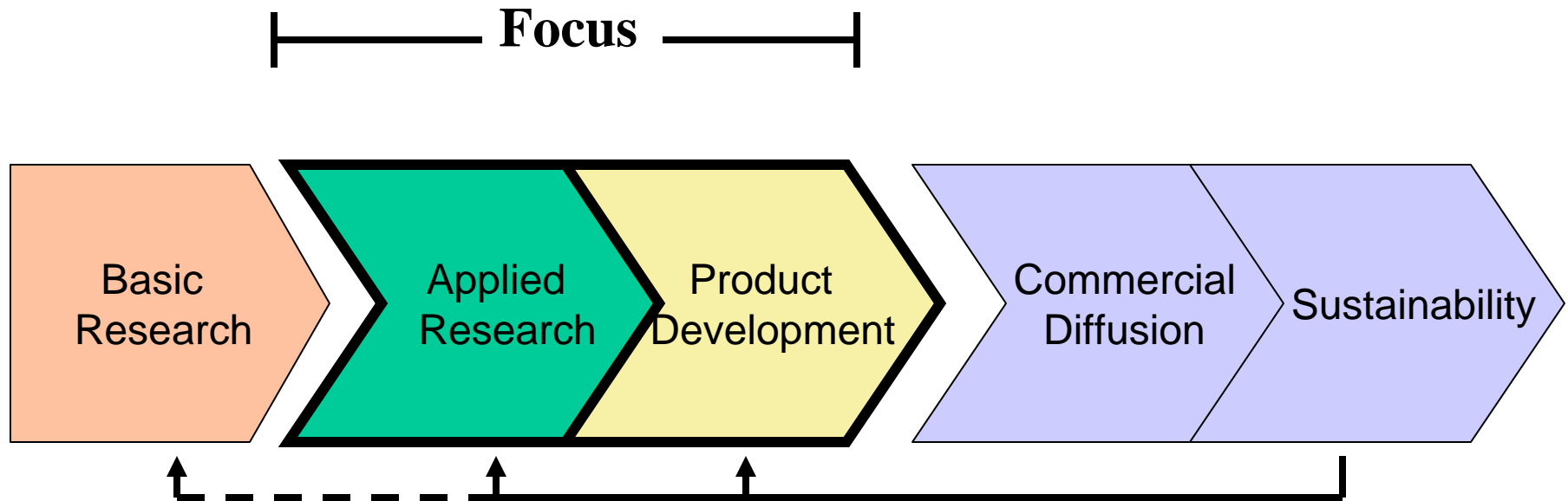


# **Commercialization: Product Development Roadmap**

Florida Citrus Industry Annual  
Conference  
June 25, 2009

# Innovation = Idea + Commercialization



# Product Development Challenges

- **What is the product or service?**
- **Who owns the “whole product”? What IP strategy will be employed?**
- **What are the government regulatory hurdles? How will they be addressed?**
- **Why will customers buy this product over others already in the market? In what quantities? Over what time period?**
- **Who will make the product?**
- **How will the product be delivered to the customers?**
- **Is this a viable commercial venture?**

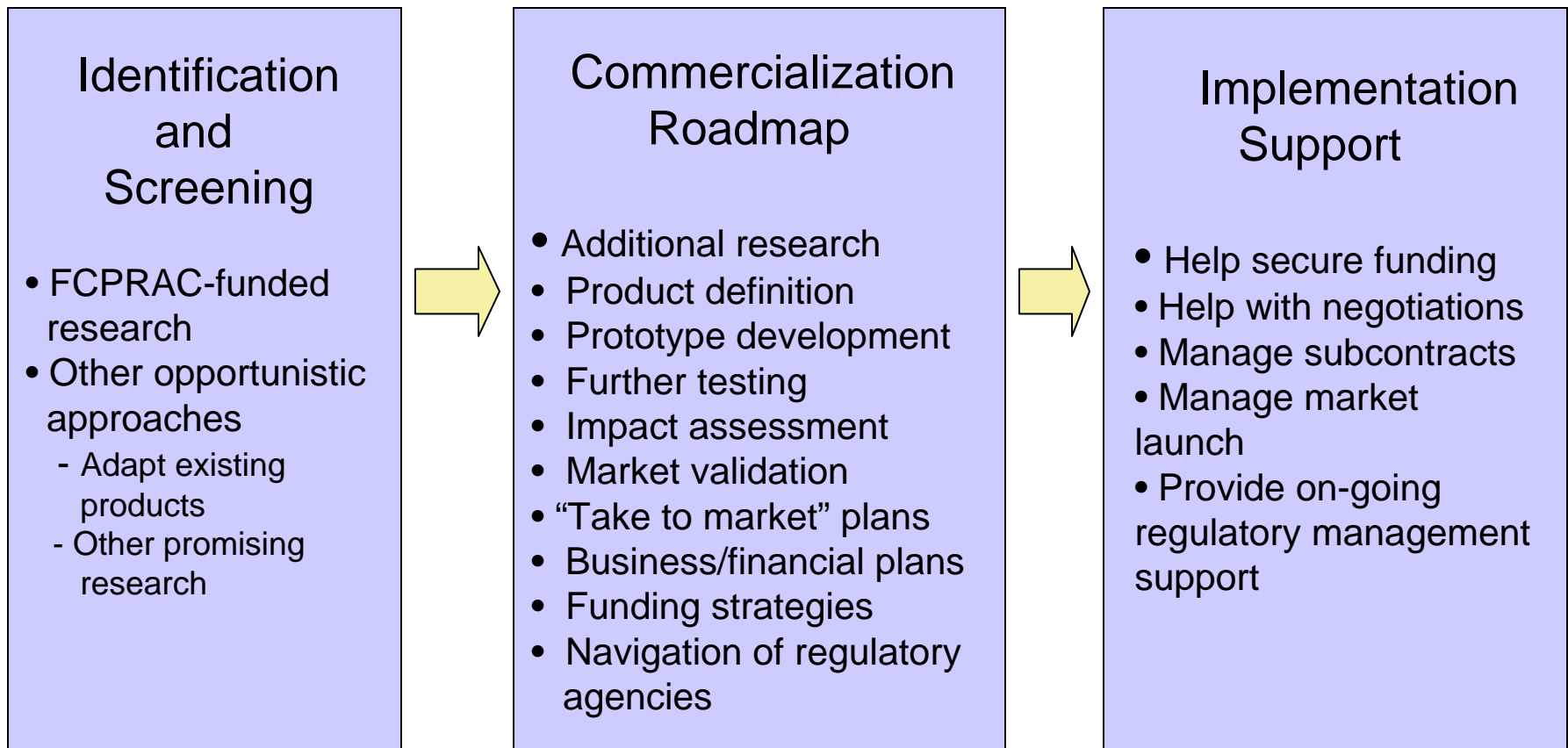
# Managing Complexity

- Innovation process is complex
  - Multiple stakeholders
  - Different levels of involvement
  - Differences in time to market horizon
- “Bottoms up” vs “tops down” management

# Product Development Function

- Provide structure, coordination and management oversight of all commercialization activities downstream of the most promising technologies to address
  - **HLB and Citrus Canker (focus of efforts)**
  - Other infectious diseases, and
  - Technology- based productivity enhancements for the Florida citrus industry

# Product Development Process



# Conclusions

- Addressing HLB and related high impact diseases requires a “crisis management” mentality
- Funding targeted research is crucial, but just the first step
- Need a product development function to commercialize the most promising funded research in a deliberate, organized fashion
- Need to identify and capitalize on other work going on
- Need an overview of the total process
- Need maximum coordination and cooperation among all stakeholders
- Need to focus on ROI and outputs, not inputs