

Rapid Go-to-Market Plan for COVID-19 Related IP License Agreement

As part of the consideration of licensing OSU IP for COVID-19 Related IP, OSU requires a Rapid Go-to-Market plan to be submitted as part of the license application. A go to market strategy is a tactical action plan, which outlines your plan to succeed in a new market or with a new customer.

The following need to be addressed in the plan:

Market – need and size: Briefly describe the market need and how the technology/product being advanced under this license addresses that need and improves the wellbeing of COVID-19 patients, healthcare workers, or first responders by preventing, diagnosing, or treating COVID-19 infection. The narrative should include what target customers or market is being addressed and why.

Technological advantage: Describe in plain language which products derived from this license provide a solution to the market need. Describe the feasibility of the approach and how technical and product adoption risks can be mitigated.

Team and ability to execute in the market: Include names and *brief bios* for key members of the team, explaining their roles and experience in commercializing technology in this or any other market. Explain how much time each will devote to the effort (full-time, half-time, part-time, hours per week). Describe any entities who will participate in commercialization activities (key partners, key suppliers) who are necessary for successful commercial adoption.

Key Resources: Describe all key resources necessary for the company to successfully compete in the market, including funding amounts necessary to develop the technology. Explain if these resources are currently a part of the effort or if they need to be acquired and if so, the cost of acquisition.

Timeline to market adoption: Provide a funding, product development and market adoption timeline that demonstrates a commitment to distribute the resulting products as widely as possible and at a low cost that allows broad accessibility during the term of the license.

Document outline: The document is limited to no more than three (3) pages, using Times New Roman, font size 12 or greater, single-spaced and one-inch margins on all sides of the page.