

# CHECKLIST

## *Technology Commercialization Toolbox*

### **Technology Evaluation**

- Define a market-driven commercializable concept
- Do a patent search to determine if your idea is unique
- Identify all potential commercial applications you can think of
- Estimate the lifespan of the technology
- Determine if there are any technical and regulatory standards (domestic and international) that will have to be factored into your evaluation
- Assess what further technology development is required for commercialization
- Identify problems in moving the technology to a production environment
- Write up your results in a business opportunity document or business plan

### **Technology Development**

- Develop functional definition of product
- Identify requirements for safety environment, health
- Identify performance requirements for all components and materials
- Design and test prototype of product
- Redesign product if necessary based on results of demonstration
- Do pilot production run of engineering prototype
- Identification suppliers of materials and components
- Develop and test the pre-production model
- Design of product packaging and logistical materials and systems
- Finalization of bill of material for product, including technical specifications & standards
- Develop technical manuals and related materials
- Review options for in-house or contracted out production
- Design and test production process
- Acquire suitable building to house production facilities
- Review options for incubator research park or business park
- Order of production and related equipment
- Document the production process and procedures
- Establish quality standards and testing procedures
- Install of production and quality testing equipment
- Train production staff
- Commence pilot production runs

## **Developing a Technology Commercialization Team**

- [ ] Define the scope and nature of technology commercialization project
- [ ] Develop management system for transferring technology from research facilities to design and production facilities
- [ ] Development of the project plan including milestones
- [ ] Development of a project tracking system, procedures, and responsibilities

## **Market Promotion**

### **Market Launch**

- [ ] Develop marketing policies, strategies, and tactics
- [ ] Identify channels for informing potential customers, conferences, direct contacts, media
- [ ] Develop a communications strategy for marketing to potential customers
- [ ] Develop communications materials (publicity articles, web pages, presentations etc)
- [ ] Identify geographic market areas to be involved in initial market launch
- [ ] Establish test markets (beta sites)
- [ ] Develop a launch strategy promotional strategies, tactics, and materials for the launch
- [ ] Develop advertising strategies, tactics and materials for the launch
- [ ] Develop monitoring and response system to detect and correct market launch problems
- [ ] Train staff and distributors
- [ ] Deliver products/services to test markets
- [ ] Respond to feedback from test sites

### **Marketing Technology Licenses**

- [ ] Develop a technology license marketing budget
- [ ] Identify potential customers for technology licenses (target markets)
- [ ] Establish technology licensing prices and conditions
- [ ] Develop appropriate legal documentation for technology licensing