

THE PROVEN CLIENT ROADMAP

The Innovation Journey Framework™

Helping innovators move confidently from concept to commercialization.

Developed by Gail Nichols and Associates

FPN Strategic Innovation Network

“Why do so many good ideas stall?”

Welcome

Every successful innovation begins with an idea — but successful commercialization begins with **clarity.**

This guide explains our proven client journey — a step-by-step methodology that helps innovators make informed decisions before investing significant time and money.

“

*Successful
commercialization
begins with
clarity.*



A personal note from the founder

Why I Created The Innovation Journey Framework™

Throughout my career as a Registered Nurse, entrepreneur, and co-founder of the world's first virtual call center, I've worked with innovators at every stage of commercialization.

I discovered that great ideas rarely fail because of a lack of passion—they stall because innovators aren't sure what to do next.

That's why I developed **The Innovation Journey Framework™**: to help innovators gain clarity before investing significant time and money.



Gail Nichols
FOUNDER



“Is there really a process for this?”

The Innovation Journey Framework™

Our methodology helps innovators make informed decisions before investing significant time and money.

- 1 Innovation Readiness Assessment™** *A complimentary 4-minute assessment and a personalized Readiness Report.*
- 2 Complimentary Innovation Readiness Review** *Review results together and determine the right path forward.*
- 3 Innovation Strategy Session™** *Set direction, weigh opportunities, and prioritize commercialization.*
- 4 Strategic Roadmap Workshop™** *Turn strategy into a milestone-based, personalized action plan.*
- 5 Signature Advisory Program™** *The premium advisory engagement focused on outcomes.*
- 6 Innovation Commercialization Partnership™** *An executive-level partnership through commercialization.*

Assessment

01



Review

02



Strategy

03



Roadmap

04



Advisory

05

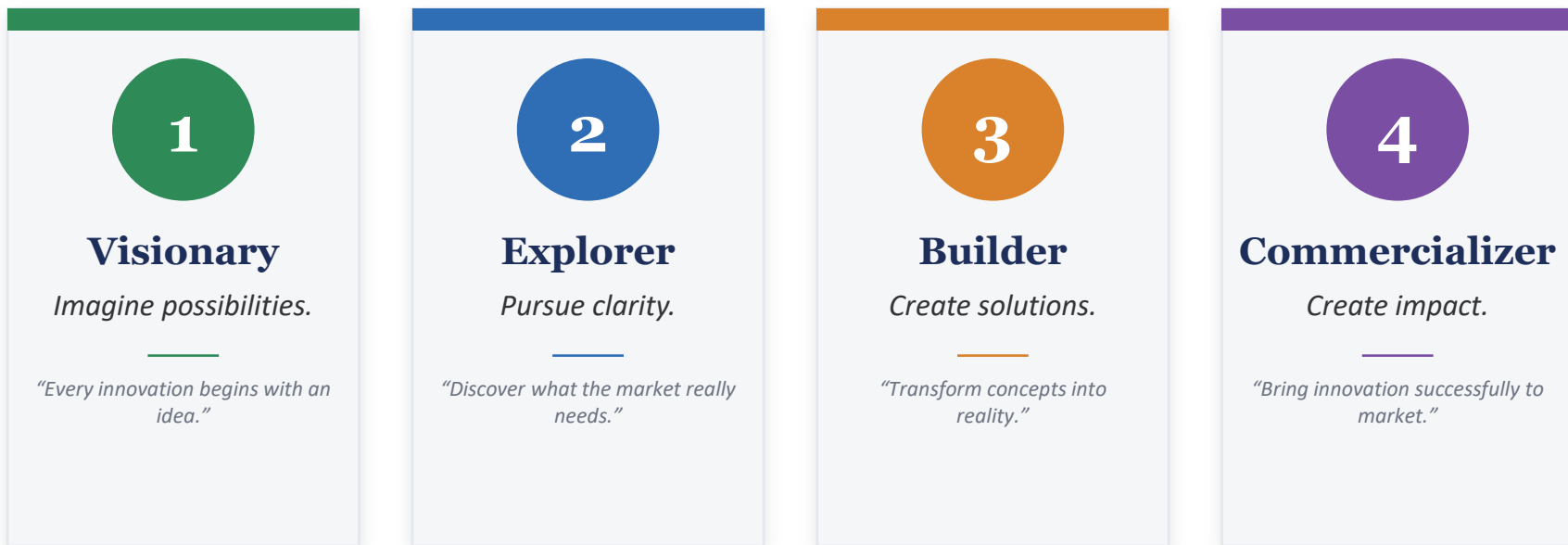


Commercialization

GOAL

“Which stage am I in right now?”

The Four Innovation Stages



Every innovator moves through these four stages — from imagining possibilities to creating real market impact.

“Where am I today?”

Innovation Readiness Assessment™

STEP 01

Complete a complimentary 4-minute assessment and receive a personalized Innovation Readiness Report™ identifying your current stage and recommended next step.

4 min

TO COMPLETE

\$0

COMPLIMENTARY

1 report

PERSONALIZED TO YOU

“What happens after the assessment?”

Complimentary Innovation Readiness Review

STEP 02

We review your results together and agree on the most appropriate path forward. In this conversation we:

- Review your assessment results together
- Clarify your priorities
- Answer your questions
- Recommend your most strategic next step

THE OUTCOME

A clear, shared understanding of where you are — and a confident next step you can act on.

“What if I need more help?”

Going Deeper: Strategy & Roadmap



Innovation Strategy Session™

Fixed-fee session. Set strategic direction, evaluate opportunities and risks, and prioritize commercialization.

- Strategic direction
- Opportunities & risks
- Commercialization priorities

Investment: \$498

Please allow up to 2 hours for your session. Some sessions are shorter, while others may require the full-time depending on the complexity of your innovation.



Strategic Roadmap Workshop™

Fixed-fee working session. Produces your personalized commercialization roadmap with milestones, sequencing, and recommended next steps.

- Personalized action plan
- Milestones & sequencing
- Specialist recommendations

Investment: \$498

Please allow up to 2 hours for your workshop. Each roadmap is customized to your innovation and may require the full session.



“The signature engagement”

Signature Advisory Program™

Strategic Partnership



Starting at \$4,997

*A structured advisory engagement for
innovators ready to accelerate.*

Your Strategic Advantage

- Strategic guidance
- Personalized action plans
- Coordination with FPN Network specialists
- Review of recommendations
- Commercialization decision support
- Accountability and momentum

“The invitation-only partnership”

Innovation Commercialization Partnership™

Invitation Only



By Invitation • Starting at \$9,997

*An executive-level strategic partnership
through commercialization.*

Your Commercialization Advantage

- Deep, hands-on commercialization partnership
- Direct access to FPN Network specialists
- Go-to-market strategy and launch planning
- Priority advisory access throughout
- Execution support at every milestone
- Shared focus on market outcomes

Begin with clarity. Investment begins when you're ready to move forward.

Investment Summary

03

Innovation Strategy Session™

Investment: \$498

Fixed-fee session. Set strategic direction, evaluate opportunities and risks, and prioritize commercialization. Please allow up to 2 hours for your session.

04

Strategic Roadmap Workshop™

Investment: \$498

Fixed-fee working session. Produces your personalized commercialization roadmap with milestones, sequencing, and recommended next steps.

05

Signature Advisory Program™

Starting at \$4,997

A structured advisory partnership focused on strategic progress, accountability, and commercialization outcomes.

06

Innovation Commercialization Partnership™

**By Invitation •
Starting at \$9,997**

An executive-level strategic partnership guiding your innovation through commercialization.

“Who are the specialists?”

The FPN Strategic Innovation Network

Gain access to trusted specialists — engaged only when appropriate — to support you at each stage of your journey.

● IP attorneys

● Product designers

● CAD specialists

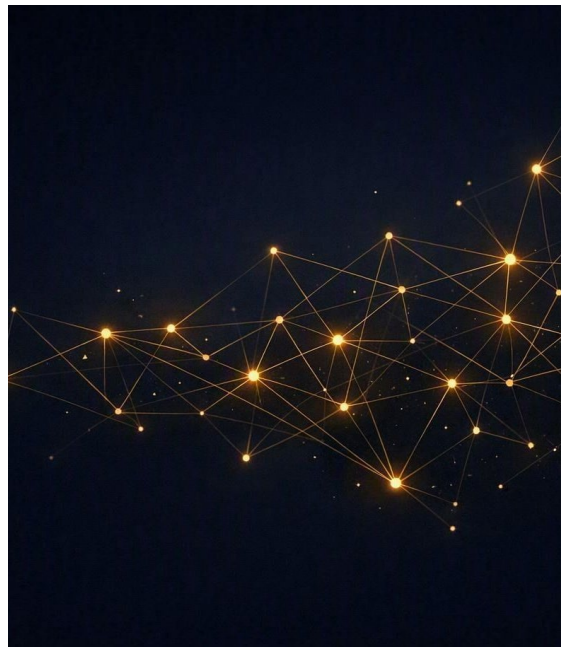
● Prototype developers

● Manufacturers

● Branding experts

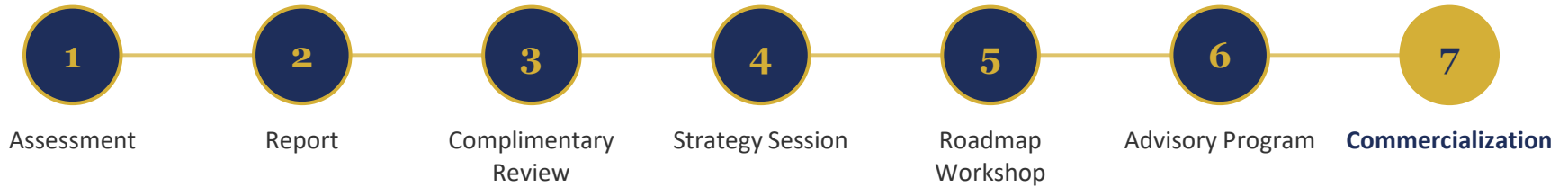
● Business advisors

● Commercialization pros



“How do we work together?”

The Client Journey



A guided, step-by-step path — you always know where you are and what comes next.

“What's my next step?”

*Clarity without action changes nothing.
Action guided by clarity changes everything.*

We look forward to helping you move confidently from concept to commercialization.

YOUR NEXT STEP

Begin with the complimentary Innovation Readiness Assessment™

Assessment

01



Review

02



Strategy

03



Roadmap

04



Advisory

05



Commercialization

GOAL

LET'S CONNECT

Let's Start the Conversation

Ready to move your innovation forward?

Begin with the complimentary Innovation Readiness Assessment™

Gail Nichols

Founder, Gail Nichols and Associates

FPN Strategic Innovation Network

GailNichols.com

Hello@GailNichols.com

Schedule Your Complimentary Innovation Readiness Review



SCAN TO BEGIN
your Readiness Assessment

Helping Innovators Move Confidently From Concept to Commercialization