



**From Project To Product**  
Cloud Forward Workshop (18/10/16)

# Mapping Technology Readiness to Market Readiness

This workshop is to support **a go-to-market strategy** for your project.



## Technology Readiness Level

Technology Readiness Levels are used as a method of assessing the maturity of a technology being developed by a project.

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## Market Readiness Level

Market Readiness Levels are used to assess the commercial readiness of a technology offering to give context to an 'offering'.

# Technology Readiness Levels

**In this context, a TRL describes the maturity of your product/service.**

- 0 - **Idea.** Unproven concept, no testing has been performed.
- 1 - **Basic research.** Principles postulated and observed but no experimental proof available.
- 2 - **Technology formulation.** Concept and application have been formulated.
- 3 - **Applied research.** First laboratory tests completed; proof of concept.
- 4 - **Small scale prototype** build in a laboratory environment ("ugly" prototype).
- 5 - **Large scale prototype** tested in intended environment.
- 6 - **Prototype system** tested in intended environment close to expected performance.
- 7 - **Demonstration system** operating in operational environment at pre-commercial scale.
- 8 - **First of a kind commercial system.** Manufacturing issues solved.
- 9 - **Full commercial application,** technology available for consumers.

# Market Readiness Levels

**In this context, an MRL describes your level of commercial traction.**

- 0 - **Hunch.** You perceive a need within a market and something ignites.
- 1 - **Basic research.** You can now describe the need(s) but have no evidence.
- 2 - **Needs formulation.** You articulate the need(s) using a customer/user story.
- 3 - **Needs validation.** You have an initial 'offering'; stakeholders like your slideware.
- 4 - **Small scale campaign with stakeholders ("closed" beta - 50 friendly stakeholders)**
- 5 - **Large scale campaign with early adopters ("open" beta - 100 intended customers)**
- 6 - **Proof of traction with sales to match (Problem/Solution Fit - 100 paying customers)**
- 7 - **Proof of satisfaction with a happy team and happy customers (Vision/Founder Fit)**
- 8 - **Proof of scalability with a stable pipeline and strong understanding (Product/Market Fit)**
- 9 - **Proof of stability, KPIs surpassed and predictable growth. (Business Model/Market Fit)**

# Where are you right now?

Understanding your score is useful to know how to improve market readiness.

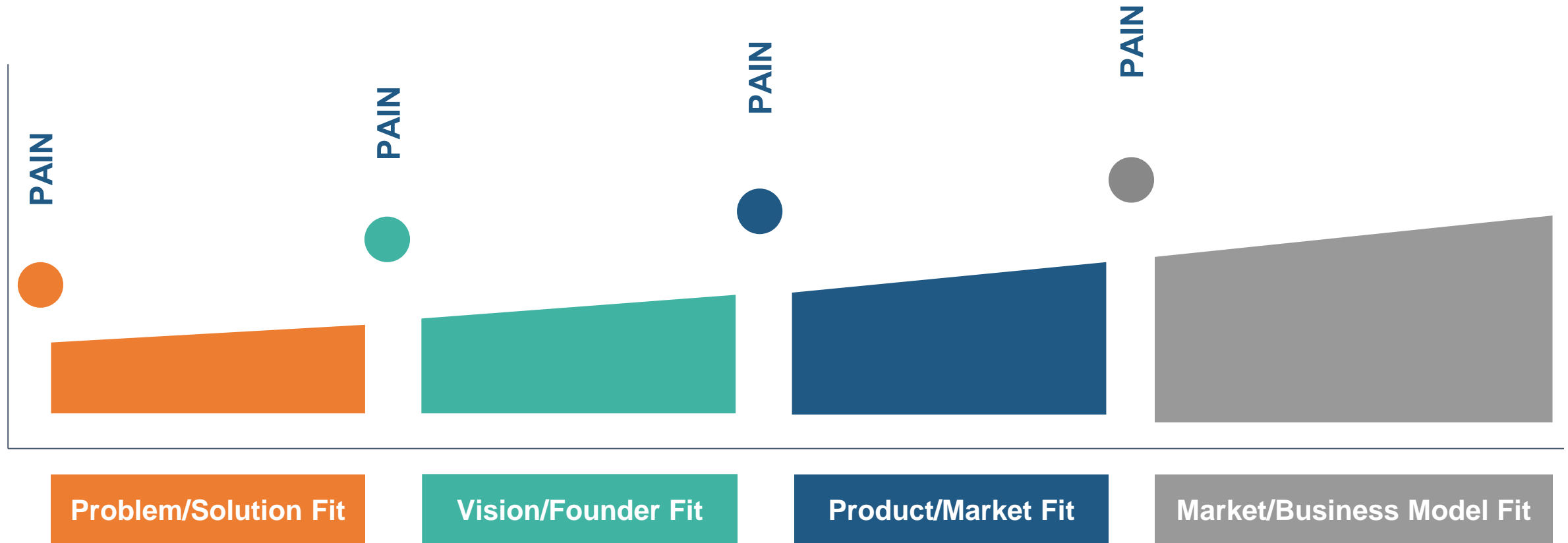


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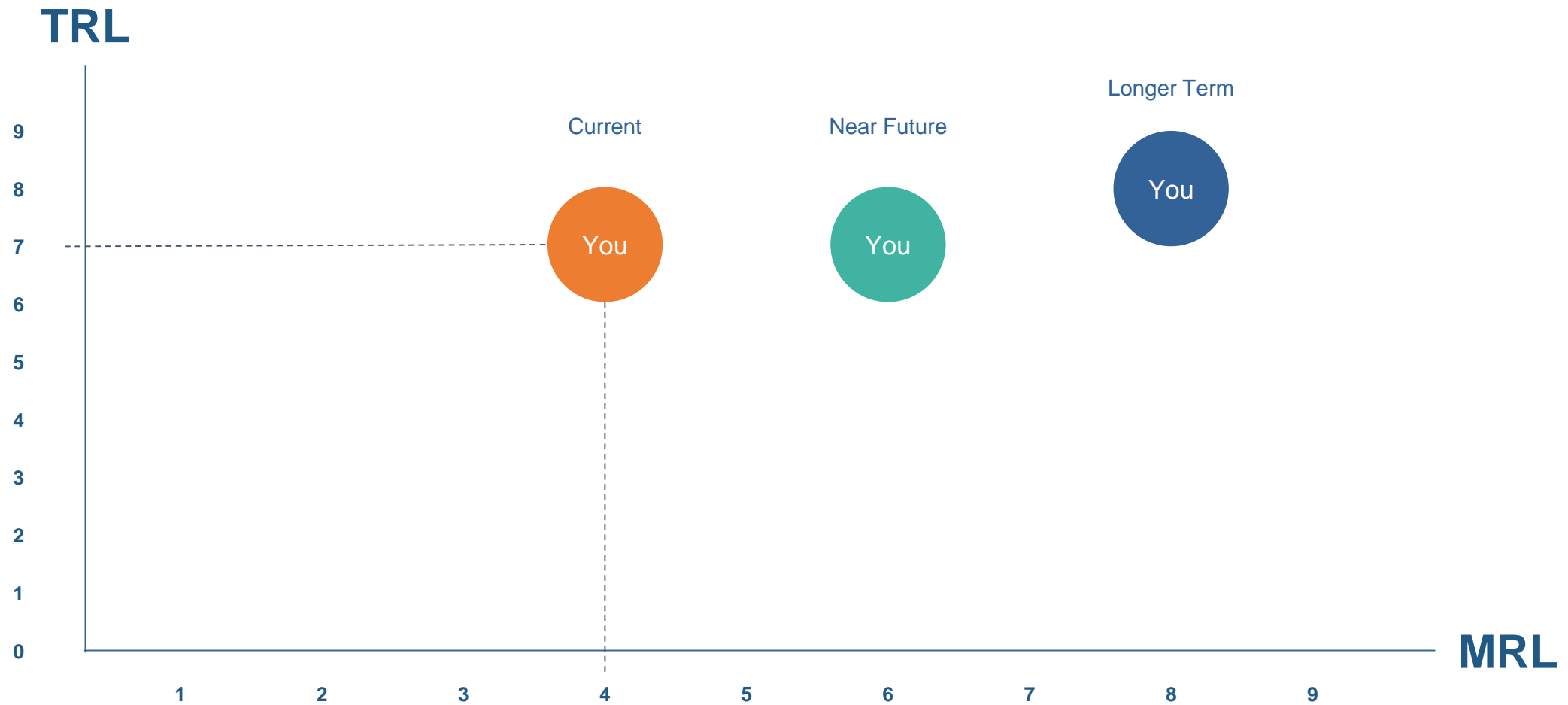


**MRL**

# Where are you going?



# Measuring Progress & Trajectory



# Create A Go-To-Market Strategy

**Customers**

**Offering**

**Channels**

**Campaigns**

**Pipeline**

**Investment**



# Next Steps

- Get An MRL:TRL Score
- Plan to get from Point A to Point B
- Communicate Your Progress
- Get Practical Support From Us

[www.cloudwatchhub.eu/potential](http://www.cloudwatchhub.eu/potential)

# CONTACT DETAILS

## About Us

CloudWATCH2 has received funding from the European Union's Horizon 2020 programme - DG CONNECT Software & Services, Cloud. Contract No. 644748

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## Organisation

On behalf of CloudWatch2