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Technology Assessment

How to grow: build or *BUY*?

A successful semiconductor equipment company is looking to serve additional segments. A Startup has complementary technology but past talks brought little agreement.

Company marketing and sales management ask TimeShift to survey the Startup and recommend action.

Project

TimeShift studies the Startup's technology and market position. A site visit, where the principals are well known to TimeShift, completed discovery, covering:

- system hardware and software,
- competitive position and current customer activity,
- market plans.

Results

Most Startup technology ideas were found similar to those already in development in the Company. With the Startup's segment plan far afield of current Company focus, the better path was to evolve internally rather than acquire.

Value

All possible growth paths must be examined. But when engineering plans are in flux and pressure to grow increases, the search for a shorter path may actually *slow the process*. Here the Company avoided a trap and clarified their direction through a *fresh look*.

See your future... get there sooner

Sometimes the better decision is *not to pursue*. Maybe you've a series of choices in front of you? Or one that just refuses to die? Clarify your options... and get on with life.

Contact [TimeShift](#) today.