NATIONAL CYBERSECURITY CONSORTIUM
CONSORTIUM NATIONAL POUR LA CYBERSÉCURITÉ

TEMPLATE H: COMMERCIALIZATION STRATEGY

M. COMMERCIALIZATION STRATEGY (OPTIONAL)

Note: This section is for Commercialization Projects and is optional for R&D and Training Projects.
A key component of any proposal is a detailed and practical commercialization strategy, a well-defined plan for how the resulting product, process or service will be introduced to the marketplace and how revenue will be generated. Therefore, applicants are expected to elaborate on how the commercial outcome of the project will be promoted, distributed and sold, particularly in Canada.

The commercialization strategy should include but not be limited to:

- the need for this product or service;
- the size of the market and the targeted niche within the market;
- potential competitors and competing products, processes or services;
- the market penetration objectives and the associated major challenges;
- the expertise of the team and its collaborators as relates to commercialization of new products and services in the marketplace; and
- where possible, independent market assessments.

DESCRIBE THE NEED FOR THIS PRODUCT OR SERVICE.

WHAT IS THE SIZE OF THE MARKET AND THE TARGETED NICHE WITHIN THE MARKET?

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LIST POTENTIAL COMPETITORS AND COMPETING PRODUCTS, PROCESSES, OR SERVICES.
WHAT ARE THE MARKET PENETRATION OBJECTIVES AND THE ASSOCIATED MAJOR CHALLENGES?

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DESCRIBE THE EXPERTISE OF THE TEAM AND ITS COLLABORATORS AS RELATES TO COMMERCIALIZATION OF NEW PRODUCTS AND SERVICES IN THE MARKETPLACE.
As a second step, based on the market niche/segments identified above, applicants must outline their vision of the revenue model. Areas for consideration should include but not be limited to:
WHAT IS THE VALUE PROPOSITION THAT RESULTING PRODUCTS WILL DELIVER TO THE END CUSTOMER?

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HOW WILL THE RESULTING PRODUCTS ACHIEVE COMPETITIVE ADVANTAGE IN THE MARKETPLACE?
PROVIDE A DESCRIPTION OF THE COST STRUCTURE (I.E., WILL THE PRODUCT BE COMPETING ON PRICING OR VALUE, PERCENTAGE OF FIXED COSTS VS. VARIABLE COSTS, ECONOMIES OF SCALE)

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PROVIDE A DESCRIPTION AND RATIONALE FOR ANTICIPATED REVENUE STREAMS FROM RESULTING PRODUCTS (E.G., USAGE FEES, SALES OF PRODUCTS, SUBSCRIPTIONS, LICENSING, ROYALTIES).
ATTACH A DETAILED BREAKDOWN OF ANTICIPATED SALES AND MARKET PROJECTIONS BY PRODUCT AND CUSTOMER TO YOUR APPLICATION.