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Executive & Thought Leader | Mentor & Strategic Advisor | Empowering innovators wit...



Reinhard's Readiness Roadmap

(3) Overall Goal

(2) Next Step

(1) Today

Gap Analysis

TRL
(Technology Readiness Level)

☐

9 Qualified product proven and in the operational environment.

☐

8 Product complete and qualified with in operational environment

☐

7 Prototype in use in relevant environment. Product development.

☐

6 Technology/solution demonstrated in relevant environment.

☐

5 Test set-up & technology validated in operational environment.

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4 Technology or solution validated in the laboratory/in the field.

☐

3 Experimental proof of concept.

☐

2 Concept for technology and/or application formulated.

☐

1 Basic principle of a technology, a function or an application.

BRL
(Business Readiness Level)

☐

9 Business model is final, scaling with profitable and sustainable results.

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8 Sales and metrics show business model holds, is scalable and expandable.

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7 Product/market fit and customers payment willingness demonstrated.

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6 Full business model incl. pricing verified on customers by test sales.

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5 First version of revenue model incl. pricing hypotheses, USP & competition.

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4 First version of full business model in canvas show viability and potential.

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3 Draft of business models, market potential and competitive overview.

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2 Valid business concepts described. Markets and competitors identified.

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1 Business ideas and first concepts developed.

MRL
(Manufacturing Readiness Level)

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9 Production line with qualified and optimized processes in full operation.

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8 Production line with qualified processes in full operation.

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7 Industrialized production processes established and applied.

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6 Industrialized production processes developed. Issues identified.

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5 Capability to produce with skilled personal in production environment.

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4 Capability to produce with skilled personal in laboratory environment.

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3 Manufacturing proof of concept developed.

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2 Initial manufacturing feasibility studies conducted. Issues identified.

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1 Basic concepts for materials and manufacturing identified.

PRL
(Profitability Readiness Level)

☐

9 EBIT >20%, CAGR >20%

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8 Single-digit EBIT and a clear path to scale up revenue and profitability.

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7 Single-digit EBIT, stable business.

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6 Profitable and measures in place to scale and improve profitability.

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5 Break even.

☐

4 Almost profitable.

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3 Not profitable, but the investors are willing to compensate the losses.

☐

2 First customer generate revenue. Ramp up phase, Series A/B phase.

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1 No revenue, no profit. High cash burn rate. Seed money phase.

SRL
(Scalability Readiness Level)

☐

9 Full market deployment. Global presence with strong financial sustainability.

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8 Global scaling. Operational maturity (MRL8-9) and repeatable scaling model.

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7 Market expansion. Increased automation (MRL7) allows expansion in the market.

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6 Higher volumes. Key customers with repeat sales, traction and forecast. MRL 6

☐

5 Early scaling. Process optimization, initial automation and industrialization.

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4 Pilot production. Small-scale production relies on highly skilled engineers or PhDs.

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3 First functional prototype. Initial pilot tests with selected customers.

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2 Initial market research, demand, competition, and potential. No product.

☐

1 Concept state. Focus is on proving the scientific and technical feasibility.

TIME:

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INVEST:

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