

## **Endorsement Letter Samples**

### **Potential Investment Firm:**

This letter is to confirm our interest in your XXXXX Architecture.

Interoperability, a substantial problem among different communication devices, can be solved using emerging technologies. These technologies have broad market potential not only in the commercial marketplace, but also in providing interoperability solutions for public safety-first responders using the APC025 waveform as well as WLAN waveforms in the newly allocated 4.9Ghz public safety band. The XXXXX can act as a point solution or broad technology platform across all of these communication systems.

Your technology is interesting to us not only for its large markets potential but its ability to be tailored to a wide range of applications. Your existing commercial partners and their endorsement of this technology reduce the risk and provide multiple market channels. Chipset manufacturers that you reference, like XXXXX and YYYYYY, provide a first pathway to market. The technical risk is still daunting, but you have put together a particularly competent team with a unique and compelling approach.

Unfortunately, the technical risk surrounding the XXXXX development make an investment unlikely at this stage. However, once these technical risks are mitigated, we would be extremely interested in pursuing an equity investment.

### **Potential Licensing Partner:**

This letter is to confirm our interest in your proposed XXXXX Architecture. We believe this technology has a large market potential if it can be brought to fruition.

Our firm is looking forward to a demonstration of your proposed solution after it has been developed. We are excited about this opportunity and are willing to support your efforts by providing a long term licensing agreement should a successful demonstration be made at the conclusion of your research and prototype development. We see obvious synergies with coupling our existing Cable Modem software platform and your proposed XXX solution for rapidly emerging areas like 802.16.

### **Potential Business Partner**

This letter is written to Ericsson's interest in the research being proposed by XXXX. We feel this research is complimentary to Ericsson's Homeland Security and interoperability initiatives and could provide a basis for a potential business relationship between your our companies in the future.

We would like to continue our dialogue toward pursuing technical synergies between our programs and are excited to witness the progression of your research, especially the cost reducing XXXXXX hardware path and the software architecture which supports all the current and future waveforms.

Based on continued results and demonstration of your research, Ericsson is interested in discussing further potential business objectives geared toward bringing the XXXX to market in a manner that is beneficial to both companies.

## **Suggested “Channel Validation” Letter Information**

### **Endorsement Letter from Potential Partner, Distributor and/or Customer:**

Letters from a potential partners and/or customers shows additional validation of the market need and proves that you have the necessary tools, relationships, and business skills to implement your commercialization strategy. A letter from a distributor can help describe your strategy for bringing the product to market”. A letter from a potential partner can help describe your strategic alliances.

The support letter (3-4 short paragraphs) should be customized as much as possible by the partner or customer, but could include some or all of the following topic areas:

- Validation of the need in the marketplace, citing specific examples of the current market inefficiencies if possible.
- Their interest in the technology, mentioning the technology by name.
- Identify the unique and highly innovative nature of the idea.
- Identify some of the markets and market applications.
- If the partner or distributor will be used in any way during the project, specify.
- Indicate specific benefits that would be seen by the customer or partner.
- Describe how the technology can have a dramatic change on the market.
- Describe how the solution would compliment current products and solutions.
- Indicate any interest in being a beta test site in the future.
- If there is an interest in pursuing technical synergies via partnering arrangements.
- Include a small paragraph about the partner, distributor, and/or customer – this will indicate their position in the industry and channel.
- Future oriented: Based on continued results and demonstrations of the research, there will be in interest in further potential business objectives and/or purchase of the technology solution.

### **Suggestions for support letter content from private investor:**

Who is your private investor?

How much have they committed?

How definite is their future investment? Is it a “definite”, or are they “very interested in the possibility of investing after the feasibility and technical risk have been mitigated”?

Letter would be stronger if it could reference some or all of the following:

- Other channel partners like manufacturers, distributors, and/or customers (with letters from them as well possibly)
- Specifically where this solution is in the “value chain”
- Why it is an interesting solution