



XX business name

Commercialisation Plan
&
Business Canvas

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Executive summary

[The Company] was founded in [year] and [describe what your business does or its principal mission or objective.
For example “and is a growing manufacturer of pencil lead”].
Our principal offices are located in [x]

Our products

[The Company] makes [describe your product/service line].

The Company produces/provides the following products/services: [list products here in order of significance].

Presently, our [main product] is in the [pick one of: introductory, growth, maturity] stage. It competes primarily based on

[competitive advantage]. Our future plans include developing [x, y, and z] in [year or timeframe]

Our market

We define our market as [define market. e.g. women's athletic apparel, kitchen appliances, small business software]. The total market size was approximately [\$x] last [period available], and is expected to grow by [x%] by [year]. We currently hold [y%] of this market and believe we can capture [z%] of it by [year]. Some of our most notable customers include [examples of customers].

Our competition

risks

The greatest risks associated with our business today are [x, y, and z]. We feel we can overcome these risks because of [m].

Opportunities

Our management team

Operations

We have [manufacturing facilities / offices / branches] located in [location, location, location]. We currently perform [u] in house, while outsourcing [v]. Our total full time staff is [15 people] and our products are distributed by [method or distributor]

Capital requirements

A-Z Business Canvas

Segment 1

XXX



Segment 1

Market relevance

Business
canvas

A

Segment
name xxx

B Pain point

xx

C Pain reliever

xxx

Segment 1- xx

Market entry



D Points of differentiation

E Market penetration strategy

F Market alienation strategy

XX

XX

XX

Segment 1- xx

Market makers

Business
canvas

G Key decision makers

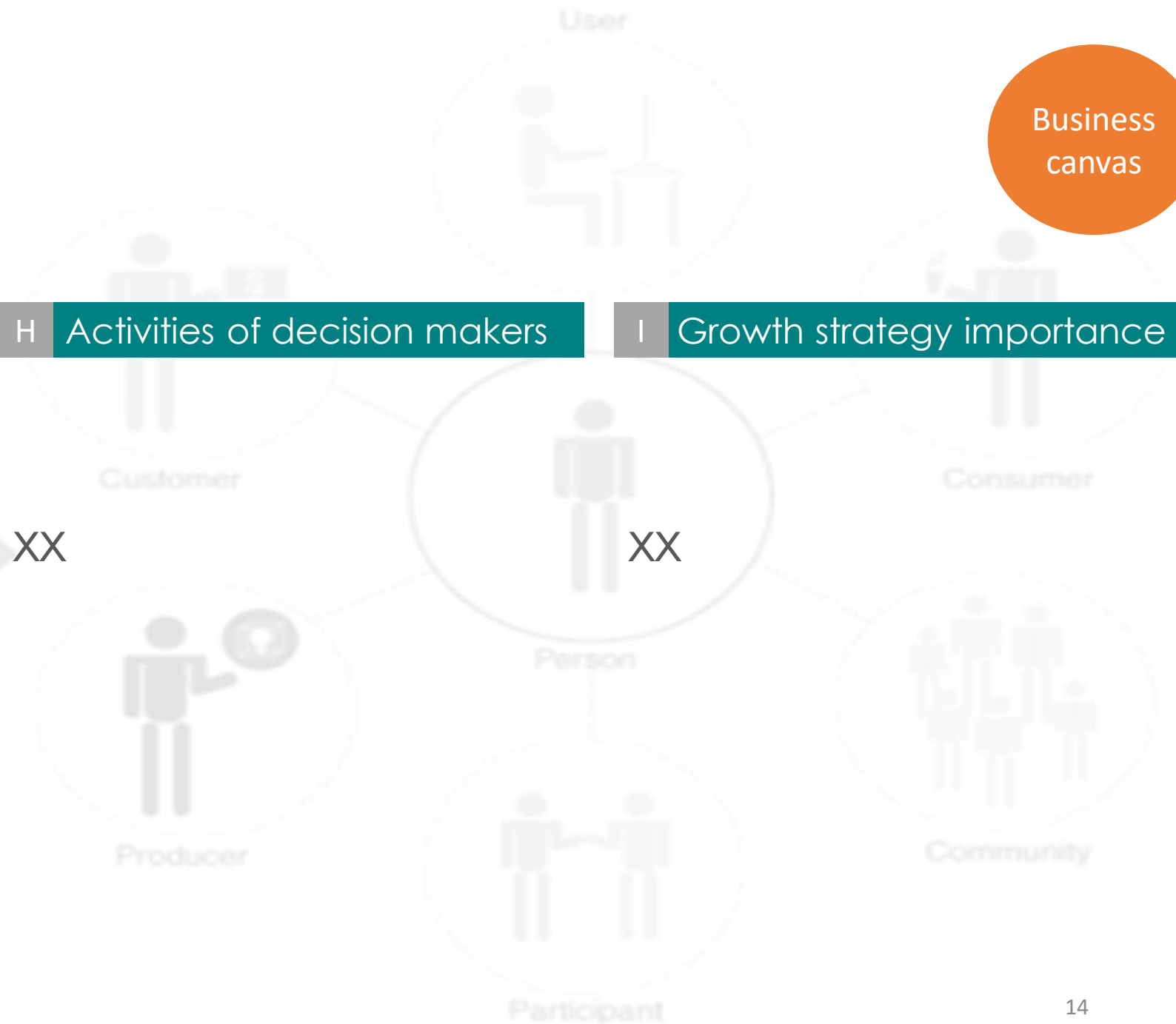
H Activities of decision makers

I Growth strategy importance

XX



XX



Segment 1- **xx**

Market potential

Business
canvas

J Market size

K Annual growth rate

L Risks to growth rate

XX

XX

XX

Segment 1- **xx**

Market products

Business
canvas

M Differentiated product features

N Ways the business can leverage product differentiators

XX

XX

Segment 1- **xx**

Market pricing



O Lead product price point ranking

P Product sensitivity

XX

XX

Sales

Segment 1- **xx**

Market players



Q Key rivals

R Known or projected threat

S Threat level

XX

XX

XX

Segment 1- **xx**

Marketing channels



T Primary channel to market

U Secondary channel to market

V Reasons for primary choice

XX

XX

XX

Segment 1- **xx**

Market assets



W Cumulative Y1-3 conversion X Intellectual property assets Y Estimated valuation of IP

XX

XX

XX



Segment 1- **xx**

Funding and returns



Z	Type	Segment 1
	Earnings before interest and tax (EBIT)	\$
	Funding	
	Debt	\$
	Equity	\$
	Total debt and equity funding	\$
	Timing of Funding	
	Year 1	\$
	Year 2	\$
	Year 3	\$
	Total timed funding	\$

A-Z Business Canvas

Segment 2

XX



Segment 2

Market relevance

Business
canvas

A

XX

B Pain point

XX

C Pain reliever

XX

Segment 2- **xx**

Market entry



D Points of differentiation

E Market penetration strategy

F Market alienation strategy

XX

XX

XX

Segment 2- **xx**

Market makers

Business
canvas

G Key decision makers

H Activities of decision makers

I Growth strategy importance

XX



XX



Segment 2- **xx**

Market potential



J Market size

K Annual growth rate

L Risks to growth rate

XX

XX

XX

Segment 2- **xx**

Market products

Business
canvas

M Differentiated product features

N Ways the business can leverage product differentiators

XX

XX

Segment 2- **xx**

Market pricing



O Lead product price point ranking

P Product sensitivity

XX

XX

Sales

Segment 2- **xx**

Market players



Q Key rivals

R Known or projected threat

S Threat level

XX

XX

XX

Segment 2- **xx**

Marketing channels



T Primary channel to market

U Secondary channel to market

V Reasons for primary choice

XX

XX

XX

Segment 2- **xx**

Funding and returns



Z	Type	Segment 1
	Earnings before interest and tax (EBIT)	\$
	Funding	
	Debt	\$
	Equity	\$
	Total debt and equity funding	\$
	Timing of Funding	
	Year 1	\$
	Year 2	\$
	Year 3	\$
	Total timed funding	\$

distribution strategy

Digital media strategy

Detailed financial projections

legal structure

† Trademarks and other IP assets