



OBJECTIVES

- Translate knowledge gained through customer discovery & set out in the Market Requirements Document (MRD) into physical characteristics of the product
- Generate an initial timeline for product release
- Create a document for internal & stakeholder reference throughout product development



OUTCOMES

- A formal document for quality management and reference throughout the remainder of commercialization process
- Concrete product requirements which will inform product design
- Align entire design team to one common goal



NEXT STEPS

- Develop a product design that fits the requirements set out in the MRD/Product Requirements Document (PRD)
- Gather necessary resources and make plan to carry out technology development
- Align product design with Business Model
- Begin initial steps toward creating a Regulatory Plan



RELEVANT RESOURCES



Market Requirements Supplemental Reading



[International Organization for Standardization](#)



[American Society of Mechanical Engineers](#)



[American National Standards Institute](#)



[Association for the Advancement of Medical Instrumentation](#)



[Federal Communications Commission](#)



[Guidance Documents](#)

COMMERCIALIZATION METHODOLOGY

