

**Attachment D: Commercialization Plan Outline**

* **Market Opportunity**
  + Market Need: customer needs addressed, shortcomings in how this need is currently addressed
  + Project and Expected Outcomes: description of the projects in layman’s terms, what is innovative about the project
  + Industry Overview: description of the industry structure and where you fit within it, channels you will employ to reach targeted customers/initiate sales
  + Market: geographic definition of the market, size of the market, market growth needs and trends, hurdles reaching market
  + Commercialization Strategy: description of how you will generate revenue & bring the product or service to market- direct, license, joint venture, strategic partnership.
  + Impact: overall significance of work
* **Company & Team**
  + Origins and Company Structure
  + Brief Description of the Company: mission, core competencies, revenue in recent years, financial structure of the company, company vision
  + Management Team and Personnel: organizational structure, number of employees, leadership credentials and history of bringing products to market, Board and other advisors, address plan to overcome what team lacks
* **Product/Technology and Competition**
  + Product/Technology: description of how technology will address customer needs, pricing and validation, cost to produce
  + Competition: describe the competitive landscape and anticipated changes in the next few years, strengths and weaknesses of competitors, how your team will compete
  + Intellectual Property Landscape: describe the intellectual property landscape including other key patents of competitors, diligence taken to confirm the company has “freedom to operate”, legal strategy and counsel used
* **Finance and Revenue Model**
  + Estimate of Funding Needed: Create and discuss a table that includes milestones (technical, marketing, manufacturing, intellectual property), timeframes, financing approaches, and the amount of funding needed.
  + Evidence of Support: appropriate leads, contacts, relationships and agreements
  + Method of Revenue Generation: revenue streams to be implemented, dates you anticipate revenue streams, anticipated “break even” date