

12 C's of Commercialization®



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→ **THE 12 C'S OF COMMERCIALIZING INVENTIONS AND INNOVATIONS**

DISCOVERY & DEVELOPMENT	PLANNING	ACTIVATION & ENGAGEMENT
<p>CUSTOMER INSIGHTS Curiosity precedes creativity – although customers may not know what they need until you show them. Provocative questions, predictive analytics, and market intelligence can spark innovation.</p> <p>CONCEPT CREATION The fuzzy front end of innovation (open or closed). A smart concept, product, or process improvement is the foundation for all that follows.</p> <p>COLLABORATION Partners and strategic alliances can improve and expand upon ideas. Internal collaboration, leadership support, and champions are equally important.</p> <p>CONCEPT PROTOTYPING/VALIDATION Prototyping reduces risks, proves feasibility, reveals errors/omissions in requirements, and accelerates time to market. Packaging and design enhancements happen here.</p>	<p>CRITICAL PATH ANALYSIS Prioritizing project tasks, estimating resource allocation, and leveraging innovation management tools ensures sustainable value creation.</p> <p>CAPITAL AND FINANCING Obtaining financial capital increases the likelihood of entry and sustainable value creation (success).</p> <p>CONCEPT PROTECTION Protection of intellectual property makes it difficult for competitors to steal/imitate ideas.</p> <p>COST STRUCTURE Defining value segments and product costs as well as revenues, profitability, and break even points versus the competition ensures sustainable growth.</p>	<p>CHANNEL MANAGEMENT Access to distribution channels makes or breaks new ideas and products. Formalized selling/servicing programs create competitive advantage.</p> <p>COMMUNICATION Commercialization requires time-consuming communication with employees, consumers, buyers, and partners thru media, marketing, and sales.</p> <p>COMMUNITY BUILDING Diffusion of innovation (crossing the chasm to achieve a "tipping point") is driven by persuasion and key constituency relationship building.</p> <p>CONTINUOUS IMPROVEMENT The best ideas and innovations are anchored in a process of continuous improvement.</p>

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→ **APPLYING THE 12 C'S**

PROBLEM	12 "C" SOLUTION	TAKE ACTION
You need great ideas.	Customer Insights Concept Creation	Innovation Ideation Workshop™ Innovation Footprinting™
You have a great idea.	Collaboration Concept Prototyping/Validation	Research, Testing, & Feasibility Assessment Idea Nurturing / Idea Champion Development
You have a semi-working prototype of your great idea.	Critical Path Analysis Capital and Financing Concept Protection	Innovation Management Tools Investor Relations or Budget Allocation Intellectual Property Planning (or Licensing)
You've validated/protected your prototype & have capital.	Cost Structure Channel Management Communication	Strategic Planning and Goal Setting Marketing Planning & Messaging Sales/Distribution Planning
You've launched your great idea and need to build momentum.	Community Building	Marketing Activation Media/Public/Employee Relations Promotions and Inside-out Education
Your great idea has not yet gained traction.	Continuous Improvement	Ongoing Strategic Planning Smarter Marketing Activation

➔ **GREAT IDEAS AND PRODUCTS ARE NOT ENOUGH – YOU HAVE TO COMMERCIALIZE THEM.**

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A flexible/adaptive framework for bringing new products and innovations to market.