



Foresight provides its clients with relevant information at the right time, so they can make intelligent decisions regarding their technology, innovation, and intellectual property assets.

**Some of Foresight's standard Assessments include:**

SMART Report: This "Swift Market Assessment for Research & Technology" is a report intended to provide an overview of a market for a new technology. Information provided includes Market size data, market dynamics, competitors, IP, and potential funding sources.  
*2 weeks*

Go/NoGo®: This screening report is used to assist in evaluating the commercial potential of an early-stage technology before expending money to patent or further develop it. The report provides information on existing products, patents, R&D, market characteristics, and potential barriers to commercialization. Contacts for potential licensees and/or partners are also suggested. An overall Go or NoGo suggestion will be given to assist in your decision-making process.  
*3 weeks*

Jumpstart™: This assessment is helpful when deciding which market is best for a technology. The report identifies up to three market niches to assess end-user needs, competing technology, market drivers and barriers, and market size. It also identifies potential licensee/investor contacts.  
*4 weeks*

Commercialization Readiness Assessment: This report will review competitive products/services, market size, and dynamics and provide a SWOT analysis of the strengths and weaknesses of the commercialization strategy. This analysis will take into consideration end-user needs and the client's business model, go-to-market strategy, developmental and commercialization milestones, IP position, revenue estimations, and team strengths. The report will also provide potential commercialization contacts and suggested next steps.  
*6 weeks*

Technology Niche Analysis (TNA)®: This assessment provides an in-depth analysis of a technology at or beyond the proof-of-concept stage. The report includes a competitive analysis, interviews with experts and end-users, recommendations for market entry and launch tactics, and an interview with a potential commercialization partner/investor. This information is used to suggest a commercialization strategy and to estimate potential revenue.  
*6-8 weeks*

Royalty Rate Report: This is a report that provides examples of deal terms for similar or relevant technology licensing agreements. The market research may also be combined with expert interviews to provide an estimated industry average fair royalty rate for a particular technology.  
*2 weeks*

**We can customize these reports or provide completely custom support to fit your needs and budget. (Quantity discounts are also available)**

**Contact us for additional information: [sales@foresightst.com](mailto:sales@foresightst.com)**