

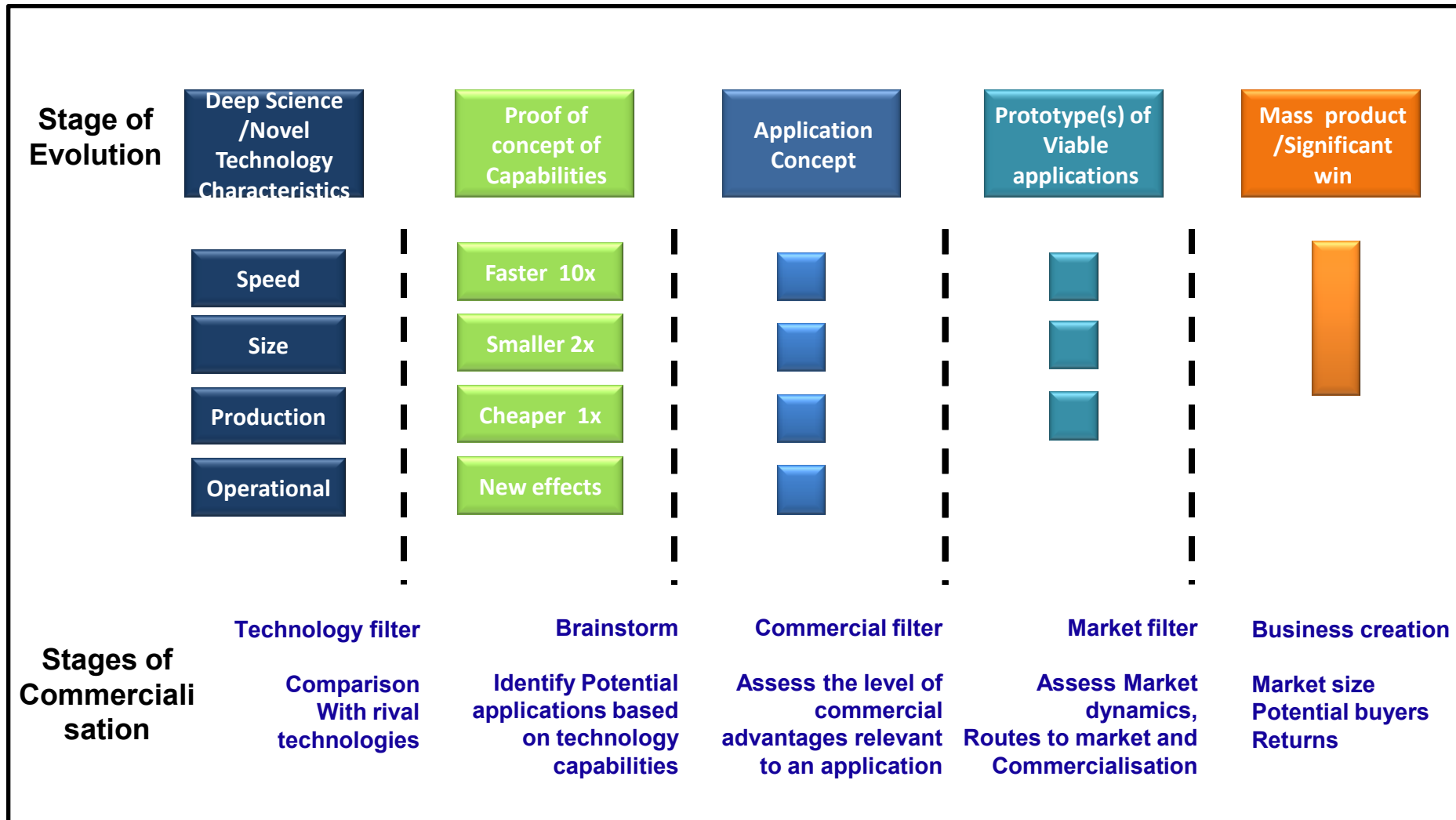
Overview of the Stepping Stones of Commercialisation model

Originally developed by the authors as part of an entrepreneurship course delivered at the University of Cambridge

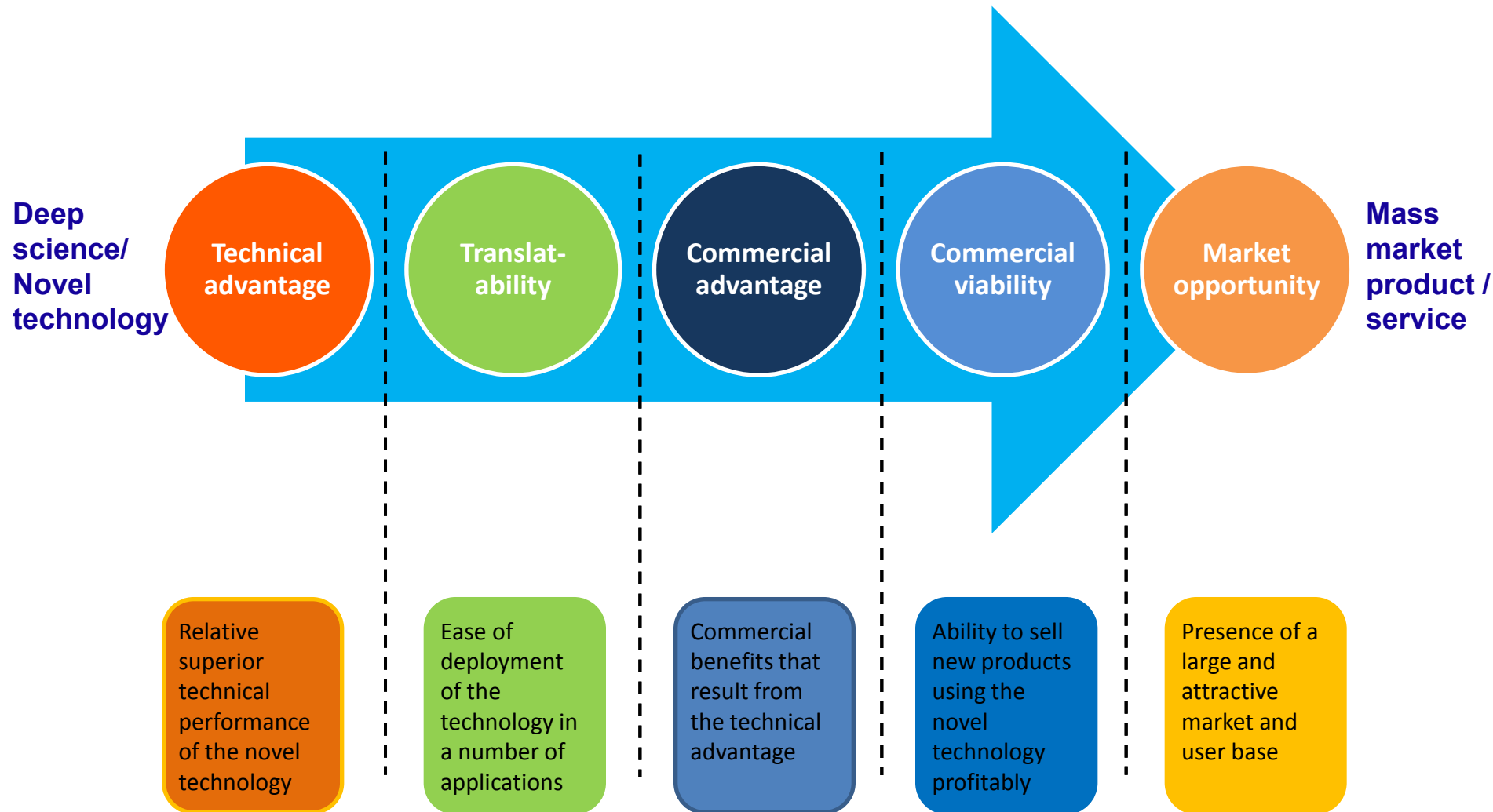
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The stepping stones of commercialisation model charts the progress of deep science from the lab to a mass market product over 5 stages of evolution.



The model consists of 5 components that each influence the success of the commercialisation process at a specific stage of evolution.



Commercialisation success is ultimately driven by *'impedance'* matching technology capabilities with specific customer needs in a promising market.

