**Commercialisation strategy development methodology**

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| *Recommendation – max 20 pages.*  *Commercialisation strategy is a description of a particular product or technology that shows the successive steps for developing the product or technology from conception to market introduction, as well as a choice between granting a right to use industrial property to another person (licencing agreement, sale of a patent) or the creation of a new business on a scientific development basis, and suggests what information should be prepared, how to get the potential licensee or attention of investment funds and to offer them the development or technology.*  *The information to be included in the commercialisation strategy is not limited to the issues indicated in this material.* | |
| One page business plan development | * *Prepares, for example, a Lean Canvas form or some other form of choice (to be filled in after completion of other parts)* |
| General information (summary) about the technology from TEP | * *Based on the previously performed feasibility study indicates the most important information about the application of the technology, the stage of development, advantages and commercialisation findings* |
| Team | *Describes:*   * *What is needed (what kind of people, competencies)* * *The existing team (previous experience and results)* * *What is missing (what kind of people, competencies)* * *How and where to get it* |
| Protection of intellectual property rights in the target markets | *Describes:*   * *The current status of intellectual property rights (property rights, inventors and information on objects of industrial property rights)* * *Intellectual property rights protection strategy (justification for target market countries, need for protection)* * *Problems with property rights, freedom of action* |
| Market analysis | * *Performs wider research on the potential operation fields of the technology (trends, market size, geographic dimension, etc.) and target market selection* * *Describes customer needs (potential customer profile, segment and demand analysis)* * *Describes competitors (description of current/emerging technologies, potential competitors and their strategies)* |
| Choice of commercialisation strategy | * *Describes the choice made between granting a right to use the industrial property to another person (licencing agreement, sale of a patent) or the creation of a new business on a scientific development basis* |
| Financial plan and revenue | *Provides information on:*   * *Total required budget* * *Funding available within the measure and its use* * *Cash flow (revenue and expenditure during the project implementation – by months and until the technology is commercialised – by years)* * *Return of investment and efficiency (how much profit the research organisation will get from the commercialisation of the technology)* * *Key deadlines and key milestones (during project implementation)* |
| Risk analysis | * *Lists project risks (technology development risks, project management risks, market risks, financial risks and other possible risks)* * *Develops and Action Plan for reducing risks and an alternative plan in case of setting in of major risks* |
| Successive steps for development and commercialisation of the technology | * *Develops a commercialisation roadmap (recommended plan) according to the project budget, eligible costs and supported activities (developers of strategy have to get acquainted with the Cabinet of Ministers Regulations No 692), including information on* * *Tree potential licensees or investors* * *Licensor and investor contact and sales activities* * *Market reaction analysis (receipt of feedback from the addressed merchants)* |