



IP COMMERCIALIZATION BLUEPRINT

PLANNING		DELIVERY		REVIEW	
CONTEXT AIMS	ACTIONS	SETUP	MANAGEMENT	EVALUATION	SUSTAINABILITY
<p>What are the organization priorities for innovation?</p> <p>How will the organization benefit from the commercialization of its IP?</p>	<p>What is the budget?</p> <p>What approval is needed?</p> <p>What departments of your organization are included in the process?</p>	<p>Who will develop the content?</p> <p>Are there any IP issues?</p> <p>How will you ensure client readiness?</p>	<p>What are the key milestones?</p> <p>How will the available resources be</p>	<p>What indicators could be part of the evaluation?</p> <p>How efficient was the commercialization process?</p> <p>Where all parties included follow the processes?</p>	<p>How can the organization prepare for future funding changes?</p> <p>How should the organization plan for future R&D?</p> <p>Did the commercialization benefit the organization?</p>
<p>What are the internal capabilities / resources?</p> <p>What external recourses are necessary?</p>	<p>What are the key stakeholders?</p> <p>What activities should be conducted?</p>	<p>Will you prototype a service?</p>	<p>Who is the leader of the project?</p> <p>How is the project to be managed?</p> <p>How will the different departments cooperate?</p>	<p>When will the evaluation take place and who will do it?</p> <p>What metrics will be used for the evaluation?</p> <p>What information should the organization use for the evaluation?</p>	<p>What resources are necessary for the sustainability of the project?</p> <p>How can the organization prepare the management process for future projects?</p>



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