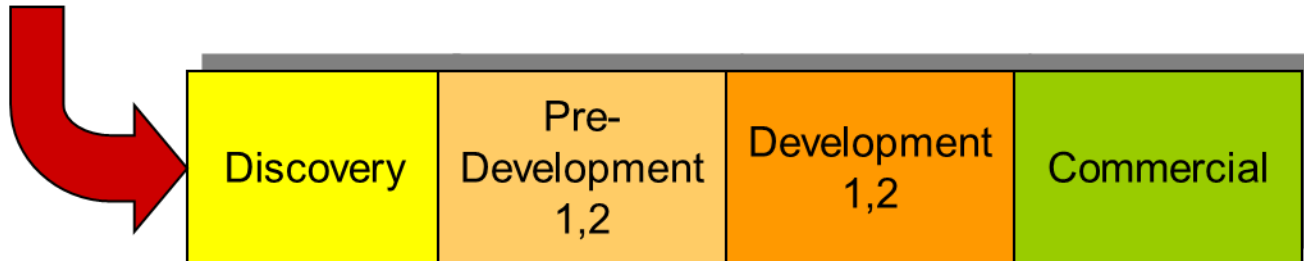


Stagegate

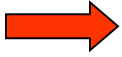
Product
Goals



Objective of Stagegate

- Allows for the logical advancement of a project through the development process.
- Helps eliminate pet projects
- Standardizes assessments and language
- Allows an organization to advance, recycle, eliminate and redeploy resources.

**Product
Goals**



Discovery



Objectives	Activities	Gate Advancement
Discover technology/product/create IP	Bench production	Preliminary Business Assessment completed
	Validate product properties	Freedom to operate
Answer the question “is this project worthy of moving forward?”	Funding/alliance options identified	Product properties meet specifications
		IP strategy documented and completed
		Pre Development plan completed
		Pre Development contracts signed

What needs to be included?

“preliminary business plan” = the market; market size and growth; Competition; SWOT analysis; and economic analysis

“freedom to operate” = the patent and literature searches required

“Product properties meet specifications” = what are the specifications set for the product you are producing? Does yours meet those? (if there are specs, who are they set by (trade group, government, ASTM, etc.)?)

“pre-development plan completed” = looking forward – what are the key research questions to be addressed for this product to go to market? ID milestones (ie- successful testing against standards; alternative formulations; real time testing); elementary research plan including timeline

**Product
Goals**



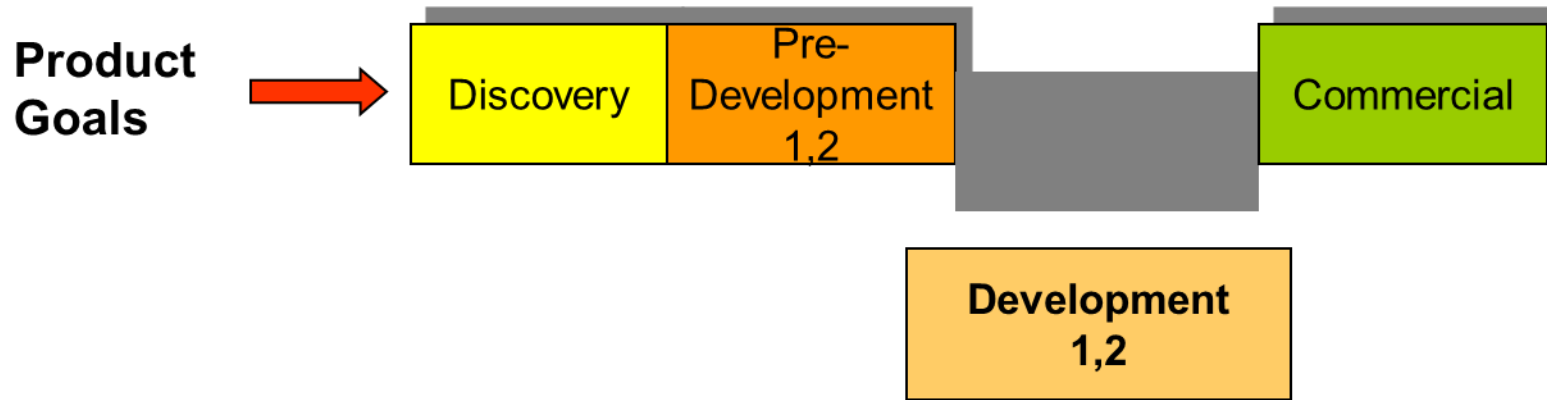
Discovery

**Development
1,2**

Commercial

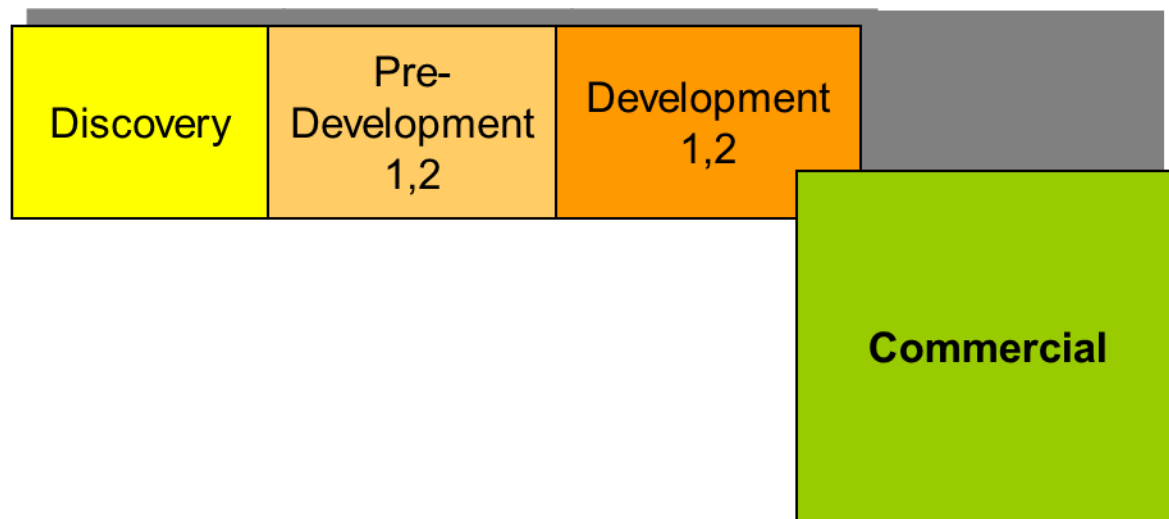
**Pre-
Development
1,2**

Objectives	Activities	Gate Advancement
To enable IP claims, demonstrate feasibility at small scale	Pilot production	Preliminary Business Plan completed
	Feeding trials	Economic hurdles are met
	Refine IP and submit	Freedom to operate
		Product properties meet specifications
		IP submissions completed to scale
		Development plan completed
		Development contracts signed



Objectives	Activities	Gate Advancement
Demonstration of feasibility at commercial scale	Scale up	Business Plan completed
	Develop Brand Name	Economic hurdles met
	Pre launch activities	Freedom to operate
	Identify and choose license partners	Product properties meet specifications
	Funding/alliance options identified	IP submissions completed to scale
		License agreements signed

**Product
Goals**



Objectives	Activities	Gate Advancement
Launch	Monitor the business	
	Audits of sales	
	Enforce IP	
	Review for improvements/line extensions	