

## Commercialization Potential? What does it really mean?

To assess the Commercial Potential is to ask:

### ***Is it investable?***

- Could your solution be used now, as is?
- Is the need real and now?
- Has the need been validated?
- Does your idea have features that meet this need?
- Are there known Features and Benefits?
- Do you know and understand the Process into which the need fits?
- Can the benefits fully address the need(s)?
- Is there a definable customer segment?
- Is there a Value Proposition that ties the benefits to the need for the defined customer segment?
- Have all of the above been validated?
- Is the addressable market believable and big enough?
- Are the current alternatives known?
- Have you checked patents related to how need is addressed now?
- Have you estimated costs and time for required Federal, State or other approvals?

*After you have assessed the Commercialization Potential, the following point should be clear:*

### **The idea IS Investment Worthy (Investable).**

If it is Investable, you should determine the key facts that are part of the Opportunity Assessment that follow.

OR

### **The idea IS NOT investable.**

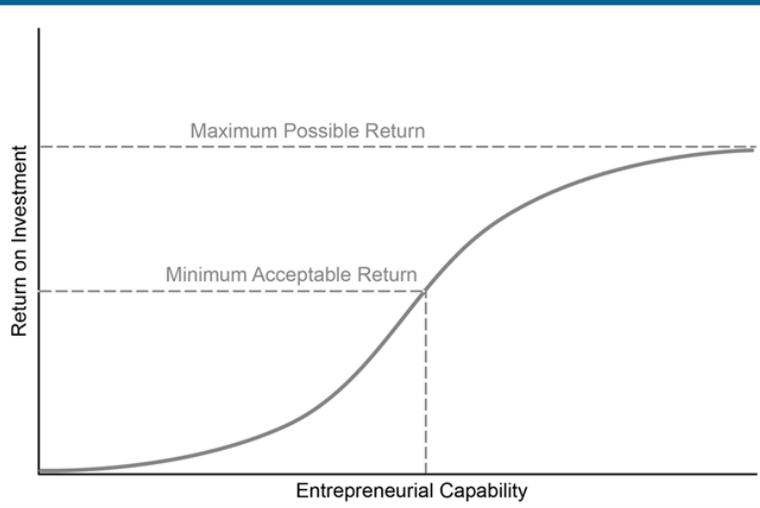
If not, then the Licensing or Tech Transfer Office should consider licensing to an industry or entity in the business space pertaining to the discovery.



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## Sweet Spot Check





- C1. Coachable
- C2. Knowledge of Core Competencies
- C3. Willing to step aside
- C4. Cash Flow Savvy
- C5. Passion (versus Infatuation)
- C6. Acting and Behaving Like Success
- C7. Basic Values
- C8. Concept of Exit
- C9. Right Stuff

The answers to these questions below determine the “Right Stuff”.

Do you want to be King / Queen or rich?

Are you concerned with “fairness”?

What should salaries, equity, or incomes depend on?

Who should control your new company?

How do you react to ambiguity and uncertainty?

Do you look at what everyone else looks at, but you see something different?