

FEASIBILITY STUDY: PROJECT X

Prepared by *Name Here*

E-mail here

Contents

1. Summary	3
2. Introduction and Scope of Work	4
3. A Description of the Main Features of the Technology;.....	5
4. Report Methodology	7
5. Identification of User Benefits;	8
6. Potential markets for the project;.....	9
7. Potential Competition.....	10
8. Potential Human Factors	11
9. Potential Project and Development Issues	12
10. Intellectual Property.....	13
11. Risk Analysis.....	14
12. Conclusion/Next Steps;.....	15

1. Summary

The University of Somewhere have developed a new Technology with a lighter weight/higher performance etc. KKI Associates have been asked to assess the feasibility of commercial exploitation of this new technology, primarily in ccccc but potentially in industrial applications.

More Summary Here

2. Introduction and Scope of Work

The University of Somewhere has been a pre-eminent institution in the field of zzzzz technology for over 30 years. During this time it has been responsible for a number of significant developments that have had a major impact on ZZZZZZZZ practice world-wide. Its most recent innovation is a new technology that cccccccccccs. This report attempts to assess the feasibility of commercial exploitation of this new technology, primarily in medical, but potentially in industrial applications.

The report has looked at the following issues:

- A Description of the Main Features Of The Technology;
- Identification of Potential Users;
- Identification of the potential benefits of the new technology;
- Some outline Market Information, including data on
 - Potential market size
 - Potential customers
 - Potential Competition - Substitute techniques
 - Potential Competition - Instrumentation;
- Routes to Market
 - Commercial Strategy
 - Patents
 - Quantifying the Benefit
- Main Technical Targets And User Requirements
 - Outline Product Requirements
- Design and Manufacturing Considerations
 - Technical Approach
 - Spending and Development targets
- Risk Analysis - Potential Project Failure Factors
 - Project-termination' Factors
 - Project Scale-down' Factors
- Conclusion/Next Steps;

The scope of the work on the assignment did not include:

- assessment of the scientific and technical quality of the new development;
- assessment of the potential patent position of the technology;
- generating, new quantitative market research such as might be carried out by telephone or questionnaire;
- assistance with implementation of the report;
- discussions and/or commercial negotiations with potential customers or licensees of Somewhere University.

The work has primarily been conducted by consulting published sources, supplementing this with a few qualitative interviews with key potential users. The most important information sources are given as footnotes. More are listed in the appendices, as are full details of the interviews conducted.

3. A Description of the Main Features of the Technology;

3.1 Current XXXXX Technology

Lots of description here

3.2 What technical innovation have YYY achieved?

Lots of description here and some pictures

Page for pictures

4. Report Methodology

The tables in the following sections follow a consistent layout. Each sets out the issues and risks that KKI identified during the review. The table headings are:

- Reported issue: relevant (we believe) information which could have a bearing on the commercial outcome of the new project;
- Likely impact on Project/Action: our thoughts on the issue and what its effect might be; including thoughts on the question 'should we do something?' In general one should act on issues that are likely and problematic, monitor issues that are unlikely yet problematic, and address other issues if the benefits of so doing outweigh the costs.

This kind of issue analysis can generate a number of 'negative risks' or potential opportunities.

A number of the tables have empty rows; these are where the author feels that further issues could arise in the future, or may have been overlooked in this assessment. Users of the document can therefore 'fill-in' the empty spaces as required. (Those who do not trust their handwriting can apply to the author for an electronic copy.)

5. Identification of User Benefits;

5.1 Reported Developments and Issues	Likely impact on project - action required?
5.1.1 <i>Describe the views of certain key users or stakeholders on the idea. Will it save them time, money, or hassle? How good would it have to be to get them to use it?</i>	
5.1.2 <i>A few more lines on another issue. E.g. What do the Government/NHS think?</i>	
5.1.3 <i>A few lines</i>	
5.1.4 <i>A few lines</i>	
5.1.5 <i>A few lines</i>	

Further Comments

Summarise the 'so whats' here.

6. Potential markets for the project;

6.1 Reported Developments and Issues	Likely impact on project - action required?
6.1.1 <i>Who would buy this? Where are they? How many of them are there? Would they buy it or lease it? Etc etc</i> .	
6.1.2 <i>A few lines</i> .	
6.1.3 <i>A few lines</i>	
6.1.4 <i>A few lines.</i>	
6.1.5 <i>A few lines</i>	
6.1.6 <i>A few lines</i> .	

Further Comments – Markets

Summarise the ‘so whats’ here.

7. Potential Competition

Reported Developments	Likely impact on project
<p>7.1.1 <i>Who else is out there? Have you looked at their patent applications? Don't just consider the same technology solution – is anyone doing the same as you using a completely different technology?</i></p>	
<p>7.1.2 <i>A few lines</i></p>	
<p><i>A few lines</i></p>	
<p>7.1.3 <i>A few lines</i></p>	
<p>7.1.4 <i>A few lines</i></p>	

Further Comments – Markets

Summarise the 'so whats' here.

8. Potential Human Factors

Reported Developments and Issues	Likely impact on project - action required?
<p>8.1 <i>What are the usability requirements of your product or service? What skills do the operatives require? Can your manual be translated into Japanese/Chinese if required?</i></p>	
<p>8.2 <i>How strong is your potential team? What incremental skills do you need ot bring the product to market?</i></p>	
<p>8.3 <i>A few lines</i></p>	
<p>8.4 <i>A few lines</i></p>	
<p>8.5 <i>A few lines</i></p>	
<p>8.6 <i>A few lines</i></p>	

Further Comments –

Summarise the 'so whats' here.

9. Potential Project and Development Issues

Reported Developments	Likely impact on project
<p>9.1 <i>What is the potential timeline for the project? Are we trying to do something easy or of great difficulty? Do we have the resources for this?</i></p>	
<p>9.2 <i>A few lines</i></p>	
<p>9.3 <i>A few lines</i></p>	
<p>9.4 <i>A few lines</i></p>	
<p>9.5</p>	

10. Intellectual Property

Reported Developments	Likely impact on project
10.1.1 <i>Have we got patents, can we get them, and what patents do the competition have?</i>	
10.1.2 <i>A few lines</i> .	
10.1.3 <i>A few lines</i>	
10.1.4 <i>A few lines</i>	

11. Risk Analysis

11.1 'Project-termination' Factors

Factor	Comments
11.1.1 <i>What are the things that would cause us to stop the project? (Competition from Microsoft? Failed toxicity test?)</i>	
11.1.2 <i>A few lines</i>	
11.1.3 <i>A few lines</i>	

11.2 'Project Scale-down' Factors

Factor	Comments
11.2.1 <i>What are the things that would cause us to scale-down the project? (e.g. Treatment only works with type 1 not type 2 diabetics? Unavailability of key staff?)</i>	
11.2.2 <i>A few lines</i>	
11.2.3 <i>A few lines</i>	
11.2.4 <i>A few lines</i>	

12. Conclusion/Next Steps;

List some further work you'd like to see carried out on this project before you'd make your final investment decision

List the 4-5 things you'd most worry about if it was your own money going into the project!

