

# EARLY MARKET POSITIONING & VALIDATION

## FOR RESEARCH COMMERCIALIZATION

UNICO works with research teams to anchor a technology in the right market early and validate demand with real Czech and international stakeholders. Starting this work during development shortens later steps (pilots, licensing, spin-out) and reduces rework.

### WHAT IT TYPICALLY INCLUDES

- **Kick-off & scoping with inventors** and the institutional partner to align objectives, decision criteria, and next steps.
- **Market analysis tied to use-cases:** definition and sizing of target segments on a target market (typically European or global), mapping of competitive/alternative solutions, and value-chain placement.
- **Adoption barriers (non-technical):** regulatory, procurement, and operational hurdles that affect time-to-market.
- **Market validation:** direct conversations across the value chain to test interest from potential partners/licensees and collect inputs needed for downstream IP valuation.
- **Synthesis, options and next steps:** a concise decision brief with recommended routes and next steps.

### BENEFITS TO YOUR COMMERCIALIZATION PROJECT

- **Early-stage market clarity:** segment size, priority “beachheads,” competition, value chain, and adoption barriers captured while R&D is ongoing.
- **Real connections & real feedback:** direct outreach to prospective partners/licensees (Czech + international).
- **Faster downstream work:** inputs gathered here streamline pilots, licensing discussions, spin-out preparation, and IP valuation.
- **Clear options and next steps to move efficiently from lab to market.**

### International perspective

Validation includes international companies, not only Czech ones. UNICO benefits from the **branch presence in Slovenia and Croatia, and collaborates with partners across the EU**, including Austria and France – so outreach reflects realistic cross-border partner and customer dynamics.

### Indicative scope & timeline

Projects of this type are ~65 hours at ~CZK 2,000/hour (~ CZK 130,000), with outputs typically delivered within ~6 weeks. **Combining analysis with validation often yields >50% time savings in later IP valuation** because key commercial inputs are already captured.

### Funding context

University and national Proof-of-Concept (PoC) programmes are an ideal phase to finance early positioning and validation–yet in practice, **researchers often allocate most PoC funds to further R&D and underinvest in market validation and positioning**. Redirecting even a modest share to this work typically accelerates pilots, licensing discussions, and spin-out decisions.

### Selected references

**Czech Academy of Sciences** (several institutes), **Ruder Bošković Institute** in Croatia, **VŠB–Technical University of Ostrava (VŠB-TUO)**, **Czech University of Life Sciences Prague (ČZU)**.