

MCRL (market and commercial readiness) workshop method

INSTRUCTIONS

The purpose of the tool

- The purpose of this workshop method is to assist RDI teams systematically assess their market and commercial readiness and develop strategies to achieve their commercialization goals.

- The MCRL assessment scale method provides a structured framework for evaluating and planning the commercialization journey.



Workshop time:

3-4 hours,
can be online



Who is involved?

Project managers,
value chain partners
and key end users



Participants:

10-15 (optimum) group size
recommendation max. 4-5
persons per sub-group, mix
of participants from different
stakeholder groups



Suggestions related to additional activities:

The outputs of this workshop can be used in the exploitation booster workshop or in the exploitation plan when defining exploitation pathways. Use the MCRL assessment results to the development of detailed commercialization plans, stakeholder engagement strategies, and operational plans for innovation development



Assets needed or recommended tools

Online: Miro or Padlet templates/canvases
F2F: Flip boards, Playbook work canvases, Post-it stickers



Tasks after the workshop

Document the completed MCRL assessment and the resulting strategic action plan. Share this summary document with all participants. Use the MCRL assessment results to inform the development of business plans, market-entry strategies, and operational plans for the project's innovations.

Challenge

How to prepare the exercise



Gather relevant data about the current state of the KER / innovation, market needs, regulatory environment, and competitive landscape. Use existing tools like market analysis with AI in Playbook.

Conduct a preliminary assessment of the KER's / innovation's current MCRL based on the provided scale with project manager(s) as pre-work.

Prepare materials and resources, including the MCRL assessment scale, example case studies, and templates for action planning (see other grow phase tools for commercialization).



Schedule 2-3-hour workshop, send agenda or identify necessary stakeholders for invitations with the project team

How to run the workshop



Introduce days targets and agenda (see next page for agenda) Conduct the MCRL Assessment as Group Work. Introduce MCRL method: Present the MCRL assessment scale and explain each level in detail, including the proposed measures for achieving each level.



Go to groups. Identify the current MCRL of the KER / innovation through group discussions. Consider market relevance, regulatory compliance, competitive landscape, and other relevant factors and use the pre-work material. Next define the target MCRL for the KER / innovation. Discuss the desired commercialization outcomes and the necessary readiness level to achieve them.



Sharing between groups to gather feedback and add on the analysis. Each group presents to others and gathers feedback.



Groups continue to work as individual groups to develop a detailed action plan to bridge the gap between the current and target MCRLs. Groups assign responsibilities and timelines for each action. They identify the resources (financial, human, technical) needed to implement the action plan. They discuss potential sources of funding and support.



Groups convene and present shortly their outcomes. Next steps are agreed on.

GROW PHASE

MCRL WORKSHOP AGENDA (example)

Date/Place/Project name:

- 10:00 – 11:45** Welcome and a brief introduction to the purpose and goals of the day.
- Introduction to the day's schedule and targets
 - Presentation of relevant innovation being analyzed, pre-work data and workshop method
 - Groups start work on their respective innovation to map current MCRL level and evidence & achievements and identifying market needs, regulatory & competitive landscape and they continue with setting up target MCRL level
- 11:45–12:00** Short break
- 12:00 – 14:00** Groups introduce their respective innovation and existing MCRL level with necessary data and plans for target level
- Discussion and feedback to the group work from other groups
 - Groups continue work on the required commercialization plans/actions for each KER in respective groups
 - Each group presents action plan (5 min each)
 - Summary of day's outcome & key results and next steps