

# Commercialisation Plan

## 1. Executive Summary

Brief overview of the business, product or platform, target market, value proposition, and commercial goals.

## 2. Product or Service Overview

Describe the product or service, core features, stage of development, and unique selling points.

## 3. Problem Statement and Market Opportunity

Define the problem being solved, customer pain points, and the size and attractiveness of the market.

## 4. Target Market and Customer Segments

Describe primary and secondary customer segments, buyer personas, and use cases.

## 5. Value Proposition

Explain the value delivered to each customer segment, including economic, functional, and emotional benefits.

## 6. Competitive Landscape

Identify key competitors, substitutes, and alternatives. Include a brief competitive positioning analysis.

## 7. Go-to-Market Strategy

Outline marketing, sales, distribution channels, partnerships, and customer acquisition strategy.

## 8. Pricing and Revenue Model

Describe pricing structure, revenue streams, assumptions, and monetisation logic.

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## 9. Technology and Operations

Summarise technical architecture, infrastructure, operations, and key processes.

## 10. Regulatory and Compliance Considerations

Outline relevant legal, regulatory, and compliance requirements.

## 11. Traction and Validation

Provide evidence of demand, pilots, partnerships, early users, or revenues.

## 12. Financial Projections

Summarise revenue forecasts, cost structure, unit economics, and profitability timeline.

## 13. Funding and Resource Requirements

Detail funding needs, use of funds, and key resource requirements.

## 14. Risks and Mitigation Strategies

Identify key commercial, operational, and market risks, with mitigation plans.

## 15. Implementation Roadmap

Provide a phased timeline with milestones and responsibilities.

## 16. Key Performance Indicators

List metrics used to track performance and commercial success.

## 17. Exit or Scale Strategy

Outline long-term growth, expansion, or exit options.