Feasibility Checklist

To help determine whether starting a company with UW System technology licensed from WiSys makes good business sense, founders should address the following questions regarding company feasibility.

We suggest you consider and discuss these issues with your licensing manager and outside professionals as you prepare your business plan.

- Will the technology require considerable additional development before it is ready for the marketplace?

- Is the market for the product or service large enough to warrant starting a company?

- Is the market for the product or service accessible to a startup company?

- What rights to use the technology (exclusive, non-exclusive) will the company need to successfully enter and compete in the marketplace with a product?

- Can your company enter the marketplace with the product or service without infringing on the intellectual property rights of others, i.e., does your company have freedom to operate?

Bring this checklist with you to your first meeting with WiSys.