



Agenda Item 6(b)

MTI Advancement Plan Outline (one for each MTI advancing to Phase II)

I. Narrative of Product/Practice/Market description

II. MT theory/opportunity

- a. Defined target market
- b. Market and technology/service barriers
- c. Market and initiative leverage points
- d. Initiative budget and return on investment
- e. Market end state (how we expect diffusion to occur) and exit strategy
- f. Logic model

III. Gap analysis

- a. Identify and describe data and/or information needed to complete the MTI Plans in Stage 2

IV. Phase II Research Plan(s)

- a. Research Objectives
- b. Source of data/information
- c. Data collection method(s)
- d. Deliverables/key milestones
- e. Estimated budget
- f. Timing/schedule