

COMMERCIALIZATION PLAN SUPPORT

Let's write a winning commercialization plan—together.

Purpose:

MNSBIR, Inc. provides no-cost, expert guidance to help Minnesota-based startups and small businesses develop compelling commercialization plans. These plans are critical to securing Phase II, Fast Track, SBIR Direct to Phase II and Phase IIB funding, and positioning firms for Phase III success.

Financial Support: First time applicants may receive financial support to develop their commercialization plan from one or more of our independent contractors.

Eligibility: Commercialization Plan support is available for firms in MNSBIR, Inc.'s *Catalyst Program*, the *Transition Program* and the *Commercialization Institute*.

What We Offer:

Our support for developing a commercialization plan spans a comprehensive range of topics to ensure it is both strong and compelling. Each plan is tailored to align with the specific requirements of the target agency, incorporating its review criteria to maximize the likelihood of a favorable evaluation. We work in conjunction with your team and experienced independent consultants to develop the plan.

1. Tailored Coaching & Feedback

- One-on-one review and edits of draft commercialization sections
- Step-by-step feedback to align with agency expectations
- Guidance on aligning the plan with the value proposition and technical objectives

2. Commercialization Strategy Development

- Define beachhead market and entry strategy
- Assess total addressable and serviceable markets
- Refine business model and go-to-market plans

3. Competitive Analysis Support

- Identify direct and indirect competitors
- Map out differentiation and IP positioning
- Use competitor matrices

4. Customer Discovery

- Help draft customer discovery plans and interviews
- Support in validating problem-solution fit
- Integrate findings into proposal

5. Revenue Model & Financial Projections

- Define pricing strategies and revenue streams
- Outline commercialization milestones and financial needs
- Assist with simple forecasts tied to market penetration and growth

6. Partnering & Industry Connections

- Support letters from strategic partners, investors and/or customers
- Introductions to potential Phase III transition partners
- Identify opportunities for supply chain integration

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