

## **Tips for developing Business Proposal for Commercialization of Technologies and Technical Products**

For preparing a basic business plan to initiate the commercialization process of various technologies developed or technical innovations made the consortia/research teams may have to arrange following information in the first place.

1. Title of Technology/Name of Technical Product
2. Field of Technology (discipline)
3. Year of Development
4. Stage of Development (Lab Scale/Pilot Scale/Product for large scale production and commerce)
5. Validation status
6. Demonstrations, if any, with results
7. Registration status (if applicable)
8. Statutory Approval status and Approving Authority
9. Know-how/Services available/offered
10. Commercialization status (Offered for commercialization/licence(s) issued)
11. Patent Status (if applicable)
  - a. Application filed/ Published application/ Under Examination/ Granted
  - b. Priority Date/Date of Grant/Patent Valid up to (date)
  - c. Indian/PCT Application/Foreign (country(ies))
12. Specifications (Brief description of technology/technical product)
13. Other similar known products and advantage of the technology offered over these products
14. Related market information, if any
15. Safeguards known, if any
16. Precautionary Issues, if any
17. Competitive edge of the technology/business offered
18. Any other information
19. Photograph(s), if any
20. Test certificate/statutory clearance certificate(s), if any
21. Catalogue(s)/brochure(s), if any
22. Sample(s), if any
23. Any other enclosure/display
24. Contact Person/Particulars for further information/contact

A detailed business plan may further require elaboration on several other dimensions including funding, raw materials, manufacturing capacity/tips, packaging, labelling, transit storage, transport, delivery in retail chain, etc. The consortia may not be required to give their input for all these parameters but availability of such information with them may help in attracting the business since they would be in a position to answer many possible questions that may arise in the mind of the business client.

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