



Hyb Arloesedd Seiber Cyber Innovation Hub

Video Transcript: Commercial Justification

(<https://www.loom.com/share/c1eb03bfafb64260a973ee4403958958>)

Here we're looking for positive profile around the potential Commercial elements. This explains why your solution is not just feasible, but also commercially viable and different from what's already available in the market

Tell us: What makes your solution different? This is about identifying possible unique selling proposition, are there aspect that sets your solution apart from all others."

Plus what if any indicators or research, feedback and or testing do you have that can help confirm or persued that these differences exist.

Consider the competition. Knowing who you're up against and what they offer helps to position your solution effectively. Any situational understanding of a target market or markets would be useful to aid the justification.

Finally, how do you see the solution being sold - . Your strategy for getting your product into customers' any broad ideas you have for pricing, distribution, marketing, and sales strategies.