

MARKET & COMMERCIAL READINESS LEVEL (MCRL) ASSESSMENT CANVAS

1. KER / innovation (Title and short description)			
2. Current MCRL Level (Determine the current MCRL level (1-9) of the project based on the criteria)	MCRL:		
3. Evidence and Justification (Provide evidence and justification for the identified MCRL level)	1) Evidence:		
	2) Justification:		
4. Key Achievements and Milestones (List key achievements and milestones reached at the current MCRL)	1)		
	2)		
	3)		
5. Challenges and Gaps (Identify challenges and gaps preventing advancement to the next MCRL)	1)		
	2)		
	3)		
6. Required Actions to Advance (List the actions required to advance to the next MCRL)	1)		
	2)		
	3)		

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MCRL Level	Criteria	Evidence (key achievements and milestones)	Current Status (Yes/No)
MCRL1	<ul style="list-style-type: none"> • Business idea addresses a specific market need • Unique solution proposed 		
MCRL2	<ul style="list-style-type: none"> • Basic market, regulatory, and operating environment analysis • Potential applications and competitive landscape identified • Initial business model and value proposition 		
MCRL3	<ul style="list-style-type: none"> • Detailed market survey completed • Evidence supporting a solid business case and value chain • Basic understanding of competitive products and target applications 		
MCRL4	<ul style="list-style-type: none"> • Overview of income/cost generation • Supply chain requirements and distribution channels identified • Target markets defined • Overview of investment needs 		
MCRL5	<ul style="list-style-type: none"> • Adherence to industry standards and regulations • Necessary regulatory approvals obtained or in progress • Consideration of standardization 		
MCRL6	<ul style="list-style-type: none"> • Balanced development team with technical, business, marketing experience • Vision and narrative for the innovation • Commercialization plan 		
MCRL7	<ul style="list-style-type: none"> • Strategic partnership or hand-over to commercialization partner/start-up • Detailed business plan validated • Go-to-Market Strategy 		
MCRL8	<ul style="list-style-type: none"> • Supply and demand routes confirmed • Value chain, distribution, and marketing plans in place • Production confirmed • Certification and regulation requirements underway 		
MCRL9	<ul style="list-style-type: none"> • Final Go-to-Market Strategy ready • Certifications and regulation requirements ready • Phased launch plan ready for implementation 		

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MCRL Level	Criteria	Key Actions to reach this level	Responsible	Timeline	Resources Needed
MCRL1	<ul style="list-style-type: none"> Business idea addresses a specific market need Unique solution proposed 				
MCRL2	<ul style="list-style-type: none"> Basic market, regulatory, and operating environment analysis Potential applications and competitive landscape identified Initial business model and value proposition 				
MCRL3	<ul style="list-style-type: none"> Detailed market survey completed Evidence supporting a solid business case and value chain Basic understanding of competitive products and target applications 				
MCRL4	<ul style="list-style-type: none"> Overview of income/cost generation Supply chain requirements and distribution channels identified Target markets defined Overview of investment needs 				
MCRL5	<ul style="list-style-type: none"> Adherence to industry standards and regulations Necessary regulatory approvals obtained or in progress Consideration of standardization 				
MCRL6	<ul style="list-style-type: none"> Balanced development team with technical, business, marketing experience Vision and narrative for the innovation Commercialization plan 				
MCRL7	<ul style="list-style-type: none"> Strategic partnership or hand-over to commercialization partner/start-up Detailed business plan validated Go-to-Market Strategy 				
MCRL8	<ul style="list-style-type: none"> Supply and demand routes confirmed Value chain, distribution, and marketing plans in place Production confirmed Certification and regulation requirements underway 				
MCRL9	<ul style="list-style-type: none"> Final Go-to-Market Strategy ready Certifications and regulation requirements ready Phased launch plan ready for implementation 				

MARKET & COMMERCIAL READINESS LEVEL (MCRL)

Market/commercial readiness level	Example description	Example activity to reach this level
MCRL1 - Business idea to address a specific market need with a unique solution. Determining market relevance.	Define the purpose of the innovation and show how it is different from current offer. Preliminary definition of targeted markets, estimated market size. Conduct an initial value chain analysis.	Verify the genuine impact of the problem your innovation addresses and assess whether its resolution is significant to the end user through surveys/interviews /prototype testing.
MCRL2 – Basic market, regulatory, and operating environment analysis, potential applications and competitive landscape identified. Initial business model and value proposition.	Assess market & regulatory needs and trends. Analysis of current existing solutions offered by competitors. Customer target groups and needs identified. Cost-benefit analysis: evaluate production, investment, and installation costs and quantify potential benefits of your innovation.	Interviews with potential customers. Redefine business model and value proposition based on customer feedback. Market & business workshops with experts to provide insights into market dynamics, success factors and risks for market entry, and potential partnerships.
MCRL3 - Detailed market survey. Evidence supporting a solid business case and value chain. Basic understanding of competitive products and target applications.	Customer analysis and pain points. Address customer adoption risks, ensuring compatibility and reliability. Market and customer needs translated to product requirements and initial relationships with key stakeholders across the value chain established.	Conduct a thorough market analysis, defining specific target markets and estimating market size globally and in EU. Determine if the innovation has market relevance now or in the future. Identify and map key stakeholders in the market ecosystem and value chain.
MCRL4 - Preliminary business plan: overview of income/cost generation, supply chain requirements, distribution, and target markets. Overview of investment needs.	If the innovation needs to connect with other solutions to form a business idea, identify the necessary solutions and partnerships, outlining the assumptions you make for commercial success.	Business Model Canvas workshop to outline income/cost generation, distribution, and market targeting strategies. Engage diverse stakeholders to contribute their expertise in shaping the initial business model.
MCRL5 - Regulatory compliance: Adhere to industry standards and regulations. Obtain necessary regulatory approvals and consider standardization.	Thorough review of industry regulations and standards to identify compliance requirements. If applicable, inclusive workshops with industry experts, regulators, and stakeholders to establish industry standards.	Early engagement with authorities to seek guidance and establish communication channels for smooth compliance and approval processes. Use workshops for initial overviews and targeted interactions for detailed discussions.
MCRL6 - Balanced development team with technical, business, marketing etc. experience. Vision and narrative for the innovation and a commercialization plan.	Collect the necessary people and skills into the team ready and capable to move forward towards commercialization and attracting funding and investors.	Training sessions to establish each team member's role and responsibilities. Next, craft a compelling and credible vision for the innovation. Co-design a roadmap for commercialization – typically either the startup or the licensing pathway.
MCRL7 – Hand-over to or strategic partnership with commercialization partner or start-up. Detailed business plan validated. Go-to-Market Strategy.	Financial model, supply chain, certifications, regulations. Go-to-Market Strategy. Partnerships formed across the value chain. Manufacturing process qualifications defined and in progress.	Confidential processes conducted internally within the commercializing company/start-up.
MCRL8 – Supply and demand routes, value chain, distribution, marketing, production confirmed. Certification and regulation requirements underway.	Supply agreements with suppliers and partners in place. Initial purchase orders from customers. Products pilot manufactured and sold to initial customers.	Confidential processes conducted internally within the commercializing company/start-up.
MCRL9 – Final Go-to-Market Strategy ready, certifications and regulation requirements ready. Phased launch plan ready for implementation.	Full scale manufacturing and widespread deployment of product to customers is ready to commence.	Confidential processes conducted internally within the commercializing company/start-up.

