



Folding instructions for the attached flyer:

- print the next 02 pages on a two-sided letter-size page, orientation Portrait
- place the paper on a flat surface, orientation Landscape
- the page with the process flow diagram should be face up
- take the right side of the paper and fold it in (on top of the diagram) down to 1/3rd of the width of the page
- take the left side of the paper and fold it in

Thank you.

What is mFund?

mFund combines Motorola's best assets (history, size, tradition of technological innovation, process expertise) with the entrepreneurial spirit of associates like you.

See mFund as an aircraft carrier: it provides you with the support infrastructure to launch "market reconnaissance" projects. These projects will scout for business opportunities that lead Motorola into new markets, customers, and even industries. mFund will give your project access to all of Motorola's assets and resources.



Areas of Interest

mFund is looking for products and services that leverage Motorola's assets in penetrating new markets, including:

- ★ disabilities, assistive technologies
- ★ remote monitoring, sensing, logging
- ★ retail, loss prevention, coupons, ads
- ★ healthcare, tele-health, tele-medicine
- ★ seniors, independent living, aging in place

mFund Resources

You can access these and other free resources from mFund's website at <http://mfund.mot.com/>:

- ★ Application forms
- ★ Learning Plan templates
- ★ Business Model scenarios
- ★ Sample organizational structures
- ★ List of additional resources, training

More Information

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mFund

Bring Your Dreams and Passion to Work.

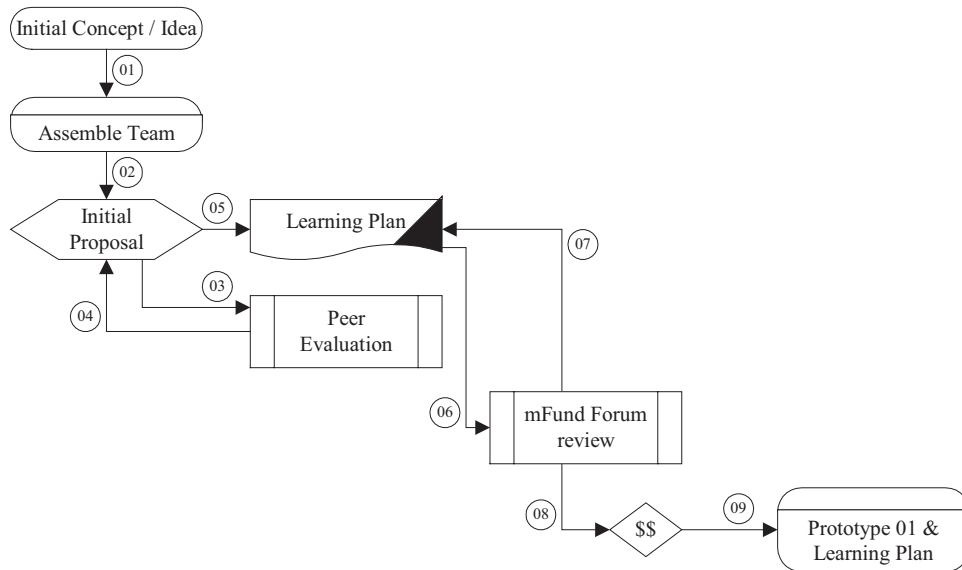
mFund supports the entrepreneurial spirit of Motorola's employees.

"We have entered a world of constant change where certainties do not exist and productivity of innovation is becoming as important as productivity in production."

"..Our new efficiency in creating and distributing knowledge means we live in an age in which the ability to innovate effectively has become the primary determinant of business success."

Gifford Pinchot III; "Intrapreneuring;" (New York: Harper and Row, Publishers, 1985); pp. 03 and 10

Overview of The mFund Selection Process



mFund allows Motorola associates the opportunity to develop new business concepts that deploy Motorola's resources in pursuit of new revenue opportunities.

Step 01: The concept initiator will gather a team that believes in her concept. First filter point: can the Initiator convince others to stake their reputation on her concept?

Step 02: The team will show its personal commitment to their concept by developing an Initial Proposal (target market, deliverables, synergy with Motorola's assets, requirements, etc.) Second filter point: can the team articulate the concept and its implications?

Step 03: (If approved) The team's Initial Proposal will be circulated to at least 02 other Motorolans in different groups. These "reviewers" will be at a similar technical / business level as the Initiator and her initial team.

Step 04: Reviewers will perform a first-level due

diligence review (technical soundness, business relevance) as well as serve as a reality-check cross-reference. Third filter point: in a peer-reviewed environment (akin to the scientific community) do peers believe the Initial Proposal merits further consideration?

Step 05: The Team will prepare a formal Learning Plan. (Learning Plan template available at mFund's website).

Step 06: The team will submit its Learning Plan to the mFund Forum for evaluation and potential funding.

Step 07: Members of the mFund Forum will provide feedback to the team on their Learning Plan.

Step 08: (If approved) Initial funding granted to the team to implement the Learning Plan as proposed.

Step 09: The team works off-hours to meet deliverables, such as prototypes and a revised Learning Plan.

Summary mFund Rules

★ mFund complements both the patent disclosure process and the "Think Tank" events. mFund allows you to turn your idea into a new product or service to be sold by Motorola.

★ Participation in mFund is limited to Motorola associates, grade E04 and above in non-executive positions. Contractors may not participate in mFund.

★ Any qualified Motorola associate can participate in an mFund project. As a team member, advisor, consultant, peer reviewer or supporter. Your contribution is valued.

★ Motorola will own 100% of both the IPRs ("Intellectual Property Rights") and prototypes created by each team.

★ mFund's focus is to look for projects that create incremental revenue opportunities for Motorola. mFund projects may not become independent companies.

★ Your involvement in an mFund project will be on an after-hours basis. Your supervisor might not necessarily be able to give you time off your daily responsibilities to pursue an mFund project. Please check in advance.

★ What kind of payoff can you expect? There are no guarantees. The only "Exit Strategy" contemplated by mFund at this time is to "sell" the project to an internal Motorola group. Then you and your team will share in the proceeds from the sale of your team's project.

For more information and full details please download the complete mFund Rules of Participation document from mFund's website at <http://mfund.mot.com>

You can also download templates of all the documents required to submit your project to the mFund Forum.