#### KTH Innovation Readiness LevelTM Roadmap

Goal setting and roadmapping using the KTH INNOVATION READINESS LEVEL™ model.

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| **Goals (X months)** | Describe the goals for the next X months (typically 4-6 months) as clearly and measurable as possible! Think SMART goals (Specific, Measurable, Accepted, Realistic, Time set) | |
| **Customer - CRL** | Current readiness level: *e.g. 4* | Target readiness level: *e.g. 5* |
| The most important goal(s) related to customer development (increase of Customer Readiness Level- CRL) to get to planned level  *Example:*   * *Get X interested customers onboard for prototype testing* * *Establishing at least one pilot customer by nov 2022 (signed agreement)* | |
| **Technology - TRL** | Current readiness level: *e.g. 4* | Target readiness level: *e.g. 5* |
| The most important goal(s) related to product/technology development (increase of Technology Readiness Level- TRL) to get to planned level  *Example: Develop a beta-prototype and test this on X users by dec 2022.* | |
| **Business Model - BRL** | Current readiness level: *e.g. 3* | Target readiness level: *e.g. 4* |
| The most important goal(s) related to development of your business model and how you will make money (increase of Business Model Readiness Level- BRL)  *Example:*   * *Draft a complete business model canvas with clear revenue model* * *Make economic projections to define the revenue potential* * *List potential positive and negative contribution to society and environment* | |
| **Intellectual Property Rights- IPRL** | Current readiness level: *e.g. 4* | Target readiness level: *e.g. 5* |
| The most important goal(s) related to protection and management of IPR and legal aspects (increase of “IPR Readiness Level-IPRL)   * *Defined the different intellectual property relevant for us and draft a strategy for IPR suitable for our business model.* * *Get a signed agreement regarding ownership of the copyrighted software from the developers.* | |
| **Team- TMRL** | Current readiness level: *e.g. 4* | Target readiness level: *e.g. 5* |
| The most important goal(s) related to team development (increase of Team Readiness Level – TMRL) to get to planned level  *Example:*   * *Recruit a new software developer to join the team* * *Agree on ownership and roles in team* | |
| **Funding- FRL** | Current readiness level: *e.g. 4* | Target readiness level: *e.g. 5* |
| The most important goal(s) related to getting funding (increase of “Funding Readiness Level-FRL) to get to planned level   * *Prepare an investeror presentation and present to at least two investors* * *Secure X € in funding* | |