

# FOR IMMEDIATE RELEASE

## High Energy Consulting Partners with Sopheon to offer Automated New Product Development for the Energy Industry

*Robert Cooper's Stage-Gate™ process expertise embedded in Accolade 4.0 Software Product*

Minneapolis – 22 November 2002 – High Energy Consulting, Inc. a product development and management consulting firm for the energy industry, announced a partnership agreement with Sopheon, the international software and services company, to introduce Sopheon's Accolade product to the energy industry in North America.

Through Sopheon's *Valued Industry Alliance* program, High Energy Consulting will act as a Certified Product Consultant, augmenting its expertise in structured new product development with advanced software solutions from Sopheon, designed to accelerate the development process while improving the commercial success rate of new energy products and services.

High Energy Consulting will show energy industry clients how to use Sopheon's Accolade 4.0 product to effectively manage the new product portfolio, screen and prioritize ideas, identify winning product ideas early and optimize the allocation of scarce product development resources. High Energy Consulting plans to integrate Accolade 4.0 with its own advanced valuation tools and processes, to ensure that investments in new products are optimized at each stage of the development cycle.

"High Energy Consulting accelerates the new product development process for the energy industry, and brings state-of-the-art thinking to an industry that can benefit greatly from the discipline of innovation," said Mike Sanislo, president and founder of High Energy Consulting. "In Sopheon's Accolade product, we have found a tool that will help our clients differentiate themselves through the creation, development, and launch of winning new products. This powerful management tool will also create new shareholder value by using structured new product development as a way to create sustainable competitive advantage in the energy marketplace."

"High Energy Consulting has established itself as an innovative provider of product-development process knowledge and tools to the energy industry," said Chris Hawver, chief marketing officer of Sopheon. "Our relationship with High Energy Consulting is consistent with Sopheon's goal of engaging partners who can extend the client base for our Accolade system, as well as add significant value throughout the system's deployment. This is the type of affiliation that will ultimately change the rules of competition among energy companies by providing seamless, one-stop access to the critical information, expertise and process solutions they need to achieve new levels of product development success."

### **About High Energy Consulting**

High Energy Consulting is a product development consultancy for the energy industry, using structured new product development processes and advanced valuation modeling. Valuation is performed through Monte Carlo simulations, uncertainty analysis and real options, resulting in credible estimates of both the value and the uncertainty of new product ideas as they advance through the product development process. High Energy helps its clients to raise capital with compelling business plans designed to clearly communicate value to investors and other stakeholders in new product and business ventures. For more information, please visit [www.highenergyconsulting.com](http://www.highenergyconsulting.com) or call 651.264.3150.

### **About Sopheon**

Sopheon (LSE:SPE), is an international provider of software tools, experts and content that help organizations improve the business impact of product development. Sopheon serves nearly half of the technology-driven companies on the *Fortune 500*, providing industry and process-specific software applications that are pre-loaded with specialized content and access to human expertise. They include the Web-enabled Accolade new product development system and the award-winning Teltech.com Web-based research portal for technical and business professionals. Sopheon is listed on the Alternative Investment Market of the London Stock Exchange and on the Euronext in the Netherlands. For more information, please visit [www.sopheon.com](http://www.sopheon.com).

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