

Sample Business/Commercialization Plan Outline

I. Statement of Intention

- State desire to license from NETL, specifying which patents will be licensed and the type of license. Also state the desired field of use.
- Describe how a successful bid to obtain the license will lead to applying the technology to a particular commercial sector and how it will be offered for sale to potential customers.

II. Justification

- Explain what the company does, what type of company it is, what markets it serves, and who it works with in its business and in developing new products.
- Describe the scope of supply, plants and locations, recent production numbers.
- Describe recent market share estimates and rankings, and any recent market developments.
- Describe short- and long-term company strategies and objectives, and how the licensing of the technology fits into these plans.

III. Target Markets, Values, Sizes

- Provide an analysis of the potential market size, the monetary value of the market, current market position, and potential market penetration.

IV. Value of Technology in Each Specific Market Place

- Describe how incorporating the technology into various market places will be attractive to customers and clients.
- Give some examples of how this might play out.

V. Specific Marketing Steps for Each Market; Plan To Entice OEM's

- Describe how the company will go about establishing the market and attracting customers.

VI. Potential R&D Milestones

- Discuss any steps that must be taken in the area of R&D to allow the technology to be fully ready for commercialization, or for follow on applications or enhancements.

VI. Time Frame to Market

- Lay out the schedule for bringing the technology to the market, including all of the necessary steps such as acquiring the license, entering and conducting a CRADA with NETL (if applicable) to fully developing the technology, market planning and development, and other steps mentioned above.