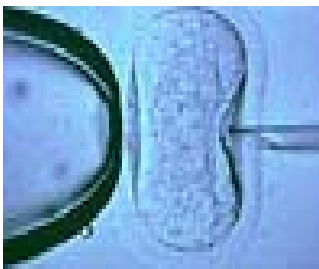


An SEM Microscope



Nanotube ion capture

Coalesce's Information Technology Staff maintains massive servers to manage prospect identification and tracking and to mount targeted campaigns.



Invitro fertilization

LABS Database Subscriptions available with iConvergent Web-Based Contact Manager

leads that have to be processed quickly. An optional subscription link to LABS™ Database enables new technologies to capitalize on emerging applications extremely quickly, unlike the usual lead development procedures.

For example, let's say one of your regional managers notices that one of their

sales representatives is doing exceptionally well selling to researchers doing medicinal chemistry.

The regional manager performs a quick search on iConvergent's meta search program, yielding 632 medicinal chemistry decision makers in the industrial pharmaceutical field in the regional manager's territory. The re-

gional manager then calls for an email campaign, followed by follow-up telephone calls to the medical chemistry prospects.

The result is an instant sales increase by having the ability to immediately target high return prospects.

Building high speed searchable Websites to benefit User Groups and facilitate sales

Content, personalization and new information are the keys to ensuring return visits to your website, which has become a critical resource for accelerating the sales process. Coalesce assists clients with research to determine the optimum web-

site content for both users and prospects for their products and services. Coalesce can build and maintain your users list, recruit users for your active website users group, and proctor the interaction of both prospects and users on your website. Coa-

lesce builds search databases of all technical literature supporting your product so potential users can easily confirm that your products and services meet their application needs, convincing them to purchase much more quickly.

Information Services

Using key word searches of LABS™ Database, Coalesce can mail or email your message to up-to-date lists of key decision-makers, tailored to meet the needs of your in-house marketing programs. This will

enable you to more effectively reach your prospective customers or current users, by knowing the applications targeting the application that you do best.

The percentage of top de-

cision makers you reach is far greater than any other information source because Coalesce's coverage of the scientific universe is much greater and its targeting of applications much more precise.

Corporate Management

Courtney Anderson, CEO

Courtney was a principal founder of Dionex Corporation and managed Dionex' marketing, sales, strategic planning and acquisitions. He helped push Dionex' growth to over \$30 million in sales with a public offering

in a few short years. Dionex, a maker of scientific instruments, is now a \$250 million company with a billion dollar market value. Courtney also co-founded XA Systems. XA Systems was sold to Compuware Corporation for \$50 million. Courtney's background includes a

Ph.D. from Princeton University in Molecular Biology and Polymer Physics and a post-doctoral position at the Cardiovascular Research Institute, University of California - San Francisco. He has over 30 years experience working with scientific, medical, biotech and hi-tech companies.



*Dr Courtney Anderson
President & CEO*

Applications Development

Andrew Kimoto, Director Applications Development

Andrew heads Coalesce's Applications Development department. He is responsible for development and main-

tenance of all internally developed software, including the web-based iConvergent contact management system. His department is also responsible for all external web-development/web de-

sign projects.

Andrew is experienced in virtually every facet of Coalesce Services, conducting research, account penetration programs, database rebuilds and seminars.

Research Analysis/Account Managers

Coalesce's staff includes Operations Managers, Client Team Leaders, Account Managers and Research Analysts. All are BS, MS, and/or PhD scientists that have been trained by Coalesce in

marketing, communications and advanced computer skills. The staff is assigned in teams to particular clients, depending on the client's immediate and longer range needs.

Staff members have diverse education and experience in the physical and life sciences. They have excellent communication and interpersonal skills and can speak to decision makers on a peer level.

BS, MS, PhD Scientists compose Coalesce's Staff.

Training includes sales, project and client management



USA Staff members begin at 6 AM PST to cover North America. Coalesce also has offices in London & Tokyo



Bringing Science to Market

Coalesce Corporation

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We will be happy to provide more detailed information on any Coalesce program that you would like to investigate:

- **Research Programs** (for research program type, see page 4 sidebar)
- **Alliances, Partnerships, Mergers**
- **Technical Due Diligence**
- **Seminars**
- **Account Penetration Programs**
- **Telesales**
- **iConvergent Contact Manager**
- **Web Search Engines**

Clients tell the Story

“Your Account Penetration Program was far more successful than anticipated. We had meaningful results that exceeded our expectations quickly” - Scientific Instrument Maker

“Your Market Penetration Rate predication for your research was spot on. We tracked almost to the dollar what you predicted our penetration rate would be.” - Large Japanese Scientific and Medical Equipment supplier

“Your research and codevelopment assistance was critical for this startup. They were not moving in a consistent direction and you supplied the targets in order of priority and set up pharma partners who got involved with our startup.” - Leading VC group

Coalesce always outperforms what it promises. Out of my many experiences with Coalesce, I have always seen Coalesce put in more effort to ensure success than we were charged for.” - Major Conference Organizer

“We had a very late seminar program that, due to the lengthy time speakers needed to obtain corporate approval, slipped into the weeks just before Thanksgiving. Many people had already expended their time and budget allowances and we were charging a significant fee to attend. Coalesce put in a massive effort to pull us out of this dilemma and made the program very successful.” - Major Life Science Supplier



Making a presentation to scientists