

# Realise - Turn your Product Into a Business

	Opportunity	Business	Technology	Structure	Capital
TASK SEQUENCE	DEFINING THE NEED	DEVELOPING THE BUSINESS	DEFINING THE FEATURES	DEFINE MANAGEMENT	OUTLINE THE INVESTMENT
	<p><b>The Problem or Need</b> Clearly define and support the problem /need associate with the product or technology.</p> <p><b>The Market</b> Clearly define the market for the product or service in a focussed manner.</p> <p><b>The customer/target market</b> As specifically as possible, define who the product is being sold too and how they purchase.</p> <p><b>The Product Opportunity</b> Outline how your solution directly addresses the problem or need from the customers perspective. What is your value proposition.</p> <p><b>Channel to Market</b> What channel to market works the most effectively with the product category, outline options and define preferred option.</p> <p><b>Marketing Approach</b> What marketing approach work best in the market to the specified consumers. Where do they go to access information on purchase.</p>	<p><b>Product Structure</b> Define the structure of the product system and schematically how it operates at a market/ consumer level.</p> <p><b>Market Introduction/Mechanism</b> Create a credible strategy for entering the market. Outline product structure rollout into specified markets.</p> <p><b>Product Development Schedule</b> What is the strategy to consolidate, develop and refine the product further post market launch.</p> <p><b>Market Introduction/Mechanism</b> How will the product be launched through the selected channel to market. A clear outline here will assist to drive sales projections accurately with a clear rationale.</p> <p><b>Business Milestones</b> What are the key milestones for the business during and post launch. Set measurable goals and actions.</p> <p><b>Partnerships/Alliances</b> Outline any key alliances or partnerships.</p>	<p><b>Product/technology</b> Clearly define the product or the technology Outlining all key points of difference.</p> <p><b>Evidence</b> Demonstrate product efficacy objectively.</p> <p><b>Standards &amp; Compliance</b> What compliance and standards factors are important in the specified markets for this product.</p> <p><b>Intellectual Property</b> Define the trademark, design and patent protection and/or outline any trade secrets which protect the product from easy replication.</p> <p><b>Future technologies</b> What future technologies have been</p> <p><b>Competitor Analysis</b></p> <p><b>Competitive Advantage</b></p>	<p><b>Company Vision</b> Lay out an aspirational achievable target for your team to subscribe to and focus on.</p> <p><b>Management &amp; Team</b> Define the team that will deliver the programme and identify new resources that may be required to deliver the business milestones.</p> <p><b>Governance</b> Specify the organisational structure.</p> <p><b>Financials</b> Projected Unit Sales and Sales</p> <p><b>Sales Rationale</b> Projected 5 Year P&amp;L Statement</p>	<p><b>The Offering</b> Outline the required level of investment and what is being offered for the investor.</p> <p><b>Investor profile</b> What type of investor are you looking for and how would they ideally interface and contribute to the business.</p> <p><b>Capital Requirements</b> Define the capital requirements against the milestones.</p> <p><b>Capital Structure</b> What will the shareholding and structure look like?</p> <p><b>Projected Growth</b> In revenue and company value</p> <p><b>Proposed Exit Strategy</b> How will investors enter and exit the business, are there logical points or targets for this.</p>
DELIVERABLES	SECTION ONE	SECTION TWO	SECTION THREE	SECTION FOUR	SECTION FIVE
	The first section of the business development focusses on what the opportunity is and presents it from the customers perspective. It defines how the products are purchased and the key channels to market, and the key approach to marketing.	How does the business intend to take advantage of the opportunity. What are the key milestones for the business to deliver on the potential opportunity.	A chance for the features and the product and technology to get fully described. Prove the product is effective and and describe what intellectual property exists to protect the investment and the businesses competitiveness	Who are the key people for the business and how will the business be operated and governed. What are the sales projections and what are these based on? How is the company projected to perform.	What investment is being sought, and how will the capital be used. What returns are projected for the investor and how can they effectively enter and exit the business.