

→ THE 12 C'S OF COMMERCIALIZING INVENTIONS AND INNOVATIONS



DISCOVERY & DEVELOPMENT

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.

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.

COLLABORATION

Partners and strategic alliances can improve and expand upon ideas. Internal collaboration, leadership support, and champions are equally important.

CONCEPT PROTOTYPING/VALIDATION

Prototyping reduces risks, proves feasibility, reveals errors/omissions in requirements, and accelerates time to market. Packaging and design enhancements happen here.

PLANNING

CRITICAL PATH ANALYSIS

Prioritizing project tasks, estimating resource allocation, and leveraging innovation management tools ensures sustainable value creation.

CAPITAL AND FINANCING

Obtaining financial capital increases the likelihood of entry and sustainable value creation (success).

CONCEPT PROTECTION

Protection of intellectual property makes it difficult for competitors to steal/imitate ideas.

COST STRUCTURE

Defining value segments and product costs as well as revenues, profitability, and break even points versus the competition ensures sustainable growth.

ACTIVATION & ENGAGEMENT

CHANNEL MANAGEMENT

Access to distribution channels makes or breaks new ideas and products. Formalized selling/servicing programs create competitive advantage.

COMMUNICATION

Commercialization requires time-consuming communication with employees, consumers, buyers, and partners thru media, marketing, and sales.

COMMUNITY BUILDING

Diffusion of innovation (crossing the chasm to achieve a “tipping point”) is driven by persuasion and key constituency relationship building.

CONTINUOUS IMPROVEMENT

The best ideas and innovations are anchored in a process of continuous improvement.

→ 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.