MAHA MedTech Mission
Full CFP Application

Additional Information: Commercial Potential

Instructions to the Applicant

1. **This document is an editable document which is meant to supplement details provided in 'Commercial Potential' section of the application on the portal.**
2. **Applicants are requested to fill this editable PDF by ensuring consistency of information across the application.**
3. **All questions/fields are mandatory unless specified otherwise.**
4. **Guiding instructions on what is expected in each field are provided in [BLUE]**
5. **Applicants may, at their discretion, choose to redact any information that they deem confidential.**
6. **For any further support or clarifications, please write to the below email address – mahamedtechmission@gmail.com**

Project Title:

Please mention the same title as mentioned in the application form on the portal. **[max 30 words]**

Commercial Potential:

A. **Describe the target customers who will purchase and pay for your product (e.g., physicians, hospitals, patients) Please note that the end-user (typically a patient) and the customer of the proposed product/ technology may be two different entities. [max 100 words]**

B. **Explain why your product would be preferred by these target customers (i.e. product purchasers) over alternatives. [max 100 words]**

C. **Have you directly engaged or consulted with your target customers on the design/development/testing of the proposed product or prototype?** [Select one as applicable]

- ◯ Yes
- ◯ No

If yes, please explain their role and inputs clearly. [max 100 words]; Optional

Please provide up to 3 references for target customers that may be contacted about their experience with the product, if available. Optional

S No.	Type of Target Customer	Name	City	Designation	Phone number	Inputs provided
1						
2						
3						

D. **Please provide your best estimate of launch timeline domestically i.e., when you expect your product to be ready for use in clinical settings in India. Mention which Indian markets or regions this product will first be launched, if known.** [max 100 words]

E. **For all TRLs, please describe how do you plan to reach your target customers, and to what extent the plans have been articulated.** [max 200 words]

F. **For all TRLs, please describe how and where the product will be manufactured, including key considerations related to talent, infrastructure, machinery, suppliers, or partnerships.** [max 200 words]

G. **For all TRLs, describe your launch and commercialization plans, if any, for the top three target geographies outside India. Include the expected sequence and timeline of launch by country, known competitors in these markets, and how the proposed product compares to them. Please also explain how international expansion aligns with the overall commercialization strategy. [max 200 words];**