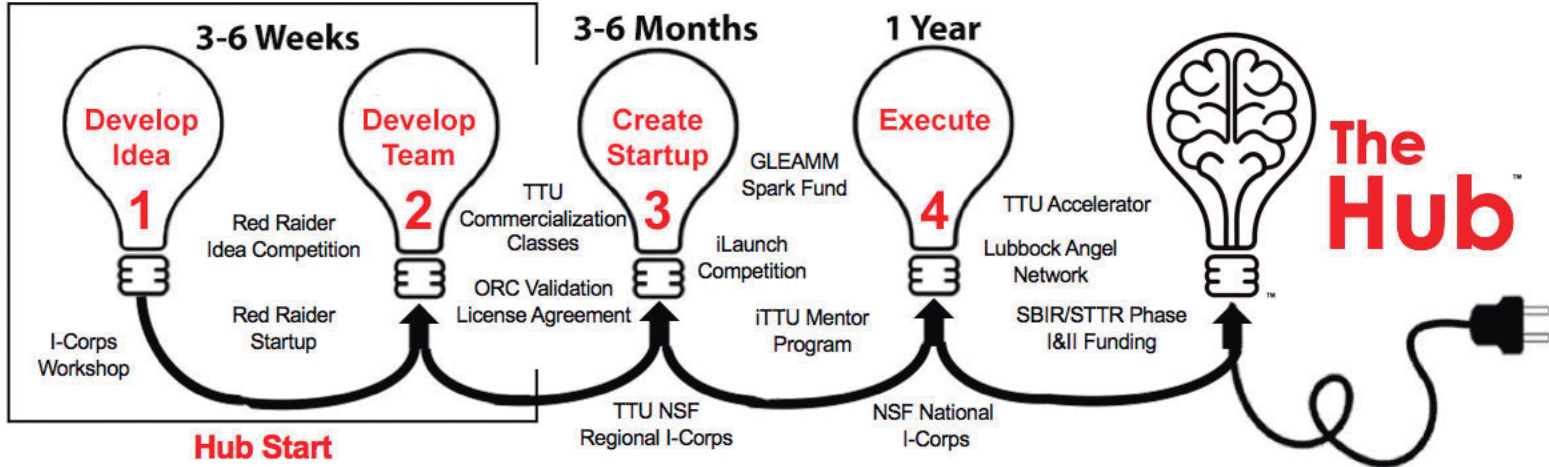




# Commercialization Timeline



**Step 1** Identify a team, video pitch, invention disclosure, business model canvas

**Step 2** Confirm team, create pitch deck, identify a mentor, develop value proposition

**Step 3** Revenue model, in-depth customer discovery, 50 interviews, access to funding

**Step 4** Conduct 125 customer interviews, commercialization plan, Hub certification