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FOR IMMEDIATE RELEASE
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**ROGER GRACE ASSOCIATES ANNOUNCES CALL FOR PARTICIPATION IN ITS ANNUAL MEMS INDUSTRY
COMMERCIALIZATION REPORT CARD STUDY**

*Industry Leading MEMS and Sensors Marketing Consultant Continues Research into the Critical Success
Factors for MEMS Commercialization for 2019*

Naples, FL -August 25, 2020 - Roger Grace, President of Roger Grace Associates, the leading marketing consultancy specializing in Sensors and MEMS, has announced the call for participation in the 21st. Annual MEMS Industry Commercialization Report Card study. Interested parties are requested go to the Roger Grace Associates recently updated website www.rgrace.com to access the Report Card form. Participants are asked to assess the 14 subjects a.k.a. critical success factors by providing letter grades and optional comments for their grades. Deadline for submission is September 9, 2020. There will be a \$100 gift card provided to the winner in a random drawing of the contributors. Respondents will also receive a copy of the final report and a copy of the Power Point presentation.

The 2018 Report Card resulted in a final grade of B- which has remained steady for the past several years. However, the most interesting point was that there were several changes in grades amongst the 14 subjects. Additionally, the verbatims provided were extremely telling of the ever-changing dynamics of the industry and were used frequently in the several published articles that appeared on the Report Card.

Mr. Grace said..." My intention in annually creating and publishing the unique MEMS Commercialization Report Card study has been and continues to be to build awareness in the MEMS community as to the barriers to the rapid and successful commercialization of MEMS and the recommended strategies/actions required to overcome them. And to use an old saying..."if you cannot measure it...you cannot fix it". I created this research project in 1998 and have continued to uninterruptedly conduct it yearly in the MEMS community to objectively assess opinions on the "state of the MEMS industry". The Report Card results are frequently announced in several leading publications and conferences and is scheduled to be presented at the Commercialization of Emerging Technologies Conference (COMS World 2020) in mid-October's virtual conference. The purpose of the Report Card is to provide MEMS industry participants with an objective assessment of these critical success factors over time and to act as a tool to help them better understand, respond to and exploit the ever-changing dynamics and evolution of the MEMS industry".

The market study employs the “Delphi Method” which uses this best possible available research vehicle to determine the most accurate insight into a research topic where a statistically-significant and projection-able approach, which requires a large number of respondents and typically over 1,000, is not feasible. In contrast, the Delphi Method requires inputs from a structured and limited number of highly informed and experienced experts. And as such, each submission has great value to the positive outcome of the study.

About Roger Grace Associates

Roger Grace Associates, founded in 1982, is located in Naples, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients from startups to Fortune 500’s and government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the sensors, MEMS, Nano, semiconductor and semiconductor equipment markets. For more information please visit www.rgrace.com.