Commercialization Metrics Dashboard

A practical worksheet for tracking commercialization progress, risk, adoption, funding readiness, and market evidence

Organization / Team:		**Dashboard owner:**	
Product / Technology:		**Review period:**	
Commercialization stage:	Discovery / validation / pilot / launch / scaling / other	**Review date:**	
Primary pathway:	Grant / licensing / spinout / investor / customer revenue / partner / other	**Next decision point:**	

Use this dashboard to select the small set of commercialization metrics that matter now, track progress over time, and turn the results into practical decisions. It is designed for startups, research teams, university spinouts, SBIR/STTR companies, commercialization leaders, and organizations preparing a technology for adoption, funding, licensing, partnership, or scale.

How to Use This Dashboard

- Choose metrics that connect directly to the next commercialization decision, not every possible metric.
- Record a baseline, target, current value, data source, owner, and review cadence for each metric.
- Use red / yellow / green status or another simple rating system so leadership can quickly see where action is needed.
- Update the dashboard before leadership reviews, investor updates, grant reporting, pilot reviews, licensing discussions, or go-to-market planning sessions.
- Convert metric gaps into action items with owners, deadlines, and expected evidence of completion.

1. Dashboard Summary Snapshot

Complete this page before each review meeting. The goal is to show the current commercialization position in one place, including progress, risk, confidence, and next actions.

Dashboard Area	Current Status	Evidence / Signal	Risk Level	Owner	Next Action
Problem and market validation			Low / Med / High		
Customer discovery and demand evidence			Low / Med / High		
Technical and product readiness			Low / Med / High		
Pilot, evidence, or implementation progress			Low / Med / High		
Funding, investor, or partner readiness			Low / Med / High		
Regulatory, reimbursement, privacy, or compliance readiness			Low / Med / High		
Adoption, workflow, training, or change readiness			Low / Med / High		
Commercialization economics and growth			Low / Med / High		

readiness					

2. Metric Selection Matrix

Use this matrix to decide which metrics belong in the active dashboard. A useful metric should be tied to a specific decision, supported by a reliable data source, and owned by someone who can act on the result.

Candidate Metric	Why It Matters	Decision It Supports	Data Source	Owner	Use Now?
					Yes / No
					Yes / No
					Yes / No
					Yes / No
					Yes / No
					Yes / No
					Yes / No
					Yes / No

3. Core Commercialization Metrics Dashboard

Track the main metrics that show whether the technology is moving toward a fundable, adoptable, scalable, and commercially realistic pathway. Use the status column to flag items requiring leadership attention.

Metric Category	Metric	Baseline	Current	Target	Status	Owner	Notes / Evidence
Market validation	Number of customer / stakeholder interviews completed				R / Y / G		
Market validation	Validated problem statements or use cases				R / Y / G		
Market validation	Letters of support, LOIs, pilot commitments, or partner signals				R / Y / G		
Product readiness	Prototype, MVP, assay, workflow, or solution maturity				R / Y / G		
Product readiness	Critical technical risks closed or reduced				R / Y / G		
Evidence readiness	Pilot outcomes, performance data, usability findings, or validation results				R / Y / G		
Funding readiness	Grant, investor, or partner materials completed				R / Y / G		
Commercial economics	Unit economics, pricing logic, cost assumptions, or value model clarity				R / Y / G		
Adoption readiness	Workflow fit, user training, change impact, or implementation readiness				R / Y / G		
Growth readiness	Team, operations, partnerships, and infrastructure needed to scale				R / Y / G		

4. Suggested Metric Definitions

Use this section to define exactly how each metric will be measured. Clear definitions prevent teams from reporting activity as progress or confusing assumptions with evidence.

Metric	Definition	Calculation / Scoring Method	Data Source	Review Frequency
Customer discovery depth		# interviews completed; stakeholder diversity; quality of evidence	Interview notes / CRM / surveys	Weekly / monthly
Problem-solution fit		Evidence that target users recognize the problem and view the proposed solution as relevant	Interview synthesis / pilot feedback	Monthly
Pilot progress		% of pilot milestones completed; major barriers resolved; active users/sites	Pilot plan / project tracker	Biweekly / monthly
Evidence strength		Quality, relevance, and decision usefulness of technical, clinical, operational, or market evidence	Study results / demos / usage data	Monthly / quarterly
Funding readiness		Completeness of proposal, budget, milestones, commercialization plan, and partner support	Proposal tracker / review matrix	By deadline
Adoption readiness		Preparedness of users, workflows, training, leadership support, and change management plan	Readiness checklist / stakeholder map	Monthly
Commercial pathway clarity		Evidence that pricing, buyer, reimbursement, licensing, sales, or partner route is plausible	Market research / pricing model	Monthly / quarterly

5. Monthly / Quarterly Trend Tracker

Track changes over time rather than treating the dashboard as a one-time snapshot. For each metric, enter the value or status for each review period and note any major explanation for movement.

Metric	Period 1	Period 2	Period 3	Period 4	Trend	Explanation / Notes
Customer interviews completed					Up / Flat / Down	
Validated use cases					Up / Flat / Down	
Partner or pilot commitments					Up / Flat / Down	
Technical risk closure					Up / Flat / Down	
Pilot milestone completion					Up / Flat / Down	
Funding or investor package readiness					Up / Flat / Down	
Adoption readiness					Up / Flat / Down	
Commercial economics confidence					Up / Flat / Down	
Regulatory / compliance readiness					Up / Flat / Down	
Growth capacity readiness					Up / Flat / Down	

6. Readiness Score Summary

Score each area from 1 to 5. A score of 1 means the area is weak or undefined; 3 means partially developed; 5 means strong, evidence-backed, and ready for the next decision point.

Readiness Area	Score 1-5	Evidence Supporting Score	Gap / Concern	Priority?
Problem and customer need				Yes / No
Market and buyer understanding				Yes / No
Product / technology readiness				Yes / No
Evidence, pilot, or validation readiness				Yes / No
Funding, investor, or partner readiness				Yes / No
Operational and adoption readiness				Yes / No
Regulatory, reimbursement, privacy, or compliance readiness				Yes / No
Growth and scaling readiness				Yes / No
Total / average readiness score				

7. Commercialization Risk and Metric Watchlist

Use the watchlist to separate normal uncertainty from risks that could materially delay funding, licensing, investor conversations, implementation, or market entry.

Risk / Watch Item	Metric or Signal	Why It Matters	Severity	Trigger for Escalation	Owner	Next Review
Weak customer evidence			Low / Med / High			
Unclear buyer or decision-maker			Low / Med / High			
Pilot delay or weak pilot adoption			Low / Med / High			
Technical performance gap			Low / Med / High			
Insufficient data for claims or proposal narrative			Low / Med / High			
Regulatory, privacy, reimbursement, or IP uncertainty			Low / Med / High			
Funding deadline or budget risk			Low / Med / High			
Scaling capacity or operational bottleneck			Low / Med / High			

8. Dashboard Review Questions

- Which metric changed most since the last review, and what caused that change?
- Which metric is most important for the next funding, licensing, partnership, pilot, or investor decision?
- Where are we relying on assumptions instead of evidence?
- Which metric is signaling a problem that leadership should address now?
- Which metric should be retired, replaced, or redefined because it no longer supports a useful decision?
- What evidence would make the commercialization path materially more credible within the next 30 to 90 days?

9. Action Plan from Dashboard Review

Convert the dashboard review into a concrete action plan. Focus on the actions that will improve evidence quality, reduce risk, strengthen readiness, or support the next decision point.

Priority	Action Item	Metric / Gap Addressed	Owner	Due Date	Expected Evidence of Completion	Status
1						
2						
3						
4						
5						
6						
7						
8						

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