



ecosVC inspiring innovators										Training Program and CRL Levels Aligned with TRL & MRL Levels										BHM = Beachhead Market   Mfg = Manufacturing BHMC = Beachhead Market Customer MVP = Minimum Viable Product		
Lens of the Market®		Stage 1		Stage 2A		Stage 2B		Stage 3				Post Lens of the Market®										
OUTPUT		Innovation Identification		ID Beachhead Market		Business Case		Business Model		Go-to-Market Plan				Product-Market Fit		Growth	New Markets					
CRL Level		1	2	3		4	5	6		7	8	9										
(developed by ecosVC) Commercial Readiness Level description		Identify whether research can be the basis for an innovation		Determine innovation alignment with one or many markets (market/application pairs)		Build Business Case from Product/Market Gap Analyses defining best BHM, BHMC and MVP; build plan for make/test of lab MVP		Build Business Model for the BHM including pricing, costs, sales model, funding needed, business structure	Build Go-to-Market plan for LAB to PILOT with CRM and business structure	Build Go-to-Market plan for PILOT to COMMERCIAL scale with Customer Relationship Management, corporate structure and team; EXPAND BHM customer base		Confirm product-market fit through expansion of customer base and repeat sales with BHMC		Deliver on product market fit with sales to expanded customer base beyond early adopters in BHM	Identify new markets and move beyond BHM with new features required by new markets							
TRL Level		1	2	3	4	5	6	7		8	9											
(United States Federal agency standard) Technology Readiness Level description		Test that basic technology principles work	Envision initial concept for the application	Create pre-prototype to test the technology for the market/application	Conduct lab level tests of pre-prototype of MVP	Develop MVP for pilot customer in BHM	Test prototype with pilot customer representative of BHM	Confirm final MVP performance with BHMC		Produce MVP at scale	Scale and sell											
MRL Level		1-3			4	5	6	7	8	9	10											
(United States Federal agency standard) Manufacturing Readiness Level description		Manufacturing potential envisioned; concepts identified			Manufacturing in lab setting	Manufacturing scale in lab to pilot	Manufacturing processes in pilot; commercially relevant	Manufacturing processes for limited volume defined	Manufacturing limited volume in place, scale proven	Manufacturing at full scale	Manufacturing at full scale; improve processes and supply chain; reduce costs											
Aligned Funding		Non-dilutive: Grant funding				Private, University and Government Grants				Government Innovation Funding				Pilot sales/In-kind contributions		Initial Sales	Sales	BHM Expanded sales	BHM Further Sales Expansion	New market expanded sales		
		Non-dilutive: Sales																				
		Non-dilutive: Debt																				
		Dilutive: Angel funding								Convertible Notes or Series AA				Series A Funding								
		Dilutive: VC funding												Series A Funding		Series B Funding	C + Funding					
ecosVC, Inc COPYRIGHT 2020. This work is licensed under a Creative Commons Attribution-Noncommercial-No Derivatives 4.0 International License. www.ecosvc.com		SBIR = Small Business Innovation Research grants, funds provided by agencies of the United States Federal government. Other countries may have similar pre-commercialization funding.				Individual angel investors may fund a company on a business case, as it is developing its business model. Angel groups typically need validation from potential customers that the market/application pair is valid.				Series A funding is typically to take a company from first customer to multiple customers and proof of product-market fit.				Series B typically after clear evidence of product-market fit; funds growth.								