



# COMMERCIALIZATION STRATEGY

## SPECIFICATIONS

**Description:** Ideal for professionals who want an objective perspective on new strategic opportunities and potential impediments to growth. This report includes a comprehensive view of the market, including all elements offered in the Market Landscape report. Distinguishing features of this report include a close examination of key partnership opportunities, current distribution and pricing methods, as well as market positions of key players.

**The Report:** Guided by a client's distinct project needs and objectives, a Nerac Analyst merges applicable expertise with relevant research findings to produce this custom report. Principal components of the report typically include:

### Executive Summary

Synopsis of research conducted and significant revelations contained in the report

### Nerac Methodology

Details regarding Nerac's distinctive analytical approach to custom research

### Technological Capabilities

A comparison of current technologies deployed in the marketplace

### Intellectual Property Opportunities and Due Diligence

Assessment of existing intellectual property for identification of infringement issues based on current technology strategy

### Manufacturing (Other) Options

Cost-benefit analysis for manufacturing options or alternatives

### In- and Out-Licensing Opportunities

Review of existing licensing opportunities from an inbound or outbound perspective

### Potential Partnerships, Mergers or Acquisitions

A perspective on best opportunities for partnerships, mergers or acquisitions related to corporate, human resources or other (equipment, sales, marketing, etc.)

### Nerac Analyst Insight

Views and commentary presented by the Nerac Analyst based on expertise, the relevant findings discovered throughout the course of research and potential implications for the client

