



Technology Management and Transfer

TECHCOMM 5006

Developing a Technology Rollout Plan

Rob Muir July 2005



Start with SWOT



Strengths:

potentially positive *internal* factors

- —
- —

Opportunities

potentially positive *external* factors

- —
- —

Weaknesses

potentially negative *internal* factors

- —
- —

Threats

potentially negative *external* factors

- —
- —

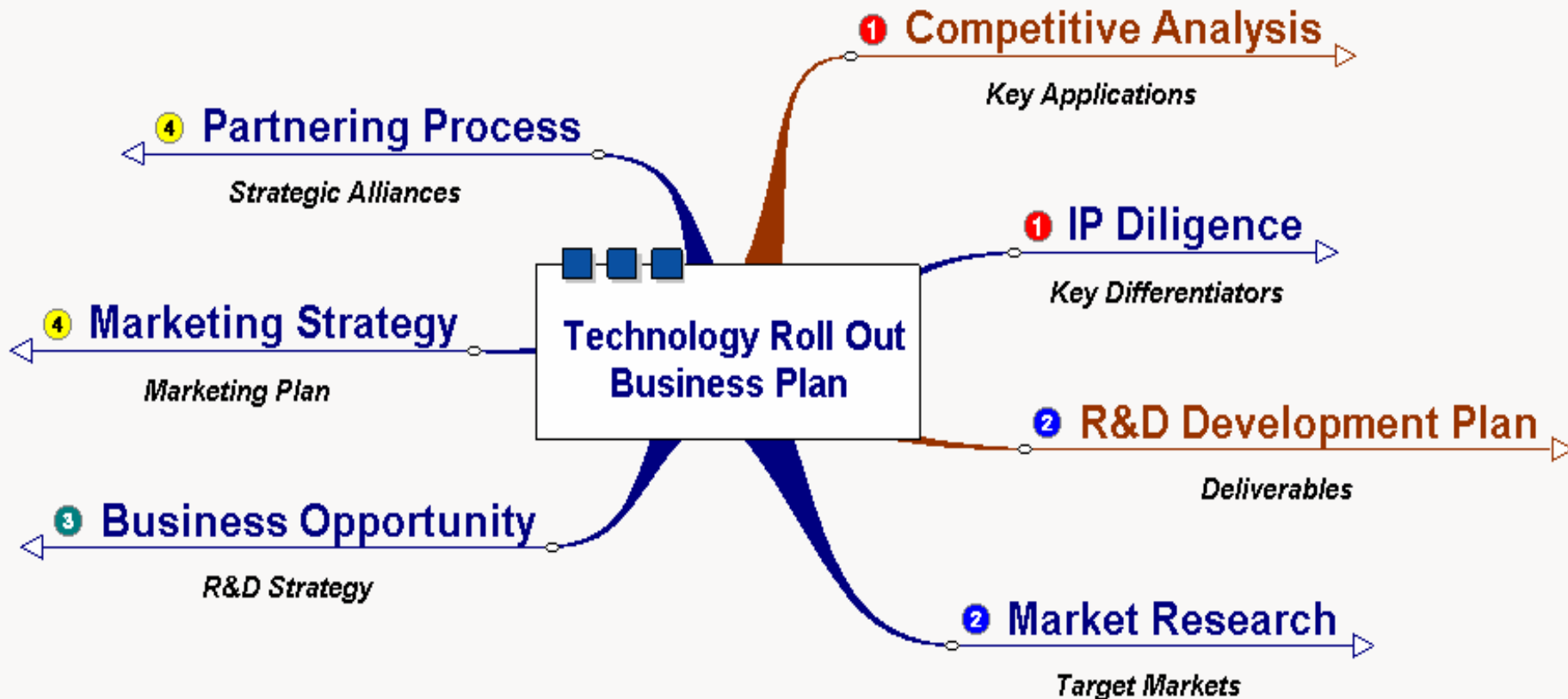


Typical Tech Rollout Elements



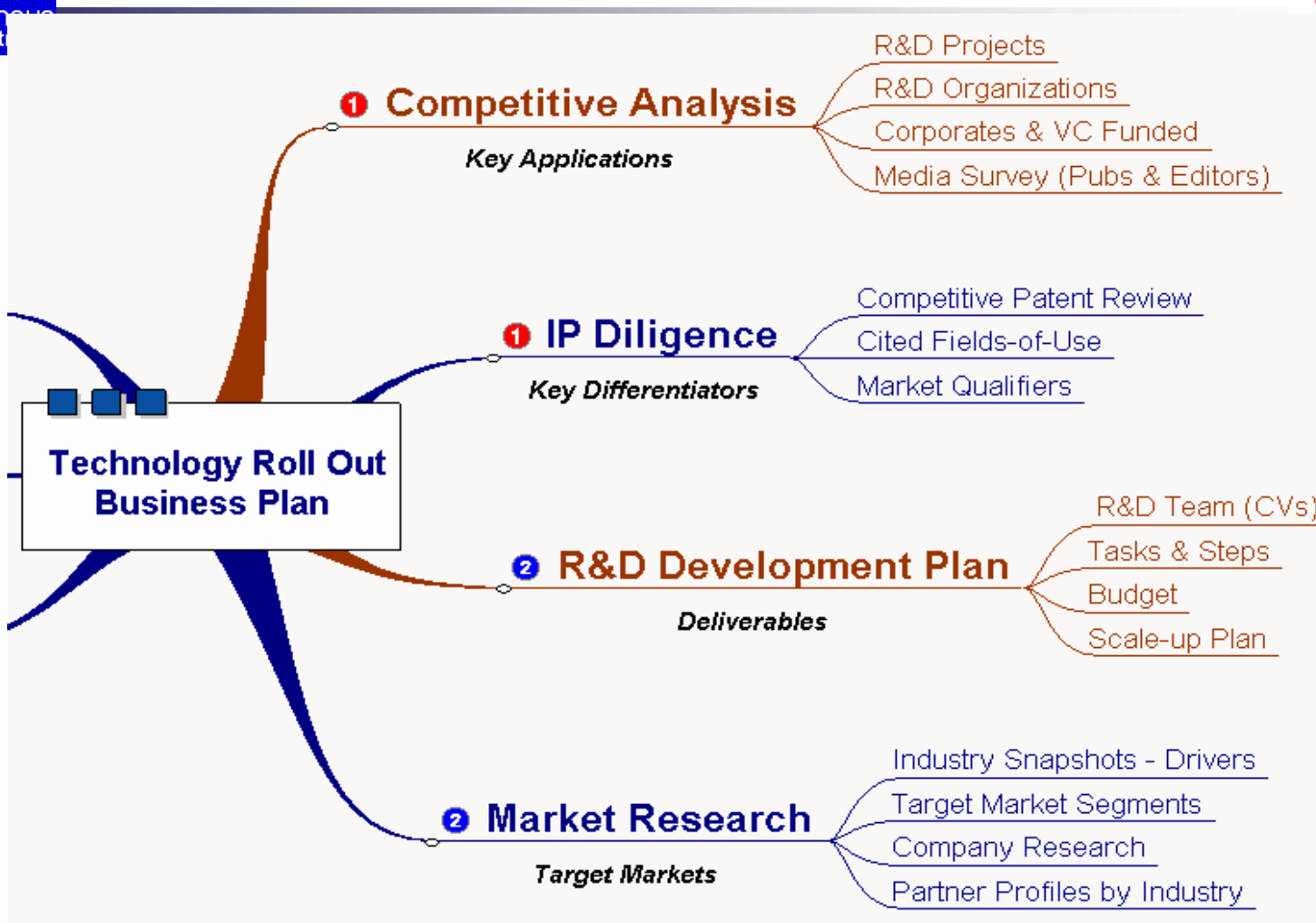
- ❏ Exec Summary
- ❏ Market opportunity (and competitive alternatives)
- ❏ Technology and Protection strategy
- ❏ Technical Status
- ❏ Development program
- ❏ Key Technical Team & Track Record
- ❏ IP Rights
- ❏ Timelines & Deliverables
- ❏ Required Resources
- ❏ Venture Partner Characteristics

Example: Tech Rollout Plan





Rollout Plan





Rollout Plan

