**The Commercialization Strategy  
Data Collection**

**1. Who is your target federal and private sector customer? Why?**

1. **What are your target customer's pain points and how can you solve them?**
2. **What's your target market?**

1. **How many people in the US are impacted by the problem you are solving?**

1. **How many people worldwide are impacted by the problem you are solving?**

1. **What are the main business economics and market drivers in your target industry?**

1. **What is the Total Addressable Market?**

1. **What is the Serviceable Addressable Market?**

1. **What is the Serviceable Obtainable Market?**
2. **What is the CAGR of the target market?**

1. **Are there any additional reasons your target market will purchase this new technology you are developing other than meeting their pain points (ie new regulations requiring X)?**
2. **What are the 3-5 key risks to adoption of your new technology?**
3. **How will you overcome/mitigate these risks?**

1. **How have you validated the market opportunity? Do you have any current traction?**

1. **Provide a revenue forecast during the first 10 years of commercialization.**

**REGULATORY APPROVAL**

1. **What regulatory approvals are needed (if any) to bring your product to market?**

1. **What is your strategy to obtain said approvals?**

**STRATEGY & MILESTONES**

1. **What is your business model? How will you generate revenue?**

1. **What is the estimated revenue potential of this innovation? Please explain your assumptions.**

1. **What is your pricing strategy?**
2. **What are your key commercialization milestones? Please include:**
   1. **Clear objectives**
   2. **Target dates for said objectives**
3. **What activities will you do to accomplish said milestones?**
4. **What is your estimated market share after your first year of sales?**
5. **What is your estimated market share after 5 years of sales?**

1. **What resources (additional financing) do you need to achieve these milestones?**

1. **What is your plan and timeline to secure these resources?**

1. **Do you have a 3-5 year pro forma? Please upload it here.**

1. **How may your commercialization strategy evolve during the Phase II project (ie. Changes in the market; inability to achieve a key technical objective, etc)?**

**INTELLECTUAL PROPERTY**

1. **What is the current status of the intellectual property associated with the project?**
2. **How do you plan to protect this IP in the future?**
3. **If not already listed, please list out your patents and their status (granted, pending, PCT)**
4. **Do you have a patent landscape analysis? If so, please upload it here.**
5. **Are you working with an IP Firm? If yes, who?**

**PROJECT**

1. **How will this project integrate with the overall business plan of your company?**

1. **What are your annual sales levels in the past 3 years?**

1. **What types of employees do you have?**

1. **If not mentioned before, please list below all the federal funding that your company has received in the past.**

1. **Please list below details of all the non-federal funding that your company has received before. (Seed, Round A, Round B etc.)**

1. **Does your company have regulatory experience? Please explain.**

1. **Does your company have commercialization experience?**

1. **Do you have any current products/services with significant sales? Please provide details.**

1. **Please briefly explain your idea and vision of your company’s future, how will you grow, maintain a sustainable business?**