Executive summary.

• Technology introduction, the attributes and the advantages.

• Gaps between the current position and minimum viable product.

• Application, industry and market place.

• Competitor landscape.

• Commercial advantages.

• Primary market research analysis; pricing.

**• Intellectual property position.**

• Potential business models.

• Summarise the commercial potential of the technology.

• Recommendations for the inventor(s). It may be that the market for the technology is limited; this is also a valid conclusion to draw.