Attachment 3

[●●month] [●●day], [●●year]

Plans for the commercialization of research and development results
*(In the case of a joint proposal, describe these plans for each contractor.)*

(Describe, to the extent anticipated, the effect this proposal will have toward the realization of enhanced economic activity in Japan, expressed in forms such as increases to domestic production and employment, exports, domestic and foreign license income, ripple and induction effects on domestic production, and convenience to Japanese citizens. )

Please do the same even if the proposal is being submitted by only universities and the like.

Company name ●●●● Co., Ltd.

1. Outline of the products, services, and others aimed for practical applications and commercialization

(1) Details

*Describe how you will reflect the details of products, services, research and development results, among other factors, in these products and services.*

(2) Limitations on production and implementation

*With respect to the creation and implementation of products, services, and the like, please describe the status of the supply chain for necessary substances, and other elements, such as who the suppliers are (countries, businesses, production centers, etc.) and any limitations on supply.*

(3) Applications (intended customers)

*Write the expected sales routes (including countries and regions), customers, and others of these products and services. If these products and services may be used in other fields, explain the potential. If you are not going to pursue practical applications and commercialization on your own,* *explain in what forms you expect these products and services will be commercialized.*

2. Approaches to practical applications and commercialization

(1) Plans for practical applications and commercialization
*Explain the development plan (including development bases), business plan (including manufacturing bases), and ability to realize practical applications and commercialization that you will implement aiming for the practical applications and commercialization during the 10 years after the completion of this project period.
In addition to the technical development items to be conducted in this entrusted and joint research, if there are other technological development and product design items needed for successful practical applications and commercialization, describe their details and how you plan to achieve them.*

(2) What brought you to considering practical applications and commercialization (motivation)

*Explain the specific background of why you aimed for development for practical applications and commercialization.*

*Explain against what background you decided to aim for the practical applications and commercialization of your research and development based on research plans and business plans.*

(3) The reasons why you believe this project will be successful as a business

*Accurately describe this project's novelty, originality, competitive advantage, challenges expected toward practical applications and commercialization, possible solutions, and so on.*

(4) What about the applicant's internal commitment to the plans for practical applications and commercialization
*With respect to companies, explain the status of garnering the commitment of the applicant's internal persons in charge of related business units such as the sales department about the plans for practical applications and commercialization.*

*Furthermore, if this proposal comes from universities and other similar organizations, describe the development status, or the possibility of development, of a system of collaboration between divisions such as technological transfer divisions, as well as businesses, etc. that will handle the productization and service provision related to the developed technologies, as well as any plans you yourself have to start your own businesses for developing and providing such products and services, among other plans.*

(5) Schedule for practical applications and commercialization

*(1) Based on the statements in Plans for practical applications and commercialization, explain your plans for the practical applications and commercialization expected during the 10 years after the completion of the project period by classifying them into specific stages of practical applications and commercialization such as production, sales, and market acquisition and by making each stage clear using bar charts, arrows, and symbols.
If there is a plan for starting practical applications and commercialization during the project implementation period, describe the plan to begin in that fiscal year.*

*Forecast and explain serious problems that may require changes in the entire plans for each stage of practical applications and commercialization, such as interruptions and postponements.*

*If serious problems are unavoidable, indicate in the line chart at what point you may decide on making a change in the plan.*

*If you are not involved in all or part of the production and sales, accurately describe how to select the Re-Entrusted Contractors and how to cooperate with them.*

*(An example)*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *FY* | *FY* | *FY* | *FY* | *FY* | *FY* | *FY* | *FY* | *FY* | *FY* | *FY* |
| *Product design**Equipment investment**Production* *Sales* *Revenue generation* | ***▲XX design completed ▲Tuki*** ***▲Sample shipments started******▲Tuki***  | ***▲XX million yen*** | ***▲XX thousand units/month uki***  | ***▲Production started******▲Tuki***  | ***▲Production line 2 established ▲Tuki*** ***♢ Continuation/*** ***Judgement on interruption*** | ***▲XX thousand units/month uki*** ***▲XX thousand units/month*** |  | ***▲XX million yen ▲Tuki*** ***▲XX thousand units/month*** ***▲XX thousand units/month uki***  |  |  |

*Forecasted serious problems:*

*Product design stage : ------*

*Equipment investment stage: ------*

*Production stage: ------*

*Sales stage****:*** *------*

3. Market trends and competitive strength

(1) Market size (present condition and future outlook)/New industry creation effect

*Indicate the expected domestic and overseas market sizes (million yen) of the products and services aimed for practical applications, and describe the evidence. Write the market size at the following points: the present, the end of this project period, and 10 years after the end of this project period.*

*Without limiting the market size from the standpoint of the applicants, analyze the market size of the products developed using your research and development results.*

*Also, estimate the changes in the applicant's market share and show the supporting data.*

*Market size (Japan/overseas) The applicant’s market share (Japan/overseas)*

*Example: Present ●●● million yen %*

*At the end of the project period ●●● million yen %*

*The first year following the end of the project period (FY●●●●) ●●● million yen %*

*The second year following the end of the project period (FY●●●●) ●●● million yen %*

*--*

*The 10th year following the end of the project period (FY●●●●) ●●● million yen %*

*Evidence of market size calculation: ---------------------------*

*Evidence of market share forecasts: ---------------------------*