Technology Alliance Lifecycle Maturation VTM Group Development evolves with technological Standardization improvements Membership retention is key focus Many products actively Perception of competing in the marketplace Inevitability Standardized implementations & certification program are finalized Momentum Industry holdouts come onboard Building Products with technology begin shipping in the marketplace Certification development begins as technology develops Membership recruitment continues & retention programs refined Critical Mass Generation Media traction begins in earnest Research & development begins Industry stakeholders commit resources & membership recruitment begins Proliferation of mission statement and purpose