

**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