

16 MARKETABILITY & LICENSABILITY CRITERIA

1. INVENTION PERFORMANCE

Does the invention perform the task that it claims to do?

0 No. It probably will not work.

1 Yes, but requires substantial changes.

3 Yes, but will require substantial changes during development.

6 Yes, but may require minor changes during development.

7 Yes. It will not require changes.

2. SOCIETAL INFLUENCE

The new invention/idea/product would likely have an influence on society that is...

0 Very harmful.

0 Moderately harmful.

5 Neither harmful nor beneficial.

6 Beneficial.

7 Very beneficial.

3. LEGAL

The new invention/idea/product will comply with applicable law...

0 Under no circumstances.

1 With significant modifications.

4 With some modifications.

6 With minor modifications possibly necessary.

7 Without any changes.

4. POSSIBLE HAZARDS

Bearing in mind its possible hazards and side effects, the new invention/idea/product is likely to be...

0 Very dangerous.

1 Dangerous.

4 Moderately safe.

6 Safe.

7 Very safe.

5. DEVELOPMENTAL STAGE

Submitted information can best be described as...

4 A rough idea.

5 A descriptive idea.

6 An idea with drawings.

7 An idea with a prototype.

7 An idea ready for market.

6. PATENT (not the comprehensive search by a patent attorney yet)

Bearing in mind the inventions already receiving patents and products on the market, the possibility that

the invention/idea/product will be granted a patent is likely to be...

0 Very low, clearly anticipated by prior art.

1 Low, likely to be rejected as obvious.

3 Moderate, will pay for patent search if the invention passes this analysis.

6 Very good, will pay for patent search if the invention passes this analysis.

7 Excellent, non-provisional patent already issued.

7. INVENTION R&D

The research and development necessary to achieve a market ready product, in terms of difficulty and

expense, is likely to be...

0 Very high.

1 High

3 Moderate.

5 Low.

6 Very low.

8. MANUFACTURING:

Bearing in mind the current technology and what would be needed to manufacture or practice the

invention/idea/product, manufacturing or practicing the invention will be...

0 Unfeasible now or anytime soon.

2 Feasible, but very complicated.

4 Feasible, but with major foreseeable difficulties.

5 Feasible, but with minor foreseeable difficulties.

6 Feasible, without foreseeable difficulties.

9. PROFITABILITY:

Are the margins for profitability such that there will be a substantial profit? Projected revenues are likely

to be...

0 Very low.

1 Low.

3 Modest.

5 High.

7 Very high.

10. DEMAND TREND

For products in the category of the invention/idea/product, the market demand seems to be...

0 Very low, likely to become outdated.

2 Low, decreasing.

5 Moderate, stable.

6 High, moderately increasing.

7 Very high, increasing.

11. SIZE OF MARKET

For products in the category of the invention/idea/product, the potential market seems to be...

0 Very small, local or specialized market.

2 Small, regional or relatively specialized market.

4 Medium, multiple regions or moderately specialized market.

6 Large, national or broad market.

7 Very large, international or very broad market.

12. PRODUCT-LINE POSSIBILITY

The potential for the invention/idea/product to expand into a line of products is...

0 Very low, limited to the one product.

2 Low, slight modifications possible.

4 Moderate, many modifications possible.

5 High, numerous products possible.

6 Very high, a new market.

13. OVERALL CONSUMER APPEAL/DEMAND

Bearing in mind the potential consumers' overall attractiveness to the new invention/idea/product, the demand for the new invention/idea/product is likely to be...

0 Very low.

1 Low.

3 Moderate.

5 High.

7 Very high.

14. QUANTITY OF COMPETITION

Bearing in mind the existing products that the new invention/idea/product will compete with, the

barriers to market entry are likely to be...

0 Very high, extremely difficult penetration.

1 High, difficult penetration.

3 Moderate.

5 Low, easy market penetration.

6 Very low, extremely easy market penetration.

15. QUALITY OF COMPETITION

Bearing in mind the existing products that the new invention/idea/product will compete with (including

price, quality, etc.), the invention/idea/product will likely be perceived as...

0 Very inferior, extremely difficult to overcome.

1 Inferior, difficult to overcome.

3 The same. Some advantages and disadvantages.

5 Superior, some advantage.

6 Very superior, obvious advantage.

16. LICENSING POTENTIAL

Bearing in mind many of the past 15 questions, the chances that a manufacturer will seek to license the

new invention/idea/product is...

0 Very low.

1 Low.

3 Average.

5 Good.

7 Very good.