

# Commercialisation Pathway Selector

Do you understand the potential risks connected with launching your product in the market and the implications on different paths to market?

## What is this tool?

This interactive questionnaire will help you navigate the process of identifying feasible paths to market using four decision-making criteria:

- The potential customer/client
- The market conditions/market barriers
- The technology uptake conditions/adoption barriers
- The potential market reach of your technology solution

## Why use this tool?

There are numerous paths to market for any technology solution, and understanding which ones best suit your situation can be challenging.

This questionnaire helps you think through the risks and opportunities associated with different paths to market for your technology solution.

## How to use this tool



### Step 1.

Access the questionnaire [here](#).



### Step 2.

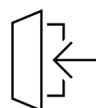
Complete the questionnaire with your team.



### Tip

It is often helpful to do this activity as a team.

By talking through the various options, you can reach a consensus on the most appropriate ones for your technology solution and situation.



### Step 3.

Receive your report.

Fill in your email address to receive a report that outlines the most feasible commercialisation pathways for your technology solution.