

# TECHNOLOGY COMMERCIALIZATION PLAN GUIDELINES

The guidelines below were adapted from the Center for Technology Commercialization at USC Marshall School of Business. Guidelines detailed in NSF SBIR phase II RFPs could also be used, available at [http://www.nsf.gov/eng/iip/sbir/phase\\_ii.jsp](http://www.nsf.gov/eng/iip/sbir/phase_ii.jsp) .

## COVER PAGE

Company/ team/ project name (logo, if any)  
Names of team members  
Commercialization Plan“  
UC Davis (CSUS, Fisk University, etc)  
Date

## EXECUTIVE SUMMARY (2 pages max)

Compelling story – what is the pain? The problem? The need?  
Concise statement of how your technology solves the problem  
Synopsis of your technology commercialization plan with major points from all required sections

## TABLE OF CONTENTS

### TECHNOLOGY

Description of the technology  
Technology Readiness (please refer to the Technology Readiness Level, available at <http://www.marshall.usc.edu/ctc/readiness/ctc-technology-readiness-index.htm> )  
Prototype status  
Intellectual Property Status

### INDUSTRY ANALYSIS

In what industry is the technology? Definition of your industry and your sector.  
How does this industry work? Why is this industry a good environment for this business?  
Size, life cycle status, characteristics, drivers  
Trends (historical and current)  
Barriers to entry  
Typical sales patterns and profit margins (gross and net)

### POTENTIAL MARKET APPLICATIONS

Definition of primary/secondary target markets (location, size)  
Key market factors (demographics, economics, social, legal)  
Market segmentation (key variables)  
Results of primary research (customer profile, needs analysis, demand calculation)  
Value chain analysis

### RESEARCH/MANAGEMENT TEAM

Identification and experience of management team that will execute the concept  
Roles and responsibilities  
Missing talent and gaps in personnel

### POTENTIAL CHALLENGES AND RISKS

Technology risks  
Business model risks

Market risks  
Execution risks

### **PATH TO COMMERCIALIZATION**

Market entry strategy  
Timeline and milestones

### **RESOURCE REQUIREMENTS TO COMMERCIALIZE**

Prototyping plan and timeline  
Resources required to prototype  
Resources required to reach go-to-market stage

### **APPENDICES**

Supporting documents for individual sections and important areas - please organize with a table of contents. The following are items that might be included in the appendix.  
Contracts/purchase orders awarded to firm  
SBIR or other grants  
Articles or readings related to the business or opportunity  
Bibliography and list of cited sources (if not in footnotes or endnotes)

### **TECHNICAL REQUIREMENTS AND WRITING GUIDELINES**

#### **Length:**

The body of the plan must not exceed 20 single-spaced pages. This limit excludes the cover page, executive summary, table of contents, and appendices..

#### **Sections, Titles and Order:**

All required major sections referenced above must be included in your plan in the required order. Bullets under each major section suggest topics that should be addressed by the plan.

**Font:** 12 or 11 pt type; simple and attractive to read style (Times New Roman, Arial).

#### **Writing Tips**

Write in **third person** using a mixture of the company name, a third person pronoun, or passive voice.

#### **Objectivity & Persuasiveness**

Be objective: Avoid exaggeration and self-aggrandizement.  
Persuasiveness is derived from content, thoroughness and presentation, not the adjectives describing your concept or management team.

#### **Organization & Structure**

Outline and organize logically; transition and flow.  
Simple, straightforward sentences and paragraphs  
Use headings and bullets liberally  
Write it for a layperson  
Avoid technical jargon and big words  
Don't assume the reader has industry or market knowledge

**Citations:**

Remember that this is a persuasive document. Cite multiple sources of information (footnote or endnotes linked to the text), and don't rely solely on your own experience to support any claim. Every claim should have support from more than one source. Be sure to interrelate sources not simply dump data into the plan. Please **use an accepted style guide (Chicago Manual of Style, APA, MLA)** for all footnotes or endnotes. Style guides can be found in the Crocker Library online. Be sure to link the Arabic Numeral in the text to the footnote or endnote.

**Grammar:**

Refer to *The Elements of Style* by Strunk & White.

**Graphics :**

Introduce and discuss any graphics used to highlight the key points for the reader. Don't assume the reader will readily identify key points in graphics or tables.

**Page appearance :**

A certain amount of white space on the page is good. Remember, this is not a novel that the reader will devour cover-to-cover. Make it easy for the reader to find information. Use headers and bulleted points, and refrain from having full pages of nothing but text.

**Persuasion :**

Be sure your most persuasive points are clearly understood in every section of the feasibility analysis. Every section should begin with a one-paragraph summary of the most persuasive points in the section.

**Proofread:**

Proof, spell check, grammar check, proof . . . . then proof again.