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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Software

Company Overview: Tanglewood Research, Inc. is a pioneer in the business of translating social science into marketable products. Tanglewood specializes in three areas of product development: online data collection, professional training in health education, and the development of innovative and effective health education programs. Tanglewood Research, Inc. has customers in 52 states and territories. In December of 2007, IBM became our first private sector client under the guidance of the NIH-CAP program.

Target Market(s): Manufacturing, Defense, Health, Social Science, Automotive, Human Resources.

Key Value Drivers

Technology: Network Genie is a field-tested online application for collecting social network survey data. It is an easy to use application that fulfills social network data collection needs. It uses state-of-the-art database features that provide clients with maximal flexibility in designing and completing social network data collection projects.

Competitive Advantage: Network Genie is one of only three commercial applications available worldwide for collecting social network survey data. Network Genie is a web-based application that requires no software downloads. In addition, Network Genie does not require an expensive consulting contract and does not require an enterprise non-compete license, which is problematic in the commercial sector. Clients can have immediate access to the program to design and administer surveys. Data are available for immediate download for analysis. Network Genie is suitable for a collaborative partner infrastructure.

Plan & Strategy: Market validation on service basis while migrating to B2B licensing.

* Technology funded by the National Institute on Drug Abuse and being commercialized under the NIH-CAP.

Management

Leadership:

William B. Hansen, Ph.D., President and CEO, 30 years experience as an applied social science researcher with trademarked products in evaluation and health education.

Eric Reese, Senior IT Director, 8 years experience at Tanglewood Research as a web-based application developer.

Scientific Advisory Board:

Stanley Wasserman, Ph.D., Professor of Sociology, Rudy Professor of Statistics, Psychology, and Sociology, Indiana University

Susan Ennett, Ph.D., Professor, University of North Carolina, Chapel Hill

William Richards, Ph.D., Professor of Communication, Simon Fraser University

Anja Iseke, Ph.D., Assistant Professor of Business, Paderborn University

Julie M. Hite, Ph.D. Associate Professor of Educational Leadership, Brigham Young University

Product Pipeline

	2008	2009	2010
Network Genie	Market Ready		
Evaluation Lizard	Enhanced Design	Expansion	
Network Genie Enterprise Solution	Design	Beta	Market Ready