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

Market Readiness Checklist

A practical checklist for startups, university spinouts, research teams, and innovation-driven companies preparing to move from technical progress toward customer adoption, funding, partnership, or market launch.

Organization / Venture	
Prepared By	
Date	
Technology / Product	
Target Market or Customer Segment	

Purpose of This Checklist

Market readiness is the point at which a product, technology, service, or innovation is prepared to engage real customers, funders, partners, investors, or adopters with a credible value proposition and practical execution plan.

This checklist is designed to help teams evaluate whether they have enough evidence, strategy, operational preparation, and stakeholder alignment to move toward market-facing activity. It is especially useful for scientific startups, SBIR/STTR applicants and awardees, university-linked ventures, and companies commercializing complex technologies.

Use this tool as a working document. Teams can complete it internally, discuss it with advisors, or use it to prepare for a ScienceDocs commercialization, change management, AI, or optimization engineering consultation.

Readiness Status Key

Not Started	In Progress	Mostly Ready	Ready
No meaningful work completed yet.	Work has begun, but gaps remain.	Core items are prepared and can be refined.	Strong evidence, ownership, and next steps are in place.

1. Customer and Market Evidence

Checklist Item	Evidence / Notes	Status	Owner / Next Step
Target customer segments have been clearly identified and prioritized.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team has conducted direct customer, user, stakeholder, or partner discovery.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The problem being solved has been validated as important, urgent, and worth addressing.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Customer pain points are documented using real market language, not only internal assumptions.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Decision makers, users, payers, and influencers are distinguished where relevant.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

2. Value Proposition and Product Fit

Checklist Item	Evidence / Notes	Status	Owner / Next Step
The value proposition clearly explains the practical benefit to the customer or adopter.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The product or technology is matched to a defined use case or workflow.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team can explain why the solution is better, faster, cheaper, safer, or more useful than alternatives.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Key features have been separated from essential customer outcomes.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team has defined what evidence is needed to prove value in the market.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

3. Competitive Positioning and Differentiation

Checklist Item	Evidence / Notes	Status	Owner / Next Step
Direct and indirect competitors or substitutes have been identified.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team understands current market standards, buyer expectations, and adoption barriers.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Differentiation is supported by evidence, not only technical enthusiasm.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The organization can explain its positioning in plain language for non-technical stakeholders.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Potential intellectual property, data, regulatory, or operational advantages are documented.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

4. Business Model, Pricing, and Funding Pathway

Checklist Item	Evidence / Notes	Status	Owner / Next Step
The likely business model has been defined or narrowed to practical options.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Preliminary pricing, reimbursement, licensing, service, or revenue assumptions have been explored.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

Checklist Item	Evidence / Notes	Status	Owner / Next Step
Funding needs are aligned with development milestones and commercialization activities.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team can explain how grant funding, investment, partnership, or revenue may support growth.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Key financial assumptions have been identified for future validation.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

5. Operational and Implementation Readiness

Checklist Item	Evidence / Notes	Status	Owner / Next Step
The team understands what will be required to deliver, deploy, support, or scale the offering.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Critical workflows, handoffs, and responsibilities have been mapped at a practical level.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Required data, systems, vendors, consultants, partners, or infrastructure are identified.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Major implementation risks have been documented with possible mitigation steps.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The organization has enough internal capacity or outside support for the next stage.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

6. Go-to-Market and Adoption Planning

Checklist Item	Evidence / Notes	Status	Owner / Next Step
Initial outreach channels, partner pathways, sales routes, or pilot opportunities have been identified.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Messaging has been adapted for customers, partners, investors, funders, or university stakeholders.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
The team has a plan for early pilots, demonstrations, customer validation, or launch preparation.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	
Adoption barriers such as training, trust, workflow disruption, cost, risk, or procurement have been considered.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

Checklist Item	Evidence / Notes	Status	Owner / Next Step
Performance metrics have been defined to track traction, adoption, and market learning.		☐ Not Started ☐ In Progress ☐ Mostly Ready ☐ Ready	

Market Readiness Summary

Use the summary below to identify where the organization is strong and where additional work is needed before active market engagement, launch planning, investor outreach, licensing discussions, or customer-facing commercialization activities.

Readiness Area	Current Status	Main Gap	Priority Action
Customer & Market Evidence	☐ Low ☐ Medium ☐ High		
Value Proposition	☐ Low ☐ Medium ☐ High		
Product / Technology Fit	☐ Low ☐ Medium ☐ High		
Competitive Positioning	☐ Low ☐ Medium ☐ High		
Business Model & Pricing	☐ Low ☐ Medium ☐ High		
Funding / Partner Readiness	☐ Low ☐ Medium ☐ High		
Operational Readiness	☐ Low ☐ Medium ☐ High		
Go-to-Market Plan	☐ Low ☐ Medium ☐ High		

30/60/90-Day Market Readiness Action Plan

Timeframe	Priority Actions	Owner(s)	Success Measure
Next 30 Days			
Next 60 Days			
Next 90 Days			

Discussion Questions

- Which market readiness gap could most directly slow customer adoption, investor confidence, or partner interest?
- What evidence do we still need from customers, users, partners, or advisors before claiming market readiness?
- Where are technical assumptions still being treated as market assumptions?
- What must be clarified before the team begins formal outreach, launch preparation, licensing discussions, or investor conversations?
- Which 30-day action would create the greatest improvement in readiness?

How ScienceDocs Can Help

ScienceDocs helps scientific startups, university-linked ventures, and innovation-driven organizations move from research progress toward market readiness. Our support can include commercialization planning, SBIR/STTR strategy, customer discovery support, stakeholder alignment, AI adoption planning, operational optimization, and preparation for investor, funder, or partner conversations.

If this checklist reveals gaps in customer evidence, commercialization strategy, operational readiness, funding alignment, or implementation planning, ScienceDocs can help your team prioritize next steps and prepare for a stronger transition to market.

Ready to get started? Contact us HERE.