

Assessment	Description	Duration
Go/NoGo®	The Go/NoGo® is an early stage weeding tool for disclosures or ideas that identifies significant barriers to commercialization before resources are spent on patenting or writing proposals. Emphasis is on determining if the technology already exists as a product; is likely to be redundant given advanced R&D taking place; has likely IP space for market entry, what the market for the technology looks like, and who might license or acquire it. Points of contact are provided.	3 Weeks
Trailblazer™	The Trailblazer™ is a tool for determining what is necessary to bring a low maturity (low Technology Readiness Level) technology to market and where to look for sponsored research funding. It identifies potential concurrent engineering partners and includes at least one interview with product line and business unit managers in firms that are potential funders. If no such funder can be found, it documents the reasons why.	6 Weeks
Jumpstart™ (an enhancement on our former QuickLook® product)	The Jumpstart™ is a commercialization feasibility assessment providing the background data needed to begin licensing or begin talking to investors. It examines up to three market niches for the technology to assess end-user needs, competing technology, and market drivers and barriers and to provide approximations for the price and market size. It identifies high potential products where a technology may fit based on technology roadmaps. Viable licensees or investors are identified, with points of contact.	3 weeks
Technology Niche Analysis®	The Technology Niche Analysis®, named after our method, provides a commercialization plan. It examines the market in depth for a technology that is at or beyond the proof-of-concept stage. As part of the market analysis, it includes interviews with experts and end-users. It goes on to present recommendations for an entry strategy and launch tactics. It also includes at least one interview with a potential commercialization partner or investor expressing interest in the technology. A revenue projection is provided.	6 Weeks
Valuation	Valuations are conducted on an individual technology, portfolios, or businesses. Both Discounted Net Present Value and Real Option valuations can be provided.	4 Weeks
Business Plan	Business plans provide a viable business model together with the market analysis; R&D and product development plan; manufacturing and operations plan; marketing and sales plan; management and staffing, and pro formas needed for angel or venture funding.	6 Weeks
Industry Assessment™	The Industry Assessment™ is a tool for exploring the feasibility of a center, research consortium, or major R&D program and initiating fund-raising. It examines a set of up to six industrial sectors (defined using North American Industrial Classifications) in order to determine how well a set of capabilities (or a technology portfolio) fit with that sector. Expert and end-user interviews are included. For each sector, where possible, an interview with an interested participant, partner, funder, or licensee (as desired) is also included.	6 Weeks