

Quicklook Report

000 TECHNOLOGY NAME

Inventor Name, Inventor Institution or Company

Technology Commercialization Program

The purpose of this Quicklook report is to present the results of a high-level assessment of the potential commercial viability of the subject technology. As such, this report presents an overview of the conditions in relevant markets (primarily the US market), opportunities to commercialize the technology in these markets, issues the technology may face in gaining market access, and where possible, suggestions for facing these issues. As a high-level assessment it does not contain the depth of detail that is required to build detailed venture plans, business models, business plans and intellectual property protection strategies. However, the Quicklook report will substantiate what is determined by the research to be the most viable course for commercialization of the technology. It will also identify potential partners, customers and other resources that can be engaged for commercialization.

REPORT PREPARED BY [YOUR NAMES]

The purpose of this report is to tell a story about the commercialization potential of a technology. Do not change the Palatino Linotype 12 font, or the section titles, but you are welcome to create sub-sections where you feel they are necessary. All instructional text (such as this text) should be deleted. Save the file as “000 Technology Name QUICKLOOK draft”.

Paragraphs should all start with this indentation. Leave two spaces below the last line in a section, and above the next section title. Begin typing after leaving one space below the section title.

EXECUTIVE SUMMARY

This part is written LAST. It should contain key phrases from each section of the report, and conclude with the report’s recommendations.

Begin with “The technology which is the subject of this report, [insert technology name], . . .” This section should be 1 to 1 ½ pages in length, summarizing briefly key points from each section.

TECHNOLOGY DESCRIPTION

Present a short, descriptive narrative about the technology: what it is and what it does (but not how it works). For example, “This technology is software that improves customer satisfaction for printing companies.”

Provide simple statements addressing the following:

- Who was the technology invented for? (The inventor’s intended target)
- Who invented it? Where? Why?
- Does it fit into an existing product or process, and/or could it be developed into a stand-alone product?
- Is there something special about the way it works that can be revealed without giving away the intellectual property?

POTENTIAL BENEFITS OF THE TECHNOLOGY

In this section describe the real 'pain' that the technology is trying to address. Do this by describing the chief problems that the inventor is trying to solve and the potential benefits envisioned by the inventor, as well as other potential benefits identified by people you interviewed. These benefits do not need to be limited to those that are ultimately identified (through this Quicklook) as being important to the market. List all potential benefits that you came across, and the problem that is addressed by each benefit.

Provide simple statements addressing the following:

- What are the chief problems it solves?
 - How painful are these problems?
 - To what degree does it solve each of these problems?
- Who suffers the chief problems?
 - What urgency do they feel to resolve these problems?
 - How much of a benefit would solving the problem be for them?
- Are there any extra or indirect benefits associated with the technology?
What are they?
- What are the cost considerations for implementing the technology?
 - What does the customer have to do or buy in order to use it?
 - What are the switching costs associated with moving from the currently used technology to the new one? Change out/build out, reengineering, retraining, etc.?

DEVELOPMENT STATUS

In this section describe status of the technology in terms of it's readiness for the market; it's readiness to be utilized by a customer.

Some points to address are:

- Is there a prototype?
 - If 'no'
 - Is a prototype important for the market to see?
 - Can one be produced?
 - When can one be available?

- If 'yes'
 - To what extent is it functional?
- Is there a finalized product?
 - What stage in development is the product?
 - What is needed to finalize the product?
 - When could it be finalized?
- To what extent has the technology been tested?
 - For reliability? How? What were the results?
 - For scalability? How? To what scale was it successful?
 - For ability to integrate into the imagined product or process? How? What were the results?
 - For usability by end users? How? What were the results?
 - For adoptability by end users? How? What were the results?
- Are there customers or units currently in service?
 - What has been the experience?

STATUS OF THE INTELLECTUAL PROPERTY

In this section, describe the ownership structure of the IP, what sort of protection currently exists, and the chief claims (if a patent has been filed or granted).

Discuss any IP protection strategies described by the inventor, and any that are known to be available to the inventor. Also discuss their relative strengths.

If the research reveals any preferable forms of IP protection, describe what that is and why.

If the research revealed any potentially similar patents or trademarks, then simply state that they exist but "determining similarity or potential infringement is beyond the scope of the Quicklook and should be determined by IP professionals." Then list the patents or trademarks in an Appendix to this report.

COMPETITORS AND COMPETING TECHNOLOGIES

Begin this section by describing how the chief problems that the technology addresses are currently being dealt with, and what current solution is considered to be the 'state of the art.'

Then separately describe each competitor and competing technology and address these points for each one:

- How is the new technology different than the competitor/competing technology?
- What sort of 'power' or 'lock-in' do competitors and competing technologies have with current customers and end users?
- What is the market share or adoption extent of the competitors/competing technologies?
- What appear to be the key strengths and weaknesses of the competitor and competing technologies?

POTENTIAL COMMERCIAL MARKETS

In this section detail the feedback you got in the various markets you investigated.

MARKET: [NAME OF PRIMARY MARKET]

Briefly describe the market, its composition, structure, size, balance of supplier and buyer power, and the types of buyers and end users.

POTENTIAL BENEFITS

Briefly recount the 'pains' suffered by this market and the benefits of the technology that provide resolution of those pains and that are believed to be important to this market.

MARKET INTEREST

Describe the level of interest you found in your interviews in this market, and recount the reasoning that was used by interviewees to describe why they are or are not interested in the technology.

Discuss what seem to be the most compelling benefits for this market, and any newly identified benefits.

MARKET REQUIREMENTS

Describe the market requirements that you uncovered in your research and interviews, addressing particularly the points:

- Preferred pricing models and levels
- Key purchasing factors
- Customary order quantities and frequency
- Expected product characteristics
- Delivery expectations
- Certification expectations
- Post-sale support expectations

MARKET: [NAME OF NEXT MARKET, IF APPLICABLE]

Use the same format and guidance to describe one or more alternative markets, if applicable.

POTENTIAL BENEFITS

MARKET INTEREST

MARKET REQUIREMENTS

POTENTIAL CHALLENGES

In this section, describe the challenges all in one place – repeat those that you may have described in other sections of the report as well as those that are not applicable to a specific section of the report.

List the challenges in bulleted format under the appropriate section. Make a brief statement of the challenge, and follow with one or two explanatory statements.

If during the research process you find ideas, or suggestions from primary sources, to address a challenge, then state them in the same bullet as you describe the potential challenge.

TECHNICAL CHALLENGES

- Some challenges might be:
- Issues with technical performance
- Implementation issues
- Usage issues

MANUFACTURING/DISTRIBUTION CHALLENGES

- Some challenges might be:
- Manufacturing capacity or process issues
- Transportation issues
- Export/Import limitations or barriers

SOCIAL AND ECONOMIC CHALLENGES

- Some challenges might be:
- Issues with profit recognition/repatriation
- Issues with implementation and adoption
- Issues with ongoing post-sale support

POTENTIAL OPPORTUNITIES

In this section, describe opportunities that you have uncovered for the technology – repeat those that you may have described in other sections of the report as well as those that are not applicable to a specific section of the report.

List the opportunities in bulleted format under the appropriate section. Make a brief statement of the opportunity, and follow with one or two explanatory statements and any 'leads' on the opportunity and where they are documented (such as in an interview report in the Appendix).

TECHNICAL OPPORTUNITIES

- Some opportunities might be:
- Best technical aspects of the technology to further develop
- Observed technical gaps of competitors and competing technologies

MANUFACTURING/DISTRIBUTION OPPORTUNITIES

- Some opportunities might be:
- Interested potential partners
- Identified weaknesses of competitor models

SOCIAL AND ECONOMIC OPPORTUNITIES

- Some opportunities might be:
- Strong buyer or end user interest
- Spillover societal benefits
- Spillover economic benefits
- Potential customers

RECOMMENDATIONS

This is the section where you gather all the wisdom and expertise that you gained in this process and make a series of recommendations that are backed up by the information previously documented in the Quicklook report and its appendices.

Your recommendations should include, but are not limited to, answering the following questions:

- What business model(s) are most viable for commercialization of this technology and why?
- What general strategy do you recommend for commercialization of this technology and why?
- What 'next steps' do you recommend the inventor take?

NEXT STEPS CHECKLIST

In the following table, itemize the next steps you have identified for the innovator or business development team. This allows us to clearly review and discuss items that you might have discovered during the Quicklook. This information should be redundant, and it is assumed that you discussed it in the report in more detail.

The following next steps are provided as an example ONLY:

	<i>Action Item</i>	<i>Description</i>	<i>Timeframe</i>	<i>Benefit</i>
1.	<i>Investigate PCT options</i>	<i>US, Japan and EU look like targets, research and file PCT</i>	<i>Next 6 month (by Jan 09)</i>	<i>Secure ability to operate in the regions where there is a clear market.</i>
1.	<i>Register trademark for product name</i>	<i>Initial trademark shows there is no registered trademark.</i>	<i>Next 30 days (by Sept 30)</i>	<i>Protect the name of the product from competitors</i>
2.	<i>Translate website into English.</i>	<i>Important for US market access (other issues may also apply (eg. US domain name, toll free phone in US, etc)</i>	<i>Next 09 days</i>	<i>Market access & evidence of willingness to support English speaking audience.</i>
3.				
4.				
5.				
6.				

APPENDICES

APPENDIX ONE: INTERVIEW NOTES

1. This section is a 'table of contents' of Appendix One
2. Inventor Interview: [NAME OF INTERVIEWEE]
3. Validator Interview: [NAME OF INTERVIEWEE]
4. etc.

APPENDIX TWO: ADDITIONAL ARTIFACTS

1. This section is a 'table of contents' of Appendix Two
2. [list the title of any report, document, web clips, reference lists, etc. that you attach]

3. etc.

APPENDIX ONE: INTERVIEW NOTES

Using the documents you created with the Interview Report Template, paste each interview report you did into this section, starting with the Inventor Interview report. Include the information box at the start of each interview report.

APPENDIX TWO: ADDITIONAL ARTIFACTS

Paste any additional artifacts that you reference in the Quicklook report, or feel should be included, here.

Separate each entry by matching the number and title of the artifact that is used on the appendix 'coverpage' at the start of the appendix section.

1. [list the title of any report, document, web clips, reference lists, etc. that you are attaching below]