

# John Lyons Marketing Overview

Enjoying a special niche in the marketplace, John Lyons Marketing (JLM), is the linchpin between Fortune 500 and startup microelectronic companies and new, high powered technologies.

JLM works with technologies that highlight their unique qualities in which new products can be designed around and enhanced. Importantly, each product must have the potential to achieve at least \$50 million dollars in annual revenues within 5 years.

Out of the extensive testing that each product undergoes, engineering feedback then dictates which additional steps are required to get final management approval for its "one-of-a-kind" entity. Typically, the design cycle for a product offering unique technology is 2-3 years from testing to full production orders.

The new product and the marketplace now need to be tied together. Once a promising industry segment is identified, such as energy harvesting or wireless networking, JLM will take the appropriate steps to identify the best fit for the new technology/product. These steps can include attending industry conferences and trade shows, conducting database searches, reviewing trade journals, and handling the telephone research. JLM will then contact the R&D Director, Marketing Director, CFO and other top level managers of a particular company to begin discussions about a product incorporating unique, high powered technology.

The JLM Company is based in St. Davids, Pennsylvania. Now 15 years old, JLM does business around the globe including Australia, Germany, Israel, Japan, Norway, South Africa, Spain, and the UK, along with many companies in the United States.

## Major Accounts for JLM Include:

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General Electric  
IBM  
Motorola  
Black & Decker

US Army  
US Navy  
Tyco  
United Technologies

Raytheon  
Lockheed Martin  
Northrop Grumman  
Honeywell