



Market Analysis Checklist for the Technology Transfer Office

Use these ten questions to guide your analysis of an early stage invention. Remember, inventions are not products and, therefore, you need to ask a different set of questions to scope the opportunity at this early stage.

1. What business problem does the invention solve?
2. Is the market "*ready*" for this idea? (Timing)
3. What *market space and category* does this idea fit into? (Opportunity)
4. How big is the market opportunity? (Category Size)
5. How fast is the category growing or shrinking? (Category Growth)
6. What are the uses/applications for this idea? (Target customers, partners, licensees)
7. How *severe is the customer pain* this invention will address? (Who's willing to pay now?)
8. What paths to commercialization exist for this idea? (Can we reach the customers?)
9. Who are the key competitors and why will this invention win out over them? (Who else is competing and what's your edge?)
10. What type of investment is required to productize your invention and what financial return might we receive? (What's the Risk/Return?)

