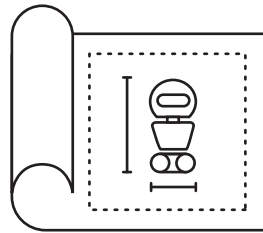


Path to Commercialization for Advanced Technologies

RESEARCH & DEVELOPMENT

GO-TO-MARKET



Design & Build

Explore market potential, design, and develop the technology.



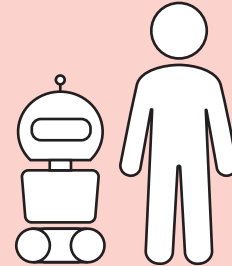
Proof of Concept

Create a Proof of Concept (PoC) to demonstrate the feasibility of the technology in a real-world scenario and establish its potential for commercial development and investment.



Commercial Prototype

Transition from a basic PoC to an advanced prototype that is closer to the market and test with target users and customers.



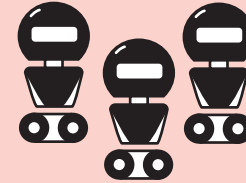
Commercial Trials

Test prototype in real or simulated market conditions to evaluate its performance, user acceptance, and commercial viability.



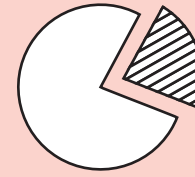
Early Commercial Sales

Sell the product in limited quantities to early adopters, testing market acceptance.



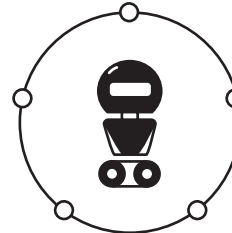
Full Commercial Launch

Kickoff full commercial launch, ramping up product and testing the GTM motion.



Market Penetration

Increase market share and establish a strong market presence, expanding to new markets or segments.



Maturity

Achieve a stable market position and focus on maintaining market share, exploring new opportunities, and maximizing profitability.



Monitoring & Improvement

Evaluate the product's performance in the market to inform continuous improvements and adapt to market needs.