## Guidelines for coaches and teams

### Customer/Partner Analysis
- Find what customers/users are currently doing.
- Justify why would the product be valuable.
- Explain how they would use it.
- List the key attributes it would need to have for them to buy/use it.
- Identify the economic value of the product to the user or customer.
- Identify competitors or substitutes for this product.
- Explain how current product/process/solution is inefficient.
- Explain much does the customer need the new product.
- Explain what the customer's current buying process is and what it would be.
- Identify complimentary products.

### Technology Maturation Roadmap
- Identification of current stage of technological development.
- Define what a prototype could be.
- Define distinct levels to evaluate prototype, from low-fi, medium-fi, high-fi.
- Identification of steps, activities, resources, *etc.* needed for technology to evolve to further maturation/readiness levels.
- Identification of obstacles, limitations, barriers, *etc.* to the above.

### Market Data, Supply Chain and Business Model Analysis
- Identify number of potential customers in market.
- Identify potential value of market and the growth rate of industry.
- Identify company leaders within identified customer base.
- List existing companies who pose as competitors within identified market space.
- Identify other key stakeholders within market.
- Recognize and identify market barriers to entry.
- Identify potential market segmentations.
- Define a beachhead strategy (*i.e.*, what small market niche will you initially focus on).
- Identify how companies compete in this market.
- Analysis on the industry's value chain, its maturity, trends and opportunities.
- Identification of seasonality patterns.
- Identification of key threats/risks for new entrants.
- Identify partnership opportunities.
- Identify possible regulatory concerns.
- Analysis on client demographics and market readiness and share distribution.
- Identify potential manufacturing strategies (*e.g.*, suppliers, partners, distributors, licensors, *etc.*).
- Identify dependence on raw materials and inventory concerns.
- Distribution from manufacturing facilities to customers.
- Information technology infrastructure.
- Conceive monetization strategies.
- Identify potential external dependencies.
- Forecast sales and estimate. quarterly and yearly performance metrics.
- Identify product risks.
- Perform SWOT analysis on the potential company.
- Definition of strategic position.
- Define company mission and vision.
- Define marketing vehicles.
- Reflect on customer service.

**Initial Assessment and IP**
- Current state of the technology/project using the KTH IRL ® tool.
- List potential applications of the technology/project.
- List of potential industries that might benefit from technology.
- Current state of IP protection of technology/project.

**Identification of Key Team elements**
- Identification of what skills are needed for the project to thrive.
- Gap analysis between lacking skills among the participants and the ideal set previously identified.
- Strategize how missing skills are going to be overcome or new members are going to join, and new competencies and capacity is developed.

**Funding Landscape**
- Identify funding sources and options for the initial milestones of project.
- Develop awareness of different funding types (own, soft, equity, customer, *etc.*) and typical pros/cons.
- Decide on funding strategy and funding sources to reach a workable business model - based on pros/cons of the different strategies.

**Midterm presentation**
- Description of technology and status of development.
- Summary of Intellectual Property.
- Summary of meetings with coaches and mentors.
- Summary of Customer/Partner and Market analysis with identification of target markets and applications with justification.
- Primary applications of the technology.

**Business Report**
- Most reports will probably include five to ten pages and might include:
  - Summary: Initial starting point; Final starting point for each of the 6 key domains; Next steps and further development
  - Executive Summary.
  - Technology Description/Analysis.
  - Summary of intellectual property.
    - Value of the IP and how useful it is to defend the technical features of the technology.
    - How many patents are needed to buy or license before commercialisation.
  - Market Analysis.
    - Problem addressed.
    - Size of market.
    - Competitive analysis.
    - Industry dynamics.
    - Supply chain analysis (clear identification of the value chain to clarify how to make money out of each specific technology application).
  - Business Model Analysis.
    - Which business model is best suited to the technological application.
    - Risks involved.
    - Definition of strategies that minimize risks.
  - Commercial Strategy.
  - Team composition
  - Next Steps and Conclusions.
  - Appendix.
    - References/Sources.
    - Summary of customer interviews.