

Technology Commercialization Initiative – RFP20

Tips for Completing the Commercialization Plan Section of your Proposal

As stated in the RFP, this section should offer a clear and concise description of the proposed work's market potential and the planned path to commercialization. Some questions to help guide your thinking are shown below.

i) Commercialization plan specifics

- Assuming a successful TTC project, what are the next steps to commercialization? How long will it take and how much will it cost?
- What is the product development plan?
- What is the general go-to-market strategy?

ii) Product Offering

- What product offering based on this technology will be brought to market?
- What problem does it solve? How big a problem is this? Is this a big problem today or sometime in the future? If in the future, when?
- Why would someone buy a product based on this technology? Is this a genuine need or a nice-to-have product?
- How unique is this approach? Is anyone else developing this technology? Competition?
- What are other alternatives? Why are they not good enough?

iii) Target Markets

- What are your initial target markets and how large are they?
- Who are some specific customers and what specific requirements/ needs will the outcome of the proposed project address? How significant are these user needs and why?
- How are users addressing these needs now?
- How many products based on this technology might be sold and why?
- Who are the strategic partners in your target markets?

iv) Potential economic development impact

- What increase in revenues or market share is this likely to result in? By when?
- Which of the following are addressed by a successful completion of this project and how: company collaboration(s), startup company, spinout company (from a university or other company), new or enhanced product offerings, job creation, licensing opportunities, etc.
- How will a successful project benefit TTC member companies specifically and PA in general?

During preparation of your draft or final TTC proposal, feel free to contact TTC's CTO, Chuck Brandt, for questions or clarification at (412) 201-7422 or chuckb@techcollaborative.org