



# Technology Scouting Programs

Technology Scouting identifies technologies to expand your product base, bringing more value to your customers and serving new markets. It is ideal for manufacturers who want to bring a technology in house; who are trying to bring additional product options to customers; or who are committed to business growth.



## Technology Scouting can help your business grow by:

- Identifying new technologies to grow your business
- Creating a focused plan for growth
- Bringing new products to customers' markets
- Leveraging your market knowledge

## Technology Scouting can benefit your business by:

- Giving you access to research on available technologies
- Uncovering low-risk parallel paths of product development
- Helping you gain focus to expand beyond your current products
- Minimizing investment risk by developing alternative paths, including outsourcing, new equipment, or equipment modification
- Giving you the ability to bid on different or expanded scope jobs, allowing you to earn new customers
- Bringing new products to your clients
- Helping you discover new technologies to service an existing market

# We're successful because we want the same things you do including:



**Cost & Efficiency** - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



**Growth** - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



**Winning Culture** - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



**Certification & Compliance** - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

## WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of experienced manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

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