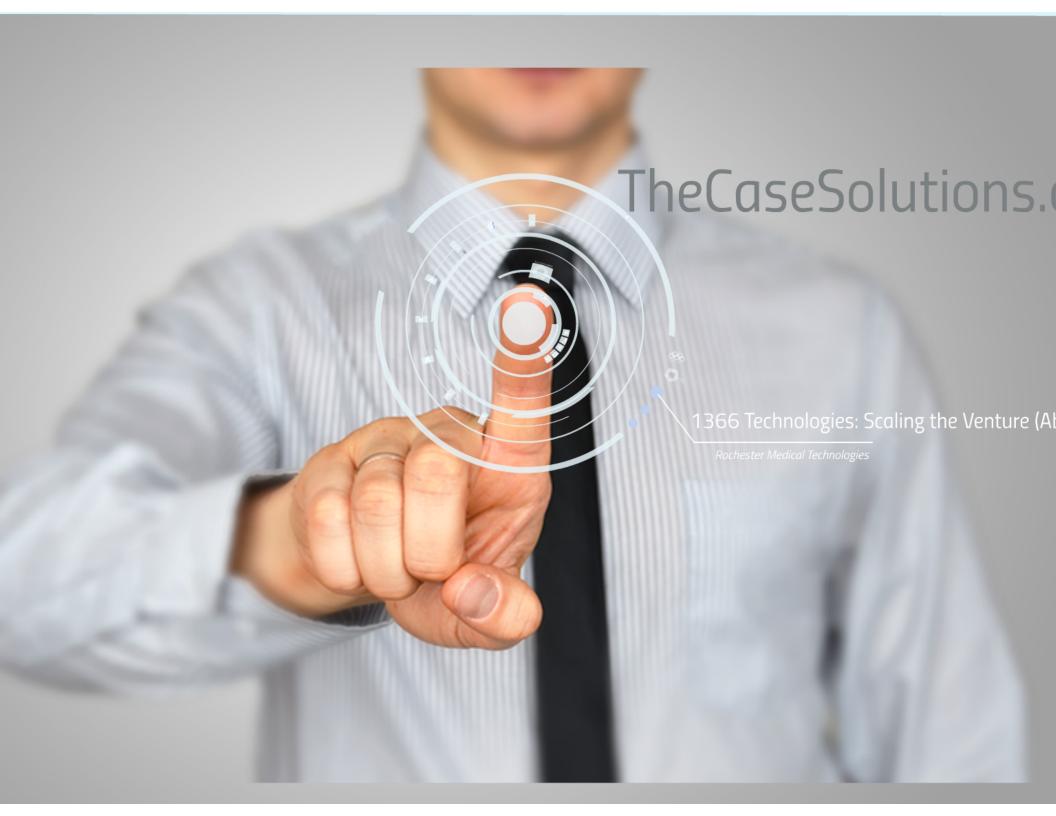


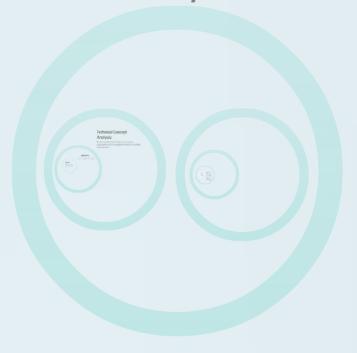


Rochester Medical Technologies



## Concept Phase: Steps 1-3

Step 1: Technical Concept Analysis



## Technical Concept Analysis:

The first activity to test these new venture assumptions is to investigate the technical validity of the product.