

Dear Colleague:

We've added you to a short list of selected friends and colleagues to whom we're sending brief updates on our progress in the Sprint Accelerator. Our Smartroad Tools project is one of fewer than twenty groups chosen for this prestigious program, which is designed to help technology-focused start-ups (like ours) acquire essential business skills and develop effective strategies for market success.

Last Wednesday, the second Sprint session, was devoted to defining markets and understanding customers. Our top three take-away ideas: 1) aim for a "pain" market rather than a "preference" market; 2) find customers who have the highest need and the lowest expectations; 3) validate your assumptions about your market before making business decisions. Leveraging our learning, we've spent the past few days interviewing potential customers and partners in Thailand, with encouraging results.

As you probably know, our technology offers a new, economical solution for monitoring the state of the earth underlying critical infrastructure like roads and rail track. If you have any thoughts about possible customers, or strategies for reaching them, we invite you to share your ideas or contacts.

Thanks for your interest and support.

Best regards,

Sally Goldin & Kurt Rudahl

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