

BUSINESS OPPORTUNITY PROFILE FOR TECHNOLOGY BASED ENTERPRISES

Template to develop a working document

TECHNICAL BACKGROUND

- Brief summary of the expertise, technologies or research projects that you imagine have the most commercial potential?
- List the possible commercial applications from your expertise, technology or research project.
 - What products/services could result from your research?

For each of the commercial applications you want to consider, expand on the following:

PRODUCT / SERVICE CONCEPT

- **The Product / Service Proposed**
 - Value Proposition (What *problem/need/pain* is being addressed?)
 - Currently how is this “*problem/need/pain*” being addressed and why is your alternative better, cheaper, more effective, unique, safer, different, etc.?
- **Customer and Market Segment**
 - Who is your customer?
 - How big is the potential market?
 - In which segment of the market do you understand is best to launch?
 - Why is it the best segment for launching?
- **Competitive Scenario**
 - Who are your current competitors (entities and/or technologies)?
 - Direct and Indirect
 - Who could be your future competitors (entities and/or technologies)?
 - Direct and Indirect
- **Execution / Strategy**
 - Where are you now? Where do you want to be? **How** do you plan to get there?
 - Next steps?
- **Team / Resources**
 - What are **your** strengths and weaknesses (skills and limitations)?
 - What are the strengths and weaknesses (skills and limitations) of your **team**?
 - What **other persons (skills)** do you need assistance from?

 - What resources do **you** have available (Technological, Equipment, Funds, etc.)?
 - What resources are available to your **team**?
 - What **additional** resources, if any, do you need?