

Below are some questions provided only as guidance for you to prepare a Business Plan and present it to KFUPM for discussing a license for a KFUPM owned intellectual property (based on information you may have collected during meetings with our office or from KFUPM inventors or based on your market research or based on your industrial experience):

TECHNOLOGY

1. What is your planned application of the invention? Can there be more than one application?
2. Technology validation and development:
 - a. What technology validation is planned for the invention?
 - b. Are there any companies partnering in those validation (including field test if any agreed with the end user)? Any discussions made with such potential partners in this regard? If yes, what arrangements have been discussed with them?
 - c. What is plan for further developing the invention for the intended application(s) (the plan to include timeline, financial and technical resources available)?
 - d. Are KFUPM inventors needed in any type of technical consultation or development (this can be done through a separate service contract with KFUPM)?
3. What is the scale-up plan for commercialization?

MARKET

4. What are identified competing technologies (or products) currently available in market?
5. What are competitive advantages of the invention?
6. What are unmet market needs that the KFUPM technology is able to solve?
7. Market data:
 - Sector of market targeted?
 - What are the target countries for the technology?
 - Size of target market (globally and in the target country)?
 - Market trends / dynamics?
 - Supply chain analysis
8. What is the marketing / sales strategy?
9. What is the expected time of entry for the technology (or product) in market?

FINANCIAL PLAN

10. What are financial projections / forecasts (quantity of product or service projected for sale, annual revenue projection for few years)? What are assumptions behind these projections?
11. When
12. **For Startup:** Did they startup receive any grant(s) or investment(s)? Any discussions made with investors? Did anyone agreed to invest or provided a Letter of Intent or signed an investment agreement? If yes, how much and when they are going to invest?

COMPANY / STARTUP

13. What will be sold: a product or a service or both (will it be combined with any other technology product or solution not related to the licensed intellectual property)?
14. Who are potential customers? Was there any discussion made with the potential customers? If yes, what was their response?
15. **For Startup:**
 - a. Please share a copy of company registration (C.R.)
 - b. Management and operation of the startup
 - c. Physical location and business address
16. For established company:
 - a. Company's background
 - b. Company's current business and planned growth

INTELLECTUAL PROPERTY RIGHTS

17. What type of IP rights is requested from KFUPM?
 - Option to Negotiate a License (offering your company time to evaluate technicalities and market for the technology while KFUPM would not provide same license rights to any other company)
 - License:
 - Exclusive or Non-Exclusive
 - Field of use
 - Territory

MISCELLANEOUS

18. Sources of your information
 - Competitor product/service matrix
 - Interviews - talk to experts in the marketplace, including buyers, suppliers, sales representatives, wholesalers, distributors, and retailers.
 - Customer surveys
 - Interviews
 - SWOT analysis