SDI ScienceDocs Inc.
Research • Funding • AI Strategy • Est. 2004

ScienceDocs Market Evidence Tracker

A practical worksheet for documenting early commercialization evidence, market signals, and validation priorities.

Purpose

This tool helps founders, researchers, university spinouts, startups, and innovation teams capture market evidence in a disciplined way before making major commercialization, grant, licensing, or product-development decisions.

Use it to separate evidence from assumptions, track what has actually been learned, and identify the next validation steps needed to move from idea exploration to market discovery.

Project Snapshot

Project / technology	
Primary application	
Team / organization	
Prepared by	
Date / version	
Current stage	Idea / discovery / validation / pilot / launch / other: _____

Core Market Hypothesis

Problem statement	What important problem, limitation, cost, risk, or unmet need is the idea intended to address?
Target user	Who experiences the problem directly? Be specific about role, setting, workflow, or use case.
Buyer / decision maker	Who pays, approves, procures, licenses, adopts, or champions the solution?
Proposed solution	What is the product, service, tool, platform, device, process, or research-based offering?
Expected value	What measurable improvement might the solution create? Include time, cost, quality, access, safety, revenue, compliance, or operational gains.

Evidence Categories to Track

[ ] Direct user pain or frustration has been observed or reported.	[ ] Buyers or decision makers describe the issue as a priority.
[ ] Users are already spending time, money, or effort on workarounds.	[ ] The problem appears in publications, reports, policy documents, or market analyses.
[ ] Competitors or substitutes exist, suggesting real demand.	[ ] Existing alternatives are incomplete, expensive, slow, risky, or

	hard to use.
[ ] Potential customers show willingness to pilot, evaluate, or pay.	[ ] Stakeholders can describe procurement, licensing, reimbursement, or adoption pathways.
[ ] Market size or segment evidence supports a meaningful opportunity.	[ ] Scientific or technical evidence supports credible feasibility.
[ ] Regulatory, data, security, reimbursement, or compliance requirements are understood.	[ ] Partners, funders, investors, or commercialization offices show interest.

Market Evidence Log

Use this tracker to record evidence from customer discovery interviews, published sources, procurement conversations, competitor research, pilot feedback, grant reviews, investor discussions, and other market-facing signals. Add one row per evidence item so the team can distinguish strong external evidence from internal opinion.

Date	Source / stakeholder	Segment	Evidence type	Key finding	Impact on idea	Strength	Follow-up needed
		User / buyer / payer	Interview / desk research / pilot / publication	What was learned? Include concrete detail, quote, metric, or observation.	Does this support, weaken, or refine the opportunity?	Low / Med / High	What must be checked next?

Stakeholder Signal Tracker

Record patterns across conversations. A single enthusiastic comment is useful, but repeated signals from the same stakeholder category are much stronger.

Stakeholder group	People contacted	Main signal heard	Strength	Concerns or objections	Implication
End users			Low / Med / High		
Economic buyers			Low / Med / High		
Technical evaluators			Low / Med / High		
Procurement / administrators			Low / Med / High		
Clinical / scientific / operational champions			Low / Med / High		
Investors / funders			Low / Med / High		
Partners / distributors			Low / Med / High		
Regulatory / compliance advisors			Low / Med / High		

Evidence Strength Scoring

Score each area from 0 to 3. Use 0 when there is no external evidence yet, 1 for weak or anecdotal evidence, 2 for repeated but still incomplete evidence, and 3 for strong evidence supported by multiple independent sources or concrete commitments.

Market Evidence Scorecard

Evidence area	Current evidence	Score 0-3	Confidence	Next validation step
Problem urgency				
User pain / workflow impact				
Buyer priority / budget fit				
Current alternative weaknesses				
Differentiation				
Market size / segment clarity				
Technical feasibility evidence				

Regulatory / reimbursement / compliance clarity				
Pilot or partner interest				
Funding or commercialization pathway fit				

Interpretation Guide

Score range	What it suggests	Recommended action
0-8	The idea is still mostly assumption-driven.	Conduct additional discovery before investing heavily in product, grant, or commercialization work.
9-18	There are promising signals, but evidence gaps remain.	Prioritize the weakest areas and collect evidence from users, buyers, and external sources.
19-30	The opportunity appears evidence-supported enough for deeper planning.	Move toward commercialization roadmap, funding strategy, pilot design, or investor/customer validation.

Evidence Gap Analysis

Use this section to convert scattered observations into a focused validation plan.

Evidence gap	Why it matters	Best source to check	Owner	Due date

Key Assumptions to Validate

Assumption	Evidence supporting it	Evidence against it	Risk if wrong	Validation test	Decision rule

Commercialization Implications

Most convincing evidence	What evidence most strongly supports continued development?
Most concerning evidence	What evidence weakens the opportunity or suggests a pivot?
Best early segment	Which user/customer segment appears most promising and why?
Funding fit	Does the evidence support SBIR/STTR, translational funding, foundation funding, internal R&D, licensing, or investor outreach?
Next decision point	What decision should be made after the next round of evidence collection?

Next-Step Action Plan

List the next concrete actions needed to improve the evidence base. Focus on actions that reduce uncertainty rather than general research tasks.

Priority	Action	Evidence expected	Owner	Target date
1				
2				
3				
4				
5				

Team Notes

ScienceDocs Support

Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization.

This worksheet may be used as a working document for early market discovery, SBIR/STTR planning, university spinout preparation, pilot planning, or commercialization strategy development.