

**MINISTRY OF EDUCATION & INNOVATION**  
**TECHNOLOGY TRANSFER AND COMMERCIALISATION PROGRAMME: PROJECT**  
**EVALUATION AND ASSESSMENT**

<b>Project Title:</b>		
<b>Project team</b>	<b>Project Manager:</b>	
	<b>IP expert:</b>	
	<b>Business Development Manager:</b>	
	<b>Market analyst:</b>	
	<b>Other:</b>	

**GUIDANCE: Completing the Form**

The Purpose of this Project and Evaluation Form is twofold:

1. To provide a picture of the commercial opportunity represented by the Project; and
2. To highlight areas where additional information needs to be gathered in order to further clarify this picture and define the best way forward.

To complete this Form properly, some of the questions will require market research to be carried out using appropriate sources of validated information. Other questions may be more readily answered through the project manager's implicit knowledge of the Project.

**When scoring the Project using the Assessment Criteria, refer to the Guide at Appendix 1**

**1. Commercial Opportunity**

*1.a Value Proposition*

With respect to alternative solutions in the market, is the Project's technology:

- Faster ☐
- Cheaper ☐
- Better ☐
- Disruptive ☐
- Other Advantage ☐
- Don't now ☐

Describe the advantages:

### 1.b Market Dynamics (in USD \$)

What is the market related to the Project's:

- Size
  - Domestically (in Argentina)     \$ \_\_\_\_\_
  - Internationally     \$ \_\_\_\_\_
- CAGR (Compound annual growth rate) % \_\_\_\_\_
- Projected size by 2022     \$ \_\_\_\_\_
- Status
  - Early stage     ☐
  - Mature     ☐

Describe the market:

List Sources of information

### 1.c Market Forces

Is the market related to the Project's

- Unregulated     ☐
- Regulated     ☐

Market segments (Is this market growing, flat or shrinking?, please specify):

Switching costs (What are the switching costs for customers who may be attracted to your value proposition?  
please specify):

It is not defined yet     ☐

Revenue Attractiveness (Are there specific ways the market acquires products and services like yours that  
requires changes to your revenue generation process? please explain):

It is not defined yet     ☐

There are other barriers to entry



Describe those barriers:

#### *1.d Industry Forces*

Competitors (incumbents) (main direct competitors; strength and weaknesses of these competitors; enough room for own value proposition? need to narrow your market focus to remain sufficiently competitive? please describe):

New Entrants (insurgents) (new entrants pushing the same value propositions as yours? Can you leverage their efforts? please describe):

Stakeholders:

Suppliers & Other Value Chain Players:

#### *1.e Macro-Economic Forces*

Global Market Conditions: Capital Markets (How easy is it to obtain the resources needed to execute your business model?, please describe):

Commodities and Other Resources (e.g. how costly are these resources (high and low commodity prices)?, etc., please specify):

### 1.f Route to Market

What is the preferred route to Market?

- Licence ☐
- Spin-out company ☐

If Licensing, will the preferred deal be:

- Exclusive ☐
- Non-exclusive ☐

Rationale:

List the top 3 most attractive licensing partners:

- |    |  |
|----|--|
| 1. | Existing Relationship Y: <input type="radio"/> /N: <input type="radio"/> |
| 2. | Existing Relationship Y: <input type="radio"/> /N: <input type="radio"/> |
| 3. | Existing Relationship Y: <input type="radio"/> /N: <input type="radio"/> |

If spinning out, which of the following is in place?

- Business Plan ☐
- Management ☐
- Seed funding ☐
- Strategic Partner ☐

Outline Strategy:

Score:

/5

## 2. Science and Innovation

Is the Science related to the Project:

- Multidisciplinary ☐
- Ground breaking ☐
- A development from other's research ☐
- Subject of ongoing development ☐

Describe the key findings of the research

- How much money (USD\$) has been invested in the Project to date: \_\_\_\_\_ \$
- Has the research been the subject of peer review journal publications\*?
  - Domestically ○
  - Internationally ○

\*References

Nature of the facilities used to develop the Project

- State of the art ○
- Standard laboratory ○

Describe:

Score:

/5

### 3. Industrial Involvement

Is there any industrial involvement in the research?

- Through Guidance ○
- Actual participation in the Research ○
- Total or partial funding ○
- Letter of Intent (LOI) for future use ○
- Other ○
- None ○

Describe the industrial involvement status:

Is there industrial involvement related to the decision making process: Y: ○/ N: ○/ unknown: ○

Score:

/5

#### 4. Academic Team

Is the research team able to devote adequate time to commercialisation?

Y: ☐ / N: ☐

- Estimated hours per month: \_\_\_\_ hrs

Has the principal investigator previously been involved in commercialisation?

Y: ☐ / N: ☐

Describe existing industry links:

Score:

/5

#### 5. Technology Readiness Level (TRL)

Where is the Project on the TRL Scale: ...

- Don't know ☐

Describe required proof of concept activities:

Score:

/5

#### 6. Intellectual Property Position

Is there protectable intellectual property in the Project:

- Patents
  - Applications ☐
  - Granted ☐
- Copyright ☐
- Trademarks ☐
- Design / Model Rights ☐
- Plant varieties ☐
- Know-how/trade secret ☐
- Other ☐  
(e.g. geographical indication, Appellation of Origin / Indication of Source, etc.)

Describe the prosecution status:

Is there Freedom to Operate: Y: ☐ / N: ☐ / unknown: ☐

Describe any searches carried out (e.g. bibliographic research; strategic patent analysis; technology monitoring; legal status monitoring, etc.) :

**Score:**

/5

To Complete by the evaluator:

<b>Total Evaluation Score</b>		
<b>SWOT Analysis</b>		
<b>Strengths</b>		<b>Weaknesses</b>
<b>Opportunities</b>		<b>Threats</b>
<b>Things to clarify</b>		
1.		
2.		
<b>Proposed Next Steps</b>		
1.		
2.		
3.		
<b>Comments to support this project</b>		
<b>Reviewed by</b>		



## Appendix 1

### Assessment Criteria

Commercial Opportunity	
1	Declining market, high barriers to entry, strong competition, unclear route to market, long development timeline, high regulatory requirements, low profit margin
2	Mature market, strong competition, low profit margin, commoditised market
3	Slow-growth market, clear route to market, low profit margin, low product/service differentiation
4	New market, unclear route to market, strong competitive advantage, high risk of failure
5	Fast-growing market, low barriers to entry, strong competitive advantage, clear route to market, high profit margin, short development timeline, low regulatory requirements, existing links with players in the value chain
Science and Innovation	
1	relatively sound science, little to no novelty, no supporting information
2	some novelty, no IP to protect
3	Good quality, some IP protection (copyright, patents, etc. ) is ongoing, no foreground IP planned, some supporting information (papers);
4	Exceptional quality, some IP protection, foreground IP planned, large quantity of supporting information (awards, papers, conferences, etc.)
5	World class in quality, originality and significance. Protected IP, foreground IP in the process of being protected, supporting information includes granted patents
Industrial Involvement	
1	No relationships with companies were generated yet.
2	The development was independent of the need of the Company, and in this instance of development some Company shows interest (LOI).
3	Partial participation of the Company as an external consultant.
4	The Company guides the research and provides financing. Co-creation is established in an advanced stage of development.
5	The research is co-created in conjunction with the Company from the origin.
Academic Team	
1	Academic with little experience, little to no interest in commercialisation, prefers to do it independently of the TTO team
2	Academic with little experience, little to no interest in commercialisation. Willing to engage with TTO team but vastly underestimates the required commitment from themselves.
3	Well established academic with a strong team to support further investigations if need be. Committed to the commercialisation of the work with TTO team but focused on other areas also. Little to no industry experience.
4	Highly engaged academic with significant academic and industry experience and commercial expertise. Small team of researchers, engaging with TTO team to commercialise the technology, but focused on other areas also. Some industry/commercial experience
5	Highly engaged academic with significant academic and industry experience and commercial expertise. Has a large team of researchers dedicated to this project and analogous initiatives, has strong existing links with industry and working closely with the TTO team commercialise technology. Access to backroom support (auditing, legal, operations)

Technology Readiness Level = TRL	
1	Experimental proof of concept ( $\leq$ TRL3) but no commercialisation activity yet
2	Technology validated in a laboratory setting (TRL4) but no commercialisation activity yet
3	Technology validated in an industrially relevant environment (TRL5) + some commercialisation activity (speaking to potential licensees/customers)
4	Technology demonstrated in an industrially relevant environment (TRL6) + some commercialisation activity (receiving feedback from users, engaging partners and initial sales (pre-sales))
5	Technology as a final product, completed and qualified ( $>$ TRL8) + significant progress with commercialisation plans e.g. currently selling product in market, established partners in value chain
Intellectual Property Position	
1	Significant amount of prior art that limits the ease with which the current invention can be protected or marketed in several regions
2	Significant amount of prior art in the same application area as current invention. However, current invention has some novelty, which may successfully be defended. Likely to encounter some difficulties in protecting the invention in some regions
3	Some prior art exists but in a different application area than the current invention. Likely to encounter some difficulties in protecting the invention in some regions
4	Some prior art exists but applied to different application areas than the current invention. Current invention can be sufficiently defended. Patent can be prosecuted in the most attractive markets (regions) for this technology
5	No existing prior art in any relevant area and in any region. All prior art made obsolete by current invention. Current invention can be protected via several types of IP (e.g. patents, copyright, etc.) freedom to operate in any global region