

## PRESS RELEASE

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### FOR INFORMATION CONTACT

MR. ROGER H. GRACE, PRESIDENT  
ROGER GRACE ASSOCIATES  
Bonita Springs, FL 34135

Tel: 415-559-6510  
Email: rgrace@rgrace.com

### **ROGER GRACE ASSOCIATES PUBLISHES COMPLIMENTARY FINAL REPORT ON ITS 24<sup>TH</sup>. ANNUAL MEMS INDUSTRY COMMERCIALIZATION REPORT CARD STUDY**

*The 2022 MEMS Industry Commercialization Report Card Study showed the unprecedented increase in virtually of all of 14 subject (a.k.a. critical success factor) grades.*

**Bonita Springs, Florida –August 10, 2023** --- Roger Grace, President of Roger Grace Associates, the world's leading marketing consultancy specializing in sensors and MEMS has announced the publishing of its complimentary and extensive Final Report for its popular 24<sup>th</sup>. annual MEMS Industry Commercialization Report Card Study. The 2022 MEMS Industry Commercialization Report Card Study showed the unprecedented increase in virtually of all of 14 subject (a.k.a. critical success factor) grades. The aggregated grade increased from C+ to B- from the previous year and thus demonstrated the resilience of MEMS Industry participants to significantly mitigate the negative effects of Covid which continued to exist into the current Report Card Study year of 2022. The Final Report of this unique, highly regarded and one-of-a-kind Study provides over 75 extensive and actionable verbatims that were received from the 43 highly experienced MEMS industry respondents. The initial and ongoing intent and objective in the creation of the Report Card has been to share with the international MEMS community the barriers a.k.a. critical success factors in the creation of a successful MEMS industry and to help guide participants with valuable inputs as to how to better succeed based on past performance.

A sample of some of the subjects' more significant results showed:

Infrastructure... supply chain problems which have been severe in the previous Report Card, appear to have been mitigated to a great degree and organizations are adopting novel approaches including attempting to develop local suppliers for critical parts. Grade improved one level from B- to B.

Venture Capital Attraction...the increase in grade level by three was the most significant change of an individual grade in the history of the report card. Several organizations continue to receive major infusions in series funding. Grade improved three levels from C- to B-.

Industry Association ...MEMS and Sensors Industry Group (MSIG) has come up to speed and is providing the industry with valuable informational programs. Grade improved two levels from C+ to B.

The Final Report provides an extensive compilation of the more than 75 verbatims from the participants of this unique and important study as well as provides details of the following topics:

- Study rationale
- Study methodology
- Grade results of the 14 topics a.k.a. critical success factors for MEMS commercialization from its inception in 1998
- Continuing impact of Covid on grades
- Over 75 in-depth verbatims addressing several of the most highly responded-to topics
- Summary / Results / Recommended Actions

From its inception, the Report Card Study research process has embraced a hybrid approach using two popular market research vehicle concepts: The Delphi Process in addition to the Mass Observation Process (MOP) which gained popularity prior to WWII in the UK. Both approaches use inputs for a limited number of highly knowledgeable industry experts as compared to popular opinion research vehicles e.g. Gallup, Nielson and Harris Polls which use a large number of interviews in an attempt to forecast/project an outcome within a certain degree of accuracy.

Mr. Grace stated..." It continues to give me immense gratification to offer to the members of the MEMS community a complimentary Report Card Final Report providing the results of this ongoing study which addresses the health of the worldwide MEMS industry's commercialization activities. This is truly a "lessons learned" opportunity and in the words of the famous philosopher George Santayana ..." those who forget the past are condemned to relive it". I was truly appreciative to have received over 75 verbatims from the study's 43 respondents and have included all of them in the Final Report. I consider these verbatims to be of immense value since they were contributed by participants who have on an average of 25 years of experience in the MEMS industry and who are recognized worldwide for their many valuable contributions. The true credibility of the Study and resulting Final Report resides in the fact that it collectively represents the inputs of over 1000 person-years of MEMS industry experience".

He continued..."I believe that the contents of the Report Card Final Report will provide readers with valuable and actionable information on the ongoing effects of Covid on the grades for the Report year 2022. Also provided are recommendations as to best approaches to pivot their business strategies to mitigate the expected ongoing effects of Covid into 2023 and the resulting uncertainty of outcomes through the commercialization activities by the worldwide MEMS community going forward.

For a complimentary copy of the 2022 MEMS Industry Commercialization Report Card Study Final Report, please go to the Roger Grace Associates website...[www.rgrace.com](http://www.rgrace.com).

## ABOUT ROGER GRACE ASSOCIATES

Roger Grace Associates, founded in 1982, is located in Bonita Springs, 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 in addition to 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](http://www.rgrace.com).