

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.