

The Goldsmith Model



STAGE 1: INVESTIGATION

Understanding your technology, your market, and your licensing.

- 1.1 - Technology Analysis
- 1.2 - Market Needs Assessment
- 1.3 - Venture Assessment



STAGE 4: INTRODUCTION

Strategically entering the market to finalize your technology for scaled production.

- 4.1 - Business Start-Up
- 4.2 - Pre-Production Prototype
- 4.3 - Market Validation



STAGE 2: FEASIBILITY

Comprehending the confines in which your technology should perform.

- 2.1 - Technical Feasibility
- 2.2 - Market Study
- 2.3 - Economic Feasibility



STAGE 5: GROWTH

Equipping your business with tools to continue satisfying customers.

- 5.1 - Production
- 5.2 - Sales and Distribution
- 5.3 - Business Growth



STAGE 3: DEVELOPMENT

Planning and prototyping your technology for business growth.

- 3.1 - Engineering Prototype
- 3.2 - Strategic Market Plan
- 3.3 - Strategic Business Plan



STAGE 6: MATURITY

Adjusting your product and business to adapt to the current environment.

- 6.1 - Production Support
- 6.2 - Market Diversification
- 6.3 - Business Maturity