Project Assessment Report

Assessing the commercialization potential

TECHNOLOGY XYZ

Assessed by Ulises Elias

Structure of the report

General project information

Status of project:	Project in development
Last update:	December 03, 2021
Reseachers / parties involved:	**John Smith** Inventor and patent holder Arda Aytekin
Potential Licensees:	
Project description:	The technical advances in artificial intelligence and computer vision applications have brought with it the need for large amounts of data. Image recognition algorithms are data hungry and require an extensive amount of human annotated data to perform automatic recognition. Technology XYZ inc leveloped a patented technology which is less time consuming and higher quality than the current state of the art. Technology XYZ inc provides super-fast (10-20x) and pixel accurate image annotation based on our AI-powered one-click object selection technology. Applications include Autonomous Vehicles, Consumer, Retail, Security and Surveillance, Medical, etc. Helping to acquire high-quality training data while saving time and money and accelerating their computer vision projects. SuperAnnotate received funding from Berkeley Skydeck in January 2019 and has been selected as a Spring 2019 cohort.
Keywords:	
Exclude keywords:	NA
Market environment:	Current annotation solutions are insufficient to meet the increasing global demand for image recognition, and therefore high-quality annotated images. It takes a disproportionate amount of labor time to satisfy the accuracy of object recognition standards required by the market, sacrificing either time or quality. The unprecedented growth in computer vision over the last 10 years has been driven by the following; • Advancements in hardware • The emergence of deep learning • The advent of large datasets • The increase in computer vision application

As a result, the need for image recognition applications has greatly increased, and with it the need for images annotated quickly and accurately. This demand will continue to increase dramatically with the projected advancements in computer vision technology.

Risks and strategies:	*Risk*	*Strategy*
	Limited financial resources	Continued assistance from KTH Government seed funding Sell license to bootstrap company formation
	Business development strategy	License, sell or build business
	Lack of coaches and mentors	Need more help outside of KTH Innovation, maybe industry?

Estimated date of market launch: 2021

Stage of Development: 2 (Opportunity preparation)

Weighting name: Researched Weighting Stage 2

Calculation method: Defined calculation

Assessment

Market Attractiveness			
	Assessment	Weighting	Score
The project has clear identifiable and quantifiable benefits	7	1.2	8.4
The project has distinct competitive advantage	5	1.2	6
There are marketable elements of the project	3	1.1	3.3
A defined market is accessible (able to be reached)	3	1.1	3.3
The size of this market is substantial	5	0.8	4
The market that this project will target is growing	6	0.9	5.4
There are immediate market uses for the project	3	0.9	2.7
Market partners or potential licensees have been identified	4	1.0	4
There exists sufficient funding for this project	4	1.0	4
There exists a first-to-market advantage with this project	5	0.9	4.5
The project provides a "price advantage"	4	0.9	3.6
The expected marketing costs to take this project to market are low	5	0.7	3.5
There are few or no competitors	5	0.8	4
The market is currently dissatisfied	7	0.9	6.3
There exists no dominant competitor in the market already	6	0.9	5.4
			68.4

Technology Potential			
	Assessment	Weighting	Score
The project is unique	3	1.0	3
The project has both current and future uses	3	1.1	3.3
There exists no other dominant patents	Yes		
There are no current disputes over the IP or inventorship	No		
The patent costs are covered	No		
The patent search is clear	Yes		
There has been no oral disclosure of the technology or research project	Yes		
The literature search is clear	No		
There have been no publications and/or there are no pending publications about the project	Yes		
The existing issues confronting the project`s development are solvable	4	1.2	4.8
The production of the product is feasible on a large scale (mass production)	4	0.9	3.6
There is a functioning prototype	3	1.0	3
The scale-up costs are low	4	0.8	3.2
The invention is package-able for sale as it is	4	0.8	3.2
The project uses state of the art technology	3	0.9	2.7
The project could be considered as "break-through"	3	0.9	2.7
The project has "core or platform technology"	4	1.0	4
The project has a positive Net Present Value (NPV)	5	0.9	4.5

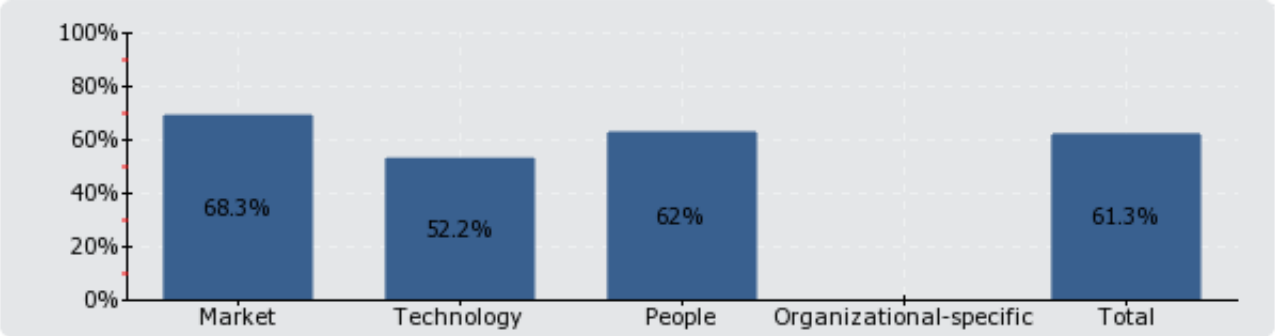
Technology Potential			
There is a high expected Return on Investment (ROI)	4	1.1	4.4
			42.4

People			
	Assessment	Weighting	Score
The project team has management experience	3	1.2	3.6
The project team has commercialization skills	4	1.0	4
The project team has excellent relevant industry contacts	4	1.2	4.8
The inventor/primary researcher is willing to champion the project development	4	1.2	4.8
The inventor/primary researcher and/or project team is credible and known	5	1.1	5.5
The inventor/primary researcher is funded and established	4	0.9	3.6
The research team has proven to work well as a team	5	1.2	6
The research team has realistic expectations	5	1.2	6
The research team has a successful history of working with industry	5	1.1	5.5
			43.8

Legend
* Text in red highlights a potential issue confronting the project

Assessment summary

Totals	Scores	Percentage scores	
Market attractiveness sub-total	68.4	68.3%	
Technology potential sub-total	42.4	52.2%	
People sub-total	43.8	62%	
Organizational-specific criteria sub-total		0%	
Total	154.6		



Project potential and resource allocation

TrainTrack System		
Score	154.6	
Total possible score	252	
Potential in percentage	61.3%	
Project potential	Medium Potential	
Resource commitment recommendation	Some level of resources	

The following two tables show you the basis for the project potential calculation (table 1) and the resource commitment recommendation (table 2).

	Opportunity recognition	Opportunity preparation	Opportunity exploitation
High Potential	Greater than 60%	Greater than 70%	Greater than 85%
Medium Potential	Between 45% and 60%	Between 60% and 70%	Between 70% and 85%
Low Potential	Less than 45%	Less than 60%	Less than 70%

	Opportunity recognition	Opportunity preparation	Opportunity exploitation
High Potential	High resource commitment	High resource commitment	High resource focus
Medium Potential	Moderate level of resources	Some level of resources	Some / low level of resources
Low Potential	Limited level of resources	Consider not investing	No resources

Issue Register

The following table outlines the issues found in your project. Within the table you can assign a priority to the issue and note strategies for solving the issue. Priority can be awarded e.g. H (high), M (medium) or L (low)

Issue Register			
No	Issue description	Priority	Strategy for improvement
1	There are marketable elements of the project		
2	A defined market is accessible (able to be reached)		
3	There are immediate market uses for the project		
4	The project is unique		
5	The project has both current and future uses		
6	There are no current disputes over the IP or inventorship		
7	The patent costs are covered		
8	The literature search is clear		
9	There is a functioning prototype		
10	The project uses state of the art technology		

Issue Register			
11	The project could be considered as "break-through"		
12	The project team has management experience		