Four TCRA Facts

TCRA Facts
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The first fact: *Big4 can create >$300 billion of market value for TCRA at one stroke.*

The one stroke that the big four would exercise would be for all four to issue public statements that they are developing DLA as their future clinical lab automation line. They have licensed DLA patents, evaluated the DLA technology and its future place in clinical labs, and established that the patents in their hands were strong enough that they could surely collect more than $800 billion in royalties for TCRA in the next 20 years. Because of company size and power and their oligopoly in the world clinical lab automation market, these public statements by BIG4 would create $300 billion company value for TCRA at one stroke.

The second fact: *BIG4 can convert the world's clinical labs from TLA to DLA*

Highly automated clinical labs worldwide have no choice but to purchase their lab automation from one of the BIG4. BIG4 are a completely dominant oligopoly in the world TLA market. There are no other manufacturers. They will introduce DLA using highly skilled marketing and sales techniques to persuade the lab to switch: DLA will greatly improve lab operations. Cost savings will more than match the new royalties. They will install the new DLA equipment on reagent-rental for free. They will manage the installation of the DLA system. The new equipment will run in parallel until the lab is completely satisfied that it can replace the present equipment. Manufacturers will announce that 24/7/365 equipment service will end in one year, and reagents will be no longer available for the present TLA analyzers, giving automated clinical labs no choice if they wish to continue running tests for patients.

The third fact: *Various key participants granted shares in TCRA can raise hundreds of billions of dollars selling TCRA shares or from future royalties*

Various key participants will be granted appropriate numbers of shares in TCRA, with 50% of TCRA being placed in a DAF. Sales of TCRA shares in DAF would yield hundreds of billions of dollars for nonprofits, plus cash flow from royalties on unsold shares. WIRhE plans to sell TCRA in phases to raise $10 billion. *TCH* will sell TCRA in phases to raise $10 billion. BIG4 plans to sell enough TCRA to raise an immediate $5 billion cash, more than enough to fund the development, marketing and installation of DLA in the world’s clinical labs. This sale would finance an improved automation business, DLA, which would avoid a sure loss of their current market share. They would receive hundreds of billions of dollars in cash flow from royalties on their remaining shares.

The fourth fact: *Influential venture investors with access to BIG4 are needed to make BIG4 aware of their huge opportunity.*

Influential investors brought in by a venture firm would be allowed to buy TCRA shares at a discount that they can sell at a much higher price as soon as they can persuade BIG4 to develop DLA.