ecosVC.

Commercialization Readiness Matrix

BHM = Beachhead Market Abbreviations: MVP = Minimum Viable Product BHMC = Beachhead Market Customer

CRM = Customer relationship management

EHS = Environment, health and safety

QA/QC = Quality Assurance and Quality Control

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LUIIS UI UI	he Marke	et® Stages	Stage 1	Stage 2A	Stag	je 2B			Stage 3			Pos	t Lens of the Ma	rket®
0	ОИТРИТ		Innovation Identification	Product/Market Gap Analysis	Business Case		Business Model	Go-to-Market Plan			Product- Market Fit	Growth	New Market	
	CRL Leve	H	1	2	3	3-4	5	6		7-9		10	11	12
CRL developed y ecosVC)	Commercial Readiness Level description		IDENTIFY whether research can be the basis for an innovation	DETERMINE alignment between the innovation and one or many markets (market/ application pairs)	BUILD Business Car Product/Market Gap best BHM, BHMC an analysis BUILD plan for make Scale MVP	Analyses defining ad MVP; Competitor	BUILD Business Model for BHM plus funding needs and business structure aligned with volumes for pilot and commercial scale	BUILD Go-to-Market plan for Lab to Pilot Scale + CRM, business structure, team plan		plan for Pilot to Com ip management and t omer base		CONFIRM product- market fit by showing repeated sales within BHM	DELIVER on product market fit with expanded sales to customer base beyond early adopters in BHM	IDENTIFY new markets and mc beyond BHM wi new features required by new markets
	TRL Leve	ı	1	2	3	4	5	6	7	'- 8	9		10	
TRL J.S. jederal gency tandard)	Technology Readiness Level description		TEST that basic technology principles work	ENVISION initial concept for the application	DEVELOP pre- prototype to test technology for the market/ application	CONDUCT lab level tests of pre- prototype of MVP	DEVELOP prototype MVP for Pilot Test at customer in BHM	CONDUCT Pilot Test with prototype with customer in BHM	CONFIRM final MVP volume requirement		PRODUCE MVP at scale required for BHMC delivery		SCALE and IMPROVI	Ē
#RL U.S. ederal gency tandard)	MRL Level			1-3		4	5	6	7	8	9		10	
	Manufacturing Readiness Level description	Solution and a conception of the conception of t		•		MANUFACTURE at Lab Scale in lab setting	DEFINE manufacturing process for transition from Lab Scale to Pilot Scale IDENTIFY Pilot Scale mfg location	MANUFACTURE at Pilot Scale but w Commercial Scale processes IDENTIFY Commercial Scale manufacturing location	MANUFACTURE at Commercial Scale for <i>limited</i> volumes for BHM	DEMONSTRATE readiness for Commercial Scale at <i>larger</i> volumes for BHM	MANUFACTURE with Commercial Scale process for larger volumes		Commercial Scale for and supply chain; red	
ī	GTMRL		1-3			Ι 4	5-6			8-9		10		
GTMRL developed by ecosVC)	-	(manufacturing BHM. and materials), testing and delivery processes					5	-6	7		3-9		10	
GTMRL developed y ecosVC)	cet Readiness Level lescription	(manufacturing and materials), testing and delivery	внм.	ain and application te	est requirements for	IMPLEMENT Lab Scale supply chain, application tests, QA/QC, EHS		ain, application tests, to Pilot Scale. t warranties aligned	7 IMPLEMENT supply chain, warranties, app tests, QA/QC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chai			10 ain, supply chain mai ommercial Scale aligr	
	Go-to-Market Readiness Level description	(manufacturing and materials), testing and delivery processes	BHM. IDENTIFY scale requ DETERMINE beach	ain and application te	est requirements for Indicate the second sec	Scale supply chain, application tests, QA/QC, EHS	IDENTIFY supply ch QA/QC, EHS for Lab DETERMINE produc with volume required	ain, application tests, to Pilot Scale. t warranties aligned	IMPLEMENT supply chain, warranties, app tests, QA/QC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chai	chain, application A/QC for Commercial n, applications tests, mmercial scale mfg	and warranties at Co mfg	ain, supply chain ma	ned with volume a
	Marke	(manufacturing and materials), testing and delivery processes Customer relationship management	BHM. IDENTIFY scale requ DETERMINE beachf	ain and application te	nd lead customers (BH	Scale supply chain, application tests, QA/QC, EHS	IDENTIFY supply chi QA/QC, EHS for Lab DETERMINE produc with volume required DETERMINE CRMS currently used for BHMCs and begin	ain, application tests, to Pilot Scale. t warranties aligned of at Pilot Scale IMPLEMENT CRM model for BHMCs	IMPLEMENT supply chain, warranties, app tests, QA/QC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chai QA/QC, EHS, for Co	chain, application A/QC for Commercial n, applications tests, mmercial scale mfg	and warranties at Co mfg	ain, supply chain mai ommercial Scale aligr stomer relationship m	ed with volume a
	Marke	(manufacturing) and materials), testing and delivery processes Customer relationship management (CRM)	BHM. IDENTIFY scale requ DETERMINE beachf	ain and application to uirements nead market (BHM) ar University	nd lead customers (BH	Scale supply chain, application tests, QA/QC, EHS	IDENTIFY supply chi QA/QC, EHS for Lab DETERMINE produc with volume required DETERMINE CRMs currently used for BHMCs and begin CRM development	ain, application tests, to Pilot Scale. t warranties aligned of at Pilot Scale IMPLEMENT CRM model for BHMCs	IMPLEMENT supply chain, warranties, app tests, QAQC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chai QA/QC, EHS, for Co	chain, application A/QC for Commercial n, applications tests, mmercial scale mfg	and warranties at Co mfg	ain, supply chain ma ommercial Scale aligr	anagement New marke
	Marke	(manufacturing and material), testing and delivery and delivery processes Customer relationship management (CRM)	BHM. IDENTIFY scale requ DETERMINE beachf	ain and application to uirements nead market (BHM) ar University	nd lead customers (BH	Scale supply chain, application tests, QA/QC, EHS	IDENTIFY supply chi QA/QC, EHS for Lab DETERMINE produc with volume required DETERMINE CRMs currently used for BHMCs and begin CRM development	ain, application tests, to Pilot Scale. t warranties aligned at Pilot Scale IMPLEMENT CRM model for BHMCs for Pilot Scale	IMPLEMENT supply chain, warranties, app tests, QAQC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chain QA/QC, EHS, for Condel with BHMCs for Initial Sales	chain, application A/QC for Commercial n, applications tests, mmercial scale mfg	and warranties at Co mfg IMPLEMENT full cus processes BHM Expanded sales	ain, supply chain main mmercial Scale align stomer relationship m BHM Further Sales Expansion	anagement New marke
ligned	Marke	(manufacturing and materials), testing and delivery processes Customer relationship management (CRM) Grant income	BHM. IDENTIFY scale requ DETERMINE beachf	ain and application to uirements nead market (BHM) ar University	nd lead customers (BH	Scale supply chain, application tests, QA/QC, EHS	IDENTIFY supply chi QA/QC, EHS for Lab DETERMINE produc with volume required DETERMINE CRMs currently used for BHMCs and begin CRM development	ain, application tests, to Pilot Scale. t warranties aligned at Pilot Scale IMPLEMENT CRM model for BHMCs for Pilot Scale	IMPLEMENT supply chain, warranties, app tests, QA/QC for Pilot to Commercial Scale DEFINE Same for Commercial mfg	IMPLEMENT supply tests, warranties, Q. Scale DEFINE supply chain QA/QC, EHS, for Condel with BHMCs for Initial Sales	chain, application A/QC for Commercial n, applications tests, mmercial scale mfg Commercial Scale	and warranties at Co mfg IMPLEMENT full cus processes BHM Expanded sales	ain, supply chain main mmercial Scale align stomer relationship m BHM Further Sales Expansion	anagement New marke expanded sal

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SBIR = Small Business Innovation Research grants, funds provided by agencies of the United States Federal government. Other countries may have similar precommercialization funding.

from potential customers that the market/application pair is valid.

Individual angel investors may fund a company on a business case, as it Series A funding is typically to take a company from first customer to is developing its business model. Angel groups typically need validation multiple customers and proof of

Series B typically after clear evidence of product-market fit; funds growth.