



# Kansas SBDC Support for Goldsmith Model

## Our Mission

The Kansas SBDC increases economic prosperity in Kansas by helping entrepreneurs start and grow their business through professional advising, training and resources.

## Tech Commercialization

The Kansas SBDC is a T” designated center, which means we invest in training and resources to assist small business owners in commercializing their technology.

## The Goldsmith Model

The Goldsmith Technology Commercialization Model was developed by Dr. H. Randall Goldsmith. It integrates the technical, market and business activities typically involved in bringing technology to market. We have modified it here to highlight the areas of support that the Kansas SBDC can provide your business.

You can learn more about the Kansas SBDC, and find your regional office, at this website: <https://www.kansassbdc.net/>

		Technical	Market	Business
<b>CONCEPT PHASE</b>				
<b>Investigation</b>		<b>Technology Analysis</b>	<b>Market Analysis</b>	<b>Production Strategy Analysis</b>
	Activities	<ul style="list-style-type: none"> <li>Define concept</li> <li>Demonstrate assumptions are valid</li> <li>Assess barriers to production</li> <li>IP needs and ownership</li> <li>Estimate cost of working model</li> </ul>	<ul style="list-style-type: none"> <li>Product value proposition</li> <li>Product differentiation analysis</li> <li>Competitive analysis</li> <li>Distribution strategy</li> <li>Pricing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Capital requirements</li> <li>Overhead budget</li> <li>Make vs. license analysis</li> <li>Licensing analysis</li> </ul>
	SBDC Assistance	<ul style="list-style-type: none"> <li>Patent process assistance</li> </ul>	<ul style="list-style-type: none"> <li>Access to market and industry data</li> <li>Definition and size of market</li> </ul>	<ul style="list-style-type: none"> <li>Financial analysis</li> <li>Make or license analysis</li> <li>SBIR application assistance</li> </ul>

## Kansas SBDC Support for Goldsmith Model

		Technical	Market	Business
DEVELOPMENT PHASE				
<b>Feasibility</b>		<b>Technical Feasibility</b>	<b>Market Feasibility Study</b>	<b>Economic Feasibility</b>
	Activities	<ul style="list-style-type: none"> <li>Define operational requirements and performance criteria</li> <li>Identify safety &amp; environmental hazards</li> <li>Produce working model</li> <li>Manufacturing requirements</li> </ul>	<ul style="list-style-type: none"> <li>Industry trends</li> <li>Market size</li> <li>Pricing strategies</li> </ul>	<ul style="list-style-type: none"> <li>Financial projections – make or license</li> <li>Break-even analysis</li> <li>Go/no go decision</li> </ul>
	SBDC Assistance	<ul style="list-style-type: none"> <li>Patent process assistance</li> </ul>	<ul style="list-style-type: none"> <li>Customer persona</li> <li>Pricing analysis</li> <li>Distribution strategy</li> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Financial projections and scenario analysis</li> <li>Break-even analysis</li> </ul>
<b>Development</b>		<b>Engineering Prototype</b>	<b>Strategic Marketing Plan</b>	<b>Strategic Business Plan</b>
	Activities	<ul style="list-style-type: none"> <li>Define materials, processes, components, and manufacturing steps</li> <li>Define product specifications and test criteria</li> <li>Identify prototype cost</li> </ul>	<ul style="list-style-type: none"> <li>Define competitive advantage</li> <li>Define marketing objectives</li> <li>Characterize target markets</li> <li>Identify product features and pricing</li> <li>Obtain market feedback</li> </ul>	<ul style="list-style-type: none"> <li>Develop business plan</li> <li>Develop investor pitch</li> <li>Form commercialization team (design, manufacturing, marketing, management)</li> </ul>
	SBDC Assistance	<ul style="list-style-type: none"> <li>Cost analysis</li> </ul>	<ul style="list-style-type: none"> <li>Market characterization</li> <li>Pricing analysis</li> <li>Focus group formation</li> </ul>	<ul style="list-style-type: none"> <li>Business plan review &amp; guidance</li> <li>Pitch review and guidance</li> <li>Financial scenario modeling</li> </ul>
<b>Introduction</b>		<b>Pre-production Prototype</b>	<b>Market Validation</b>	<b>Business Startup</b>
	Activities	<ul style="list-style-type: none"> <li>Build pre-production prototypes</li> <li>Identify final materials, components, and suppliers</li> <li>Finalize specifications</li> <li>Determine full production costs</li> </ul>	<ul style="list-style-type: none"> <li>Limited pre-production sales</li> <li>Obtain customer feedback</li> <li>Quantify volumes and capacity</li> <li>Identify distribution channels and determine distribution costs</li> </ul>	<ul style="list-style-type: none"> <li>Hire and train core personnel</li> <li>Develop business policy and procedure manuals</li> <li>Establish cash flow management</li> </ul>
	SBDC Support	<ul style="list-style-type: none"> <li>Job descriptions</li> <li>Cost analysis</li> </ul>	<ul style="list-style-type: none"> <li>Customer surveys and focus group formation</li> </ul>	<ul style="list-style-type: none"> <li>Capacity analysis</li> <li>Cost analysis</li> </ul>

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		Technical	Market	Business
<b>GROWTH PHASE</b>				
<b>Growth</b>		<b>Production</b>	<b>Sales &amp; Distribution</b>	<b>Business Growth</b>
	Activities	<ul style="list-style-type: none"> <li>Finalize manufacturing processes</li> <li>Perform trial runs</li> <li>Full scale production</li> </ul>	<ul style="list-style-type: none"> <li>Assess customer satisfaction</li> <li>Modify processes and refine features to address issues</li> <li>Review channel effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Obtain equipment and facilities</li> <li>Hire and train personnel</li> <li>Execute contracts</li> <li>Develop company culture</li> </ul>
	SBDC Support	<ul style="list-style-type: none"> <li>Cost analysis</li> </ul>	<ul style="list-style-type: none"> <li>Market strategies</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management Program</li> <li>Loan application support</li> </ul>
<b>Maturity</b>		<b>Production Support</b>	<b>Market Diversification</b>	<b>Business Maturity</b>
	Activities	<ul style="list-style-type: none"> <li>Refine after-market support processes and policies</li> <li>Identify product and/or service roadmap and pursue opportunities</li> <li>Ongoing product support</li> </ul>	<ul style="list-style-type: none"> <li>Scan market for opportunities</li> <li>Technology and market development</li> <li>Allocation of innovation resources</li> </ul>	<ul style="list-style-type: none"> <li>Strategic and tactical planning</li> <li>Monitor product and market life cycles</li> <li>Explore alternate management technologies</li> </ul>
	SBDC Support	<ul style="list-style-type: none"> <li>Cost analysis</li> </ul>	<ul style="list-style-type: none"> <li>Market analysis</li> <li>Economic Gardening</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management Program</li> <li>Succession Planning</li> </ul>

Clients will be referred to subject matter experts in areas that the SBDC does not have the ability to directly support. We will refer to existing resource lists for these referrals. In cases where an existing resource is not identified, the advisor will perform research where possible to provide the client with a relevant referral.