

Commercialization Plan Template

Working Name: Proposed Startup Name or Licensable Technology Name (1-2 words)

Tagline: One sentence – illustrative of value proposition, compelling & understandable to nonspecialists

Value Proposition:

One paragraph: What is the problem, how are you solving it, what makes your solution special (i.e. benefits not features). Beachhead and future markets.

Products/Services:

One sentence description – what are customers buying. Then add high-level laundry lists:

<i>Physical product elements:</i> •	<i>Services:</i> •
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Markets/Fields of Use:

Timeframe	Market/Field of Use	Technology Readiness Level ¹	Market Readiness Level ²
Short term	<i>Market A</i> • Specific uses cases or applications •	• TRL ? • TRL ?	• MRL ? • MRL ?
Medium Term	<i>Market B (there may be more than just one in this time frame)</i> • Specific uses cases or applications •	• TRL ? • TRL ?	• MRL ? • MRL ?
Long Term	<i>Market C (there may be more than just one in this time frame)</i> • Specific uses cases or applications •	• TRL ? • TRL ?	• MRL ? • MRL ?

Market Size:

	Current Year	Five (Ten?) Years	CAGR
TAM	\$? B	\$? B	?%
SAM	\$? B	\$? B	?%
Target	\$? B	\$? B	?%
Beachhead	≅\$?B	≅\$?B	≅?%

Intellectual Property Status:

- Provisionals filed
- Patents awarded
- Know-how/trade secrets

¹ *TRL*: 1-Basic principles observed 2-Tech concept formulated 3-Experimental proof of concept 4-Tech validated in lab 5-Tech validated in relevant environment 6-Tech demonstrated in relevant environment 7-Prototype in operational environment 8-System complete and qualified 9-System proven in operational environment

² *MRL*: 0-Perceived Need 1-Notional Value Proposition 2-Notional Customer Characterization 3-Customer Discovery 4-Low-Fi MVP Design 5-Low-Fi MVP Campaign 6-Revalidate Solution and Model 7-High Fidelity MVP Campaign 8-Validate Model With MVP Results 9-Go To Market Decision

Team:

<p><i>Researchers:</i></p> <ul style="list-style-type: none"> ● Faculty and Researchers: ● PhD students/candidates and postdoc(s): 	<p><i>Business:</i></p> <ul style="list-style-type: none"> ● If a startup, who will lead the business? ● Who else will be involved
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Enabling Technology, Market & Regulatory Trends

Pick up from industry reports available an any R1 school’s business library

Industry Landscape:

Major players: Pick up from industry reports

Current/potential R&D partners: Pick up from industry reports

R&D Funding Requirements & Potential Nondilutive Sources (Beachhead Markets):

(Include SBIR/STTR, other federal commercialization possible funding, gap funds, state economic development, philanthropy, corporate-sponsored research or partnerships)

<i>R&D Project</i>	<i>Required Funding (Estimate)</i>	<i>Potential Funding Sources</i>	<i>Potential Funding \$\$</i>
<ul style="list-style-type: none"> ● Commercializati on Project A 	<ul style="list-style-type: none"> ● \$? 	<ul style="list-style-type: none"> ● Source A ● Source B ● Etc 	<ul style="list-style-type: none"> ● \$? million ● \$? million ● \$? million
<ul style="list-style-type: none"> ● Commercializati on Project B 	<ul style="list-style-type: none"> ● \$? 	<ul style="list-style-type: none"> ● Source C ● Etc. 	<ul style="list-style-type: none"> ● \$? million ● \$? million
<ul style="list-style-type: none"> ● Etc. 	<ul style="list-style-type: none"> ● \$? 	<ul style="list-style-type: none"> ● Source D ● Etc. 	<ul style="list-style-type: none"> ● \$? million ● \$? million

Product Roadmap:

	Year 1	Year 2	Year 3
Beachhead Product A	Development/regulatory milestones/launch?	Development/regulatory milestones/launch?	Development/regulatory milestones/launch?
Beachhead Product B	Development/regulatory milestones/launch?	Development/regulatory milestones/launch?	Development/regulatory milestones/launch?
Etc.			

Appendix

Beginning on a separate page, add notes and additional details regarding each of the above sections. The above commercialization plan summary should be no more than 2 pages.