

## Technology Assessment Descriptions

### Assessment A (Go/No Go)<sup>TM</sup>

- This assessment is designed to identify showstoppers to commercialization before resources are spent commercializing a technology that is unlikely to succeed. Emphasis is placed on determining if:
  - The technology does not already exist as a product;
  - The technology is not likely to be redundant given advanced R&D taking place;
  - The technology is a good candidate for intellectual property protection;
  - The technology is likely to find a market and if that market is attractive; and
  - Feasible commercialization partners can be identified.
- The Go/No Go<sup>TM</sup> Assessment is useful for initial determination of commercial viability, either for patenting decisions or preparing a Phase I SBIR proposal or proposal to another funding agency.

### Assessment B (Technology Assessment)

- This assessment starts to examine the commercial potential and identifies viable disposition strategies for a technology – allowing the company or investor to make informed decisions regarding allocation of resources.
- Identify new ways to leverage technologies: sale, licensing, partnering, donation, abandonment – including a list of potential development partners and/or licensees
- Analyze technology readiness and market potential: possible applications, competitive advantages, strategies, market size, and potential barriers to entry
- Provide highly targeted market insight: quantitative and qualitative data collected from a review of the technology; interviews with inventors and experts in industry and academia; and market and IP research
- Make reliable recommendations based on the technology readiness and market potential: enables you to make informed decisions about commercialization efforts

## Market Assessment Descriptions

### Assessment C (Quicklook)<sup>TM</sup>

- This assessment is a commercialization feasibility study, providing the data necessary to prioritize technologies for follow-on efforts and to provide necessary background data for assembling and tasking the marketing team or licensing agent. Emphasis is placed on determining:
  - Niches in which the technology can be sold;
  - Key end-user needs by niche;
  - Key market drivers by niche;
  - Competitive advantages of the technology in these niches;
  - Barriers to entry;
  - Price ceiling and market size by niche;
  - Initial estimate of magnitude of value;
  - Feasible vehicles for commercialization; and,
  - Examples of possible customers/commercialization partners
- The Assessment C is useful for preparing marketing sections of business plans or commercialization plans, for deciding whether to license or seek venture capital, or prepare commercialization plans for Phase II SBIR proposals.

### Assessment D (Market Assessment)

- This assessment thoroughly characterizes the market forces that affect the potential commercialization of a given technology – using firsthand feedback from the market to help the companies and investors determine which markets are worth pursuing for a particular technology.
- Gather focused market information in relation to the technology - using feedback from interviews with marketing/R&D executives and industry observers, in addition to data from market databases, trade associations/media, regulatory and legislative updates
- Analyze and correlate the information to understand the technology's market characterization, competition, and fit (e.g., performance vs. need, cost vs. market levels, benefit vs. competition)
- Develop recommendations to guide commercialization efforts—such as market entry strategies and partnering/licensing opportunities