

COMMERCIALIZATION QUESTIONNAIRE FOR POTENTIAL LICENSEES

Company:

Technology:

Please provide the following information as an aid to help Sandia National Laboratories gain insight into your current business and future plans. This information is necessary so that the most beneficial assistance may be provided to your organization in transferring technology from Sandia National Laboratories. Also, this information is **“mandatory”** prior to entering into any serious licensing discussions. All of this data shall be held in confidence by Sandia National Laboratories as business protected information. **Please do not return the Commercialization Questionnaire if you are supplying Sandia with a current Business Plan.** Please return your Business Plan or this questionnaire to:

Sandia National Laboratories
Intellectual Property Management, Alliances, and Licensing
P.O. Box 5800
Mail Stop 0114, Org. 7931
Albuquerque, NM 87185-0114
fax: (505) 844-8011
email: ip@sandia.gov

On behalf of Sandia National Laboratories, your assistance is greatly appreciated and we look forward to working with your organization.

1. MARKET ANALYSIS

1.1 What “primary” market(s) have you identified for using this technology? What are the respective sizes of these markets?

1.2 What is your current market share in each of the market applications you have identified?

1.3 Who are the main competitors in the primary market(s) you are considering?

1.4 Are there any “secondary” markets which you are considering in which this technology may have some use? If yes, please identify and indicate your current market share.

2. BUSINESS PLAN

2.1 What is your projection of the earliest date that the first product utilizing this technology will be ready for sale? _____

2.2 What are your estimates of the sales volume and unit price for the given calendar years?

Year	Yearly Revenue	Yearly Volume	Unit Price
2013			
2014			
2015			
2016			
2017			

2.3 What are the projected costs of bringing the product(s) to market?

2.4 What are your royalty expectations concerning the licensing of this technology from Sandia National Laboratories?

2.5 Concerning the licensing of this technology, what Field(s) of Use do you propose? (Please be as specific as possible.)

2.6 Do you envision your company's role as a manufacturer and supplier or as an end user of the technology?

3. FINANCIAL PLAN

3.1 What is your target profit margin for the product(s) utilizing the Sandia technology? _____

4. ANALYSIS OF RISK FACTORS

4.1 What features do you plan to add or modify relevant to your application(s) of this technology?

- 4.2 Will the technology be utilized as a final product, or be incorporated into a larger system/product? Please explain.

- 4.3 Relative to commercialization, what stage (development, pre-market release, currently on the market, etc.) do you feel the technology is currently in?

- 4.4 Please describe the competitive advantage Sandia's technology will create in conjunction with your products and technologies.

5. TECHNOLOGY IMPACT

- 5.1 By utilizing this technology in your organization, what would the anticipated economic impact be with regards to the applicable market(s)?

- 5.2 What would be the potential improvements to your (process, technology, operation, etc.) by incorporating this technology at your facility?

6. REQUEST FOR ADDITIONAL INFORMATION/ASSISTANCE

If you have any requests for additional information regarding this technology and its commercialization, please identify them here.

7. REQUEST FOR LATEST BUSINESS FINANCIAL REPORT

Please provide a copy of your latest Annual Report, Business Financial Report, or other documents that describe your company.

Again, thank you for your assistance in helping Sandia National Laboratories gain further insight into understanding your organization's needs and goals.