

What makes a good commercialisation project?

Having a patentable invention does not guarantee a successful commercial project. Therefore, if the commercial potential of your invention is not strong it may not get past the panel. This page looks at what makes a strong commercial case and outlines the factors that you should consider in your commercial planning.

Measure	Strong	Weak
Readiness of the technology for market entry	The technology has been proven and tested and can be straightforwardly scaled up for large scale manufacture.	The technology is theoretically possible but has not yet been demonstrated or tested. Large scale manufacture has not yet been thought about.
Value of the accessible market	The worldwide market for the invention (and its direct competitors) is > £20 million per annum	The worldwide market is < £250k per annum
Market competition	The technology is entering a brand new market so there are no (or few) competitors.	The market is mature and dominated by a few multinational companies with major research capabilities, marketing reach and financial muscle.
Competitive edge	Your product/service is in every way better than the competition.	Any advantages of the product /service are not critical to the customers.
Team commitment	The team can give a significant amount of time to the project each week, either through a reduction of hours in their current roles or by taking on new members of staff.	The team feel they have done their bit and do not wish to give any more time to the commercial aspects of the project.
Team experience	The inventors and/or contributors have previous, successful experience in commercialising an invention.	The inventors and/or contributors have no experience in a commercial company and all their research has been publicly funded.

Ideas taken from the IPO evaluation of commercial potential