



Introducing

THE INNOVATION READINESS ASSESSMENT™

Part of The Innovation Journey Framework™

with Gail Nichols

From concept to commercialization



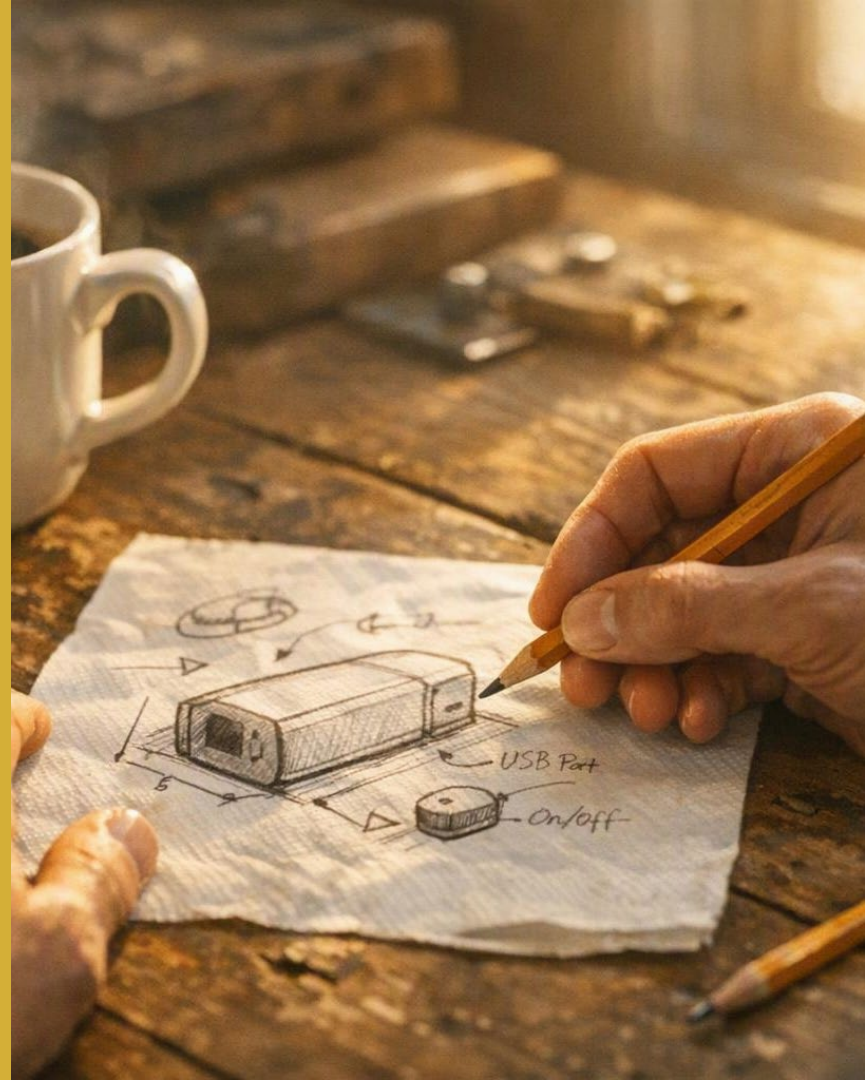
Take the Free Innovation Readiness Assessment™

HAVE YOU EVER HAD AN IDEA THAT JUST WOULDN'T LEAVE YOU ALONE?

Then reality sets in...

- Where do I begin?
- Do I need a patent?
- Should I build a prototype?
- How much will this cost?
- Who can I trust?

If any of that sounds familiar — you're not alone.



HI, I'M GAIL NICHOLS

Throughout my career I've worn many hats —

- ✓ Registered Nurse
- ✓ Entrepreneur
- ✓ Co-founder of the world's first virtual call center company
- ✓ Advisor to innovators and entrepreneurs

— built alongside my late husband, Richard Cherry.

“

Great ideas rarely fail
because people lack
passion.

They struggle because innovators
don't know what comes next.

SO MANY TALENTED PEOPLE — THE SAME QUESTIONS

Doctors. Healthcare professionals. Engineers. Business owners. Inventors. Researchers. Each had an exciting idea — and each one paused at the same place.

“Where do I begin?”

“Am I ready?”

“What should I do next?”

Before investing thousands — before hiring specialists, before building prototypes — they first need clarity.

The Innovation Readiness Assessment™ was created to provide exactly that.

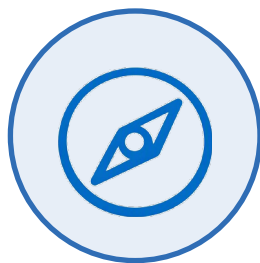
THE INNOVATION JOURNEY FRAMEWORK™

Four stages. Four mindsets. One clear path forward.



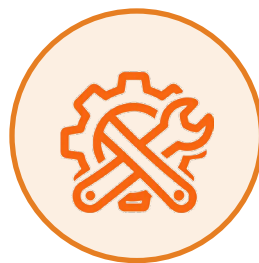
Visionary

Imagine Possibilities



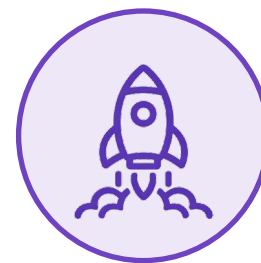
Explorer

Pursue Clarity



Builder

Create Solutions



Commercializer

Create Impact

From Concept → Commercialization

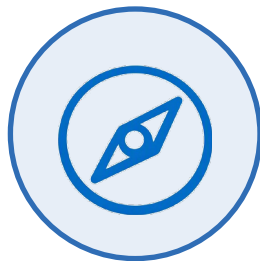
WHAT STAGE ARE YOU IN TODAY?

One of these four stages likely feels closer to home than the others.



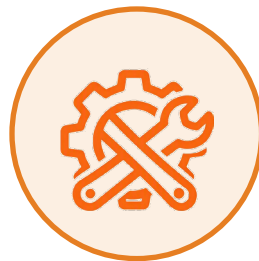
Visionary

Imagine Possibilities



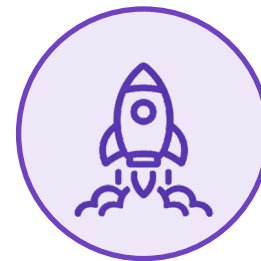
Explorer

Pursue Clarity



Builder

Create Solutions



Commercializer

Create Impact

Don't answer out loud — just think: which one feels most like you today?

VISIONARY



THE MINDSET

You can clearly see what could be — the idea simply won't let you go.

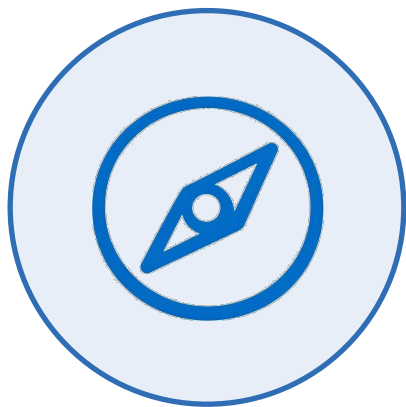
YOUR FOCUS

Capturing and defining the vision; getting the concept out of your head and onto paper.

YOUR NEXT STEP

Turn inspiration into a clear, describable idea.

EXPLORER



THE MINDSET

You're asking the right questions and searching for clarity.

YOUR FOCUS

Validating the need, exploring the market, and testing whether the idea is feasible.

YOUR NEXT STEP

Confirm there's a real problem worth solving.

BUILDER



THE MINDSET

You're ready to make it real and put it in people's hands.

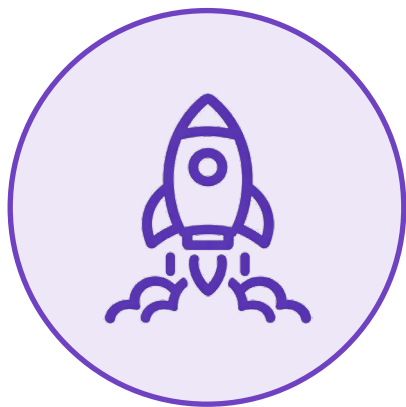
YOUR FOCUS

Prototyping, developing, and protecting what you create.

YOUR NEXT STEP

Build, test, and refine your solution.

COMMERCIALIZER



THE MINDSET

You're focused on impact, reach, and sustainable growth.

YOUR FOCUS

Launching, funding, scaling, and finding the right partners.

YOUR NEXT STEP

Move confidently to market.

SIMPLE, FAST, AND BUILT TO PROVIDE CLARITY

4 minutes to
complete

15 carefully designed
questions

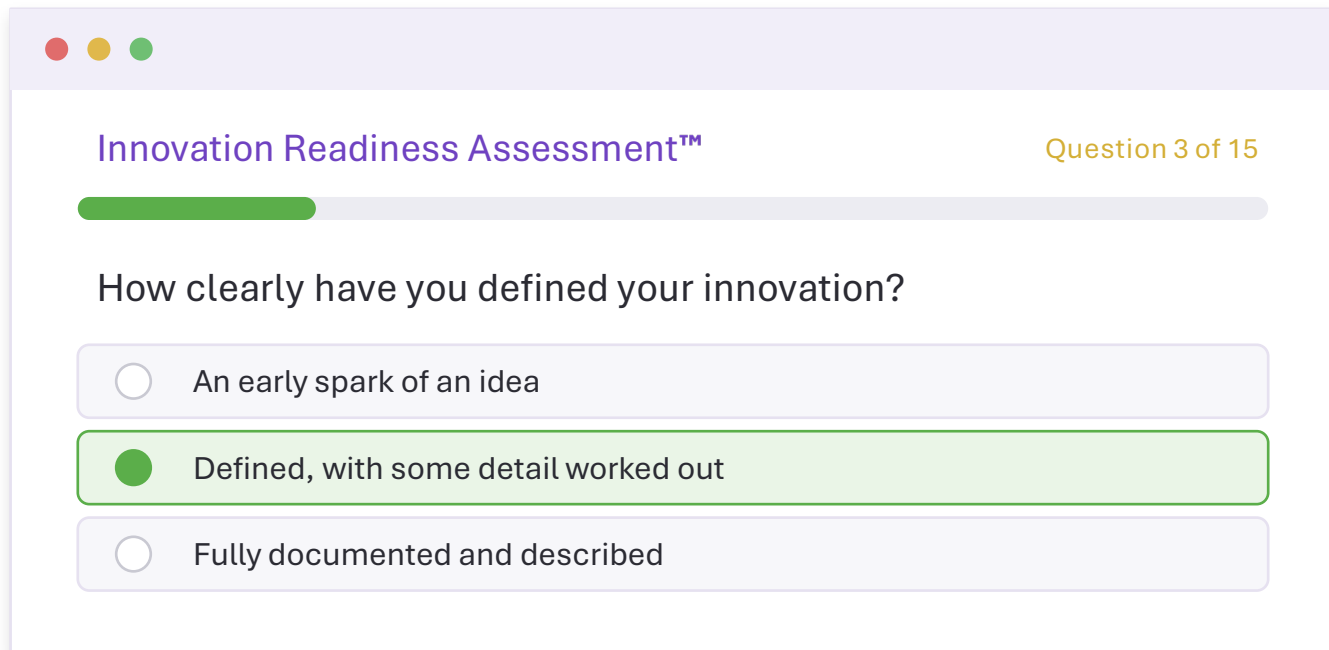
1 personalized
Readiness Report™

You'll answer questions about...

- How clearly you've defined your idea
- Where you are in commercialization
- Your biggest challenges right now
- How much market validation you've done
- Your goals for the innovation
- The resources you currently have

A FIRST LOOK

SEE EXACTLY WHAT YOU'LL EXPERIENCE



The screenshot displays a web-based assessment interface. At the top, there are three colored window control buttons (red, yellow, green). Below them, the title "Innovation Readiness Assessment™" is on the left and "Question 3 of 15" is on the right. A green progress bar is positioned below the title. The main question, "How clearly have you defined your innovation?", is centered. Below the question are three radio button options, each in a light gray box. The first option is "An early spark of an idea". The second option, "Defined, with some detail worked out", is selected, indicated by a green dot and a green border. The third option is "Fully documented and described".

Innovation Readiness Assessment™ Question 3 of 15

How clearly have you defined your innovation?

- ☐ An early spark of an idea
- ☒ Defined, with some detail worked out
- ☐ Fully documented and described

Begin the Assessment →

YOUR PERSONALIZED INNOVATION READINESS REPORT™

Not simply a score — a practical guide for your next move.



Your current stage



Your key strengths



Your likely
challenges



Common pitfalls to
avoid



Resource
considerations



Your
recommended
next step

My goal: that you finish with greater clarity and confidence than when you started.

CLEAR GUIDANCE — WITHOUT GIVING EVERYTHING AWAY

Innovation Readiness Report™

YOUR CURRENT STAGE



Builder

You're ready to make it real.



Visionary



Explorer



Builder



Commercializer

INSIDE YOUR REPORT

- ✓ Your strengths
- ✓ Challenges to expect
- ✓ Pitfalls to avoid

Your recommended next
step
revealed inside your report

A COMPLIMENTARY INNOVATION READINESS REVIEW

After reviewing your report, I'd be delighted to meet with you. Together we'll...

1

Review Your Results

Walk through your stage and what it means for you.

2

Gain Strategic Clarity

Talk through where you are and what's next.

3

Define Your Next Step

See whether an Innovation Strategy Session™ would help.

Whether you're just beginning or well into development — my goal is to help you move confidently from concept to commercialization.



EVERY INNOVATION BEGINS WITH SOMEONE WHO DARES
TO IMAGINE THAT THINGS CAN BE BETTER.

Perhaps that someone is You.

Take the Free Innovation Readiness Assessment™



Discover Your Stage · Share With Friends

LET'S STAY CONNECTED



GAIL NICHOLS

Host of the Innovation to Commercialization Podcast

YOUTUBE PODCAST

GailNicholsandAssociates

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Thank you for joining me on your Innovation Journey