



key speaker:
philip browley
CEO, VIRUN

contributing speaker:
scott doughman, Phd
CEO, Source Omega LLC

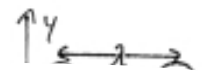
contributing speaker:
deepa shetty, Phd
Open Innovation -
Sunway Global R&D



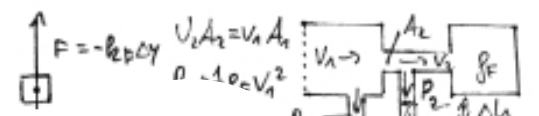
skus I am
thoughts
never seen
novel
break-even rivals
competition \$ slotting-fees
different

unknown thoughts

$\Sigma F_y = 0 \Rightarrow F_n - mg \cos \theta = 0$
 $|F_n| = mg \cos \theta$
 $\Sigma F_x = \max$
 $M \cdot \omega = \max$
 $E_{pot, A} = 0$
 $E_{kin, A} = 0$
 $F = m_2 \theta + 2F_3$



$v = \frac{\lambda}{T} = v \lambda$
 $\omega = R \cdot \omega$



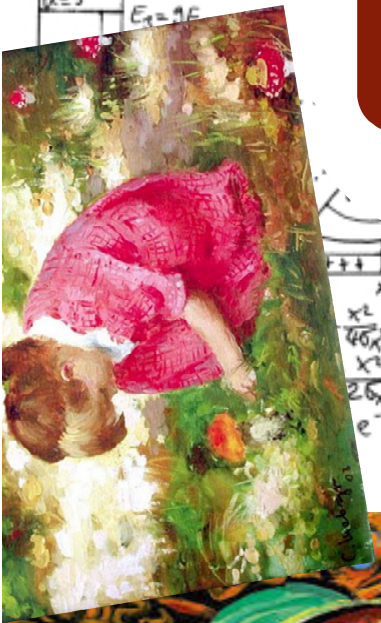
Trying to compete against price on store shelves



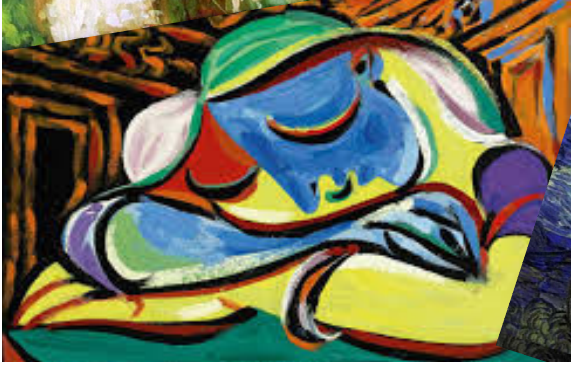
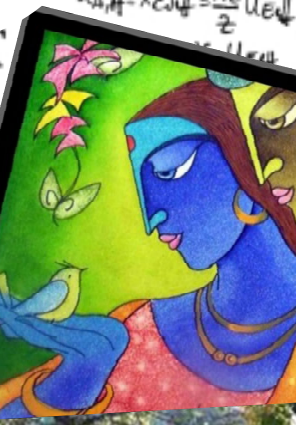
Shelf space is crowded, how to get noticed

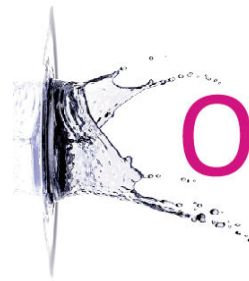


Markets where your product is less likely to compete



$\frac{d^2 x}{dt^2} = -\frac{g}{L} x$
 $v = \frac{dx}{dt}$
 $a = \frac{dv}{dt}$
 $F_2 = \frac{F_c}{2}$
 $E = F_2 \cdot s$
 $-F_2 \cdot u \cdot h$





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Deepa Shenoy Ph.D.

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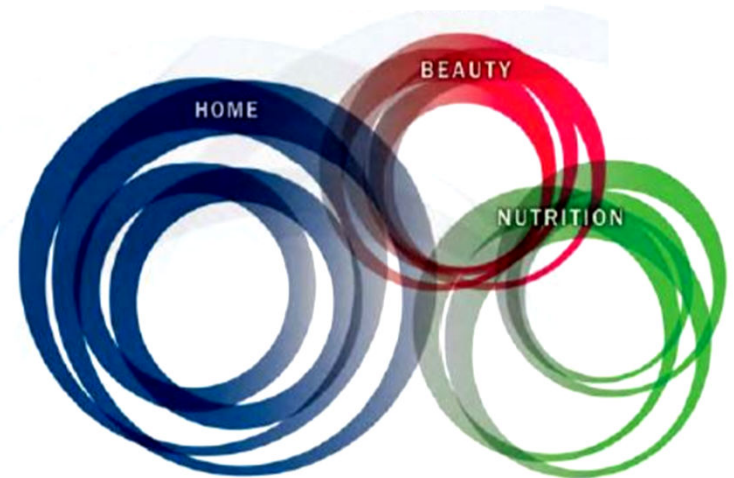
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