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Commercialization Roadmap Template

A planning worksheet for turning a promising technology, research output, invention, or startup concept into a staged commercialization path with milestones, evidence, owners, and decision points.

Purpose

Use this roadmap to organize commercialization activities across discovery, validation, funding, IP/licensing, product development, pilots, launch, growth, and implementation. The goal is to convert broad commercialization goals into a practical sequence of milestones, evidence requirements, responsibilities, risks, and near-term actions.

1. Project Snapshot

Project / Technology Name		**Prepared By**	
Organization / Team		**Date**	
Target Application		**Primary Market / Sector**	
Current Stage	☐ Idea ☐ Prototype ☐ Validation ☐ Pilot ☐ Launch ☐ Scale	**Commercialization Pathway**	☐ Product ☐ Service ☐ License ☐ Spinout ☐ Partnership
Primary User		**Buyer / Payer / Decision-Maker**	
Core Value Proposition		**Key Differentiator**	
Funding Status	☐ Unfunded ☐ Grant ☐ SBIR/STTR ☐ Seed ☐ Revenue ☐ Partner-funded	**IP / Licensing Status**	☐ Unknown ☐ Invention disclosure ☐ Patent pending ☐ Licensed ☐ Other
Roadmap Time Horizon	☐ 90 days ☐ 6 months ☐ 12 months ☐ 18+ months	**Roadmap Owner**	

2. Commercialization Destination

12-18 Month Commercialization Goal	
Evidence Needed to Support That Goal	
Most Important Customer / Partner / Funder Decision	
Primary Commercialization Risk	
Success Definition	

3. Roadmap Phase Planner

Use this table to define the major phases of the commercialization pathway. Keep each phase tied to a decision point, not just a task list.

Phase	Primary Objective	Key Milestone / Deliverable	Evidence Required	Owner	Decision Point
Idea / Problem Definition					
Market & Stakeholder Validation					
Technical / Product Development					
IP, Licensing, or Spinout Planning					
Funding & Partner Development					
Pilot / Demonstration					
Launch / Scale Preparation					

4. Milestone and Evidence Map

Milestone	Customer / Market Evidence	Technical Evidence	Funding / Budget Evidence	Partner / IP Evidence	Target Date	Status

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5. Workstream Roadmap

Map the main workstreams needed to move from current state to commercialization readiness.

Workstream	Near-Term Actions	Evidence / Output	Dependencies	Owner	Timeline
Customer / Market Discovery					
Technology / Product Development					
IP / Licensing / Legal					
Regulatory / Compliance / Evidence					
Funding / Investor / Grant Strategy					
Pilot / Implementation					
Commercial Operations / Growth					

6. Stage-Gate Decision Checklist

Decision Question	Yes	No / Not Yet	Evidence Needed	Decision Owner
Is the target problem clearly documented and supported by external evidence?	☐	☐		
Have likely users, buyers, payers, partners, or licensees been identified?	☐	☐		
Is there enough technical evidence to support the next funding, partner, or pilot step?	☐	☐		
Are IP ownership, licensing rights, or freedom-to-operate questions understood at a basic level?	☐	☐		
Is there a realistic funding or revenue path for the next stage?	☐	☐		
Does the team know what evidence will trigger a go / no-go / rework decision?	☐	☐		

7. Risk, Assumption, and Dependency Register

Risk / Assumption / Dependency	Why It Matters	Likelihood	Impact	Mitigation / Test	Owner / Date

8. 30 / 60 / 90-Day Action Plan

Period	Priority Actions	Output / Evidence	Owner	Due Date	Decision / Next Step
0-30 Days					
31-60 Days					
61-90 Days					

9. Roadmap Review and Update Log

Review Date	Participants	Changes Made	Open Issues / Decisions	Next Review

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10. Final Roadmap Summary

Top 3 Commercialization Priorities	
Top 3 Evidence Gaps	
Immediate Funding / Partnering Need	
Current Go / No-Go / Rework Recommendation	☐ Go ☐ No-Go ☐ Rework ☐ Hold Pending Evidence
Next Review Date	

ScienceDocs Support

Need help applying this tool? ScienceDocs supports commercialization strategy, change management, AI adoption, grant strategy, SBIR/STTR planning, technology transition, and operational optimization for research teams, startups, university spinouts, and innovation-driven organizations.