WORKING TEMPLATE

Technology market-entry brief.

Write down the market hypothesis, entry route, validation questions and pilot.

Company or project

Prepared by

Date

Product

Capability, evidence of value, current markets and commercial maturity.

Market hypothesis

Country, customer segment, buyer role, buying trigger and problem.

Alternatives

Current customer process, competitors and reason to switch.

Entry route

Direct sales, integrator, distributor, research collaboration or other partnership. Specify responsibilities and incentives.

Local requirements

Language, integration, service response, procurement evidence, product requirements and specialist legal or regulatory questions to resolve with appropriate advisers.

Shortlist

One row per customer or partner organisation.

ORGANISATION	ROLE
REASON FOR FIT	EVIDENCE URL AND DATE
KNOWN GAP	PUBLIC CONTACT ROUTE
RELATIONSHIP STATUS Public lead / Existing relationship / Introduction consented	

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Validation

Questions for customers and partners, evidence required, feedback and next experiment.

Pilot

Problem, scope, buyer or sponsor, delivery owner, timing, success criteria and commercial next step.

Resources

Budget, team time, travel, local support and opportunity cost.

Decision

After validation: what happens next? Record the evidence, owner and review date below.

◯ Proceed ◯ Narrow ◯ Change ◯ Stop

Decision evidence, owner and review date

> A working framework, not a promise of meetings, sales or market access.