



THE Commercialization
Funding **COACH**
presents

The Essence of a Commercialization Plan

*The Fulfillment of the Entrepreneurial Dream:
"If I Build It, They Will Buy It"*

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(a dba of The Commercialization Funding Coach, Inc.)

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Who cares if you make money from your SBIR-funded innovation?

- Your “Value Chain” Stakeholders
 - Your Founders/Owners/Directors
 - Employees
 - Investors
 - Licensees
 - Customers/End-users
 - Suppliers



Everyone in your Value Chain wants you to make money!

It's All About Value

- **The Value Proposition:**
 - There's a problem with associated pain
 - There's a solution to cure the pain
 - There are derived benefits for
 - The receiver of the solution
 - The provider of the solution
 - All those in the "Value Chain"



*Note: A Value Proposition
makes a great Elevator Speech!*

Business Success Factors

- The Coach's Keys to growing a business:
 1. Selling something lots of people need and want
 2. Having a sustainable competitive advantage
 3. Having a robust business model that works
 4. Having sufficient resources to get it all done
- Why do so many small businesses fail?
 - Ø They lack one (or more) of the above conditions
 - And the more they lack, the more likely they'll fail!*

A Commercialization Plan Communicates Your Success Factors

1. The Business Opportunity
2. The Market
3. The Competitive Environment
4. Your Business Model
5. Your ROI Strategy
6. Your Resources



Business Opportunity

- A Commercialization Plan Communicates:
 1. The **business opportunity** for transitioning technology development to a product for sale.

This is the value proposition for customers and end users.

The Market

- A Commercialization Plan Communicates:
 2. The **market** (size and scope) that needs (not just wants) what you're selling and how you're going to approach it.

"Market Pull" vs. "Technology Push"

Competitive Environment

- A Commercialization Plan Communicates:
 3. **The competitive environment you will successfully navigate.**

*There must be a compelling reason
the customer will buy from YOU!*

Business Model

- A Commercialization Plan Communicates:
 4. Your **business model** for generating revenues and profits.

This is the value proposition for the company, its licensees, and its suppliers.

Strategy

- A Commercialization Plan Communicates:
 5. The **strategy** for generating Return on Invested Capital.

*This is the value proposition
for investors.*

Resources

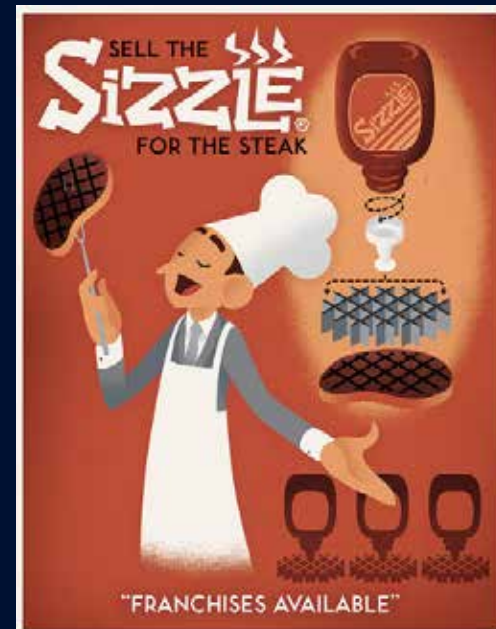
- A Commercialization Plan Communicates:
 6. The resources (human, physical and financial) that will be required to be successful.

If resources are lacking, failure is likely.

The Format is not the Focus

- A Commercialization Plan is not advertising!
 - This is the time to sell the steak,
not the sizzle!
 - CP Evaluators have questions about your viability --

SO BE SURE TO ANSWER THEM!



A CP Answers 15 Questions

1. What are you going to produce?



A CP Answers 15 Questions

2. What Market will it serve and how big is that Market?



A CP Answers 15 Questions

3. Why does the Market need this (what's the Market-pull)?



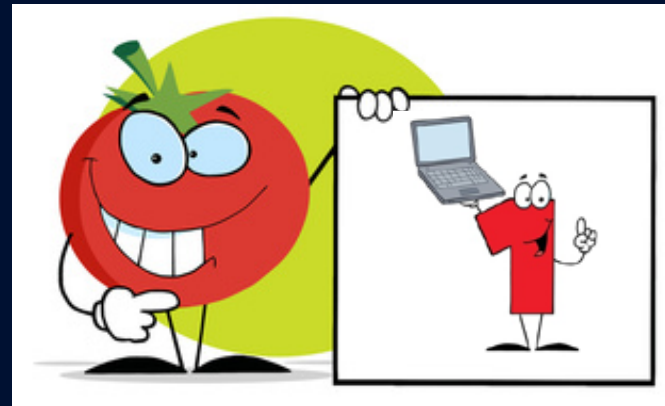
A CP Answers 15 Questions

4. What segment of this Market will you go after first?



A CP Answers 15 Questions

5. How will you approach this Market to make your presence known (inbound or outbound marketing) and build impetus to acquire your product?



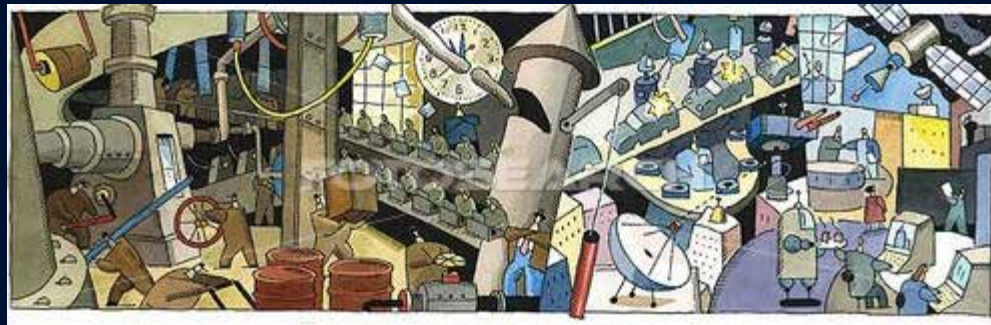
A CP Answers 15 Questions

6. Who will your competitors be and what's your competitive advantage?



A CP Answers 15 Questions

7. How will you actually produce the product?



A CP Answers 15 Questions

8. What's your IP and how will you protect and, if necessary, defend it?



A CP Answers 15 Questions

9. Why are you the right Team to make this business flourish?



A CP Answers 15 Questions

10. What physical and human resources must you acquire to be successful?



A CP Answers 15 Questions

11. Who will you partner with along the way?



A CP Answers 15 Questions

12. What is your Business Model for generating revenues and profits?



A CP Answers 15 Questions

13. How much additional investment will you need, and how will you use it?



A CP Answers 15 Questions

14. What are the risks in this plan and how will you mitigate them?



A CP Answers 15 Questions

15. What's your exit plan for this business segment?



Pro-Forma Financial Estimates

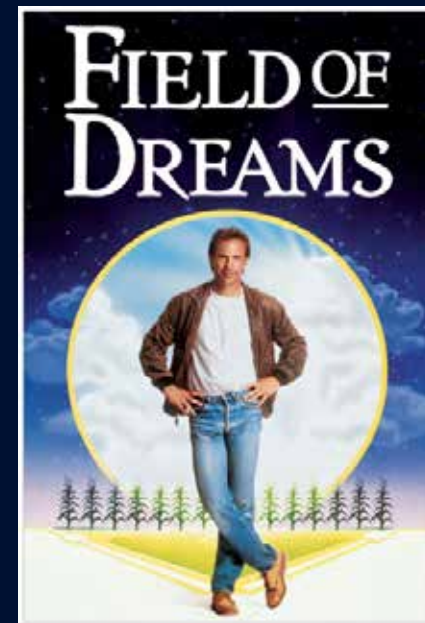
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales Revenue					
SBIR Revenue					
Variable Costs					
Gross Profits					
Fixed Expenses					
Net Profits					



State the assumptions used to generate these estimates, as these are actually more important than the numbers in the table!

Without a believable
Commercialization Plan, all you
have is a “Field of Dreams”
wishful thinking scenario!

*Remember,
Field of Dreams
was just a movie!*





The Essence of a Commercialization Plan QUESTIONS?

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