

**SUNY Startup Summer School (S4) 2020 Cohort**

*Evaluation of the Opportunity – Marketability Basics,* *June 17, 2020*

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Brief Description of Concept: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Market:** *Identify the potential market(s) for the invention. Quantify current market size estimates, projected market size, market trends, etc.*

*Markets: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Size:* *TAM = $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total Available Market is the total market demand for a product or service.*

 *SAM = $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Serviceable Available Market is the segment of TAM targeted by your products and services which is within your geographical reach.*

 *SOM = $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or Serviceable Obtainable Market is the portion of SAM that you can capture.*

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*Trends:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Insights:*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*CAGR:*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Competition:** *Identify and describe the key players in the relevant market(s) and what their products or technology in development is which might compete with your technology. We find a comparison chart of features, benefits, similarities/differences, and cost is useful.*

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**Competition Comparison Chart**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Product Name Patent Title & Application No. | Cost | Similarities | Differences | Advantages | Disadvantages | Company  | Web site & contact |
|  |  |  |  |  |  |  |  |
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**The Customer:** *Who are your target customers? (e.g. Doctor Smith, cardiology patient, lens manufacturing director, etc.) company/role? demographics, age, needs, likes/dislikes, interests, motivations, how/where/ from whom do they buy?* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**The Problem:** *What is the problem in the market that your invention solves? Quantify as much as possible.*

*Examples: underperformance, lack of features, malfunction, undesired costs, undesired risks, barriers to adoption such as upfront cost, resistance to change, learning curve, and negative emotions or fears*

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**Value Proposition:** *Statement clearly identifies what benefits a customer will receive by purchasing a particular product or service. (Conclusion could be the technology has little or no value to potential customers, or there is not enough information available.)*

*Template: For [target customer] Who wants/needs [compelling reason to buy] The [product name] is a [product category] That provides [key benefit] Unlike [main competitor].*

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**Key Commercialization Challenges:** *For example, stage of development, business model, capital requirements, regulatory, prototype development, head-to-head comparison, etc. This could inform proof-of-concept project needs.*

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**Major Strengths/Weaknesses:** *Strengths may include geography, platform technology with multiple applications, large market opportunity greater than $15 million sales, benefits associated with the invention for society, customers, supply chain manufacturers, environment, etc. Weaknesses may include small market, improvement of existing technology; market trending away from this approach, or costs associated with further R&D and bringing technology to market.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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**Startup Potential:** *Business case for startup; platform technology; SBIR/STTR potential for development; inventor interest.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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# Potential Partner Companies: *Think strategically, aiming for long-term relationships. Do you have gaps in manufacturing, for example? Consider the supply chain.*

* *What is the relative financial health of the target companies?*
* *What risk will you be taking on by partnering with them?*
* *Is there contact information available for a decision-maker within each company?*
* *Does the company have a formal (or informal) partnering evaluation process?*

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**Helpful Websites:**

* Google Scholar <https://scholar.google.com/>
* IBIS World: [www.ibisworld.com](http://www.ibisworld.com)
* Research Foundation YouTube, Customer Discovery: A Tool for Identifying High Impact Research Objectives Important to Industry and Consumer Markets: <https://www.youtube.com/watch?v=PMqYF0zoOX8&t=5s>
* Business Source Elite (full text coverage of scholarly management, business, & economic journals, good overview/background resource): [http](file:///%5C%5Ccorp.rfsuny.org%5Cdfs%5Cresearch%5CProjects%5C650%20RF%5C650.The%20Importance%20of%20a%20Comprehensive%20Market%20Landscape%5Chttp)[://libezproxy.syr.edu/login?url=http://search.ebscohost.com/login.aspx?authtype=ip,uid&profile=ehost&defaultdb=bsh](http://libezproxy.syr.edu/login?url=http://search.ebscohost.com/login.aspx?authtype=ip,uid&profile=ehost&defaultdb=bsh)
* Mergent Online (globally-reaching database of companies): <http://www.mergentonline.com/basicsearch.php>
* MarketLine Advantage (company & industry profile database): <http://libezproxy.syr.edu/login?url=http://360.datamonitor.com/>
* Wharton Research Data Services (WRDS is a data research and business intelligence platform for economic, finance, and market research): <http://wrds-web.wharton.upenn.edu/wrds/connect/>
* BRINT.com (bridges gap between tech & business and practice & theory; articles, analysis, forums, news): [www.brint.com](http://www.brint.com/)
* Onecle (online database with samples of various contracts, agreements, & business forms): <http://www.onecle.com/>
* University of Nebraska (general market): [www.unk.edu/academics/crrd/Market\_Research\_and\_Entrepreneurship\_Resources](http://www.unk.edu/academics/crrd/Market_Research_and_Entrepreneurship_Resources)
* Plunkett Research Online (market research & industry statistics): <http://libezproxy.syr.edu/login?url=http://www.plunkettresearch.com/login.aspx>
* MarketResearch.com Academic (access for academic institutions to market research used by business professionals): <http://academic.marketresearch.com/index.asp?prid=996684487>
* SimplyMap (demographic, marketing, & business data laid out geographically): [http](file:///%5C%5Ccorp.rfsuny.org%5Cdfs%5Cresearch%5CProjects%5C650%20RF%5C650.The%20Importance%20of%20a%20Comprehensive%20Market%20Landscape%5Chttp)[://www.simplymap.com/](http://www.simplymap.com/)
* ProQuest Statistical Datasets (web-based research solutions tool giving access to billions of data points in an easy-to-use interface): <http://si.conquestsystems.com/statistical/Main.jsp;jsessionid>
* U.S. Census Bureau Intro to NAICS (how to use the North American Industry Classification System): <http://www.census.gov/eos/www/naics/>
* Dun & Bradstreet Million Dollar Database: <http://www.mergentmddi.com/index.php/search/index>
* Bloomberg Law: [www.bloomberglaw.com](http://www.bloomberglaw.com)
* EDGAR: [www.sec.gov/edgar/searchedgar/webusers.htm](http://www.sec.gov/edgar/searchedgar/webusers.htm)
* North American Industry Classification System (NAICS): <http://www.census.gov/eos/www/naics/>
* InnovationQ (More than 100 million patents and documents to identify competition/partners): <https://ip.com>
* Pharma IC from GlobalData (investigational and approved drug universe): <https://globaldata.com/>
* Frost & Sullivan (in depth market reports): <https://www.frost.com/>
* ZoomInfo (industry contacts): <https://www.zoominfo.com/>