CONCEPT-TO-COMMERCE (C2C) MILESTONE

Project Title	Project Scope	Project Charter (incl. goal statements)	Project Stakeholders	Project Manager Date – Commence – End Version

Stage	Phase / Deliverable	WBS / Key Activities	Days	Milestone (Month)																		Contingency Plan (ref.)	Output (or Deliverable)	PIC
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
1	Concept Development and Exploitation	Invitation for demo / presentation																						
		Screening and selection																						
		Letter of intent																						
		Preliminary discussion on terms & conditions																						
		- scope																						
		- intellectual property protection																						
		- licensing (full / partial), royalty, etc.																						
		- commercial exploit (profit sharing ratio)																						
		- novelty search and declaration of novelty																						
		- other binding policies (e.g. uni, RI, etc.)																						
		Agreement (draft, reviews and finalization)																						
		Commencement of IP protection																						
		Preparation of write-up materials																						
		Preparation of proposal																						
		Funding (options, agreement, application)																						
		Preparation of Business Plan																						
		- Market research and survey																						
		- Financial projections																						
		- Alternative and substitute analysis (ASA)																						
		- Risk identification and management (RIM)																						
		- Feasibility studies (FS)																						
		Proof of concept																						
		Commercial partner (ID and appointment)																						
		Technology partner (ID and appointment)																						
		Non-disclosure agreement (NDA)																						
		Commercial machinery (JV / new company)																						

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Project Title _____ Project Manager _____ Date / Rev _____

Stage	Phase / Deliverable	WBS / Key Activities	Days	Milestone (Month)																		Contingency Plan (ref.)	Output (or Deliverable)	PIC
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
2	Prototyping and Trial Mass Production (TMP)	Product design input and output																						
		Development of prototype																						
		- Finalization of drawing board																						
		- Statutory / Regulatory req. (RoHS, etc.)																						
		- Sourcing and quotation																						
		- Prototype development																						
		- Prototype testing (including modifications)																						
		- Verification and validation (lab tests, etc)																						
		Trial mass production																						
		- Preparation of BOM (bill of materials)																						
		- Installation and commissioning																						
		- Mould sourcing and design																						
		- Mould development and testing																						
		- Process validation																						
		- Finalization of standards and SOPs																						
		Funding (progress reporting, disbursement)																						
3	Market Exploitation and Continuous Business Development	5P Strategizing																						
		Product packaging design																						
		Product branding																						
		Advertising and promotional campaign																						
		Product launch																						
		Roadshows																						
		Network development (agents, distributors)																						
		Supply chain management																						
		Execution of PCT																						
		Setting performance metrics (KPIs, etc.)																						
		Production monitoring and royalty claim																						
		Kaizen and continuous R&D																						

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