

## Worksheet for From Spark to Flame – Navigating Your Path to Market Innovation

### I. Main Idea -

This article outlines Riodatos' approach to transforming ideas into market-leading solutions, emphasizing their expertise in commercializing inventions.

### II. Key Points -

\_\_\_\_\_ Discuss a data-driven approach to assessing and developing promising inventions, ensuring market viability and investor appeal.

\_\_\_\_\_ Compares the process of nurturing a seedling into a tree, highlighting the importance of your company's supportive ecosystem.

\_\_\_\_\_ Initial financial assessment and strategic planning are crucial for setting the stage for successful commercialization.

\_\_\_\_\_ Encourage collaboration to identify the full potential of their inventions and maximize market impact.

\_\_\_\_\_ Discuss all 10 key factors to consider for a successful transition from concept to commercial success: 1. Expertise, 2. Financial stability, 3. Team, 4. Market potential, 5. IP protection, 6. Collaboration, 7. Alignment with goals, 8. Regulatory knowledge, 9. Scalability, 10. Reputation.

### III. Call to Action -

Embarking on this journey:

- Explore your expertise and recommended activities.
- Assess and strategize your invention's path to commercialization.
- Protect your innovation through intellectual property safeguards.
- Transform your vision into a market leader.

#### **IV. Target Audience -**

1. Inventors and entrepreneurs with promising ideas seeking market success.
2. Businesses and organizations looking to commercialize new technologies.
3. Investors interested in backing market-viable innovations.

#### **V. Discussion Prompts -**

\_\_\_\_\_ What are the biggest challenges the company faces in bringing their ideas to market?

\_\_\_\_\_ How can this collaborative team approach help overcome these challenges?

\_\_\_\_\_ Is the team confident that all areas of concern have been addressed and the company should move forward?