

Business Readiness Level – BRL



Level	Description
9	<ul style="list-style-type: none"> - Business model is final and business is scaling with growing and recurring revenues. - The business scales by growing in new markets, new geographies, new segments etc. - There is a working business which is profitable and sustainable over time.
8	<ul style="list-style-type: none"> - Sales and other metrics show the business model holds and is profitable e.g. customer acquisition is not costing too much. - The business model shows it can scale (potentially globally). Sales channels and supply chain are fully in place. - Business model is set but is continuously fine-tuned to explore more revenue options.
7	<ul style="list-style-type: none"> - There is product/market fit meaning you can demonstrate significant customer interest and use of products and sales where customers show clear payment willingness. - Attractive revenue vs cost projections (being validated by sales and data) implying a sustainable/ attractive business could be built. - Preparations for scaling business with suppliers, sales channels etc (incl. agreements).
6	<ul style="list-style-type: none"> - A complete business model incl. the pricing is tested vs. customers by test sales or similar. - The revenue model incl. pricing is updated and refined based on customer feedback. - First more complete projections on revenue/costs (profit and loss projections or similar) with more details and well-grounded assumptions/data (e.g. 1-3 years horizon)
5	<ul style="list-style-type: none"> - The business model (at least parts of it) is tested against customers for verifying hypotheses. - The business model is updated and refined to new version based on customer feedback - There is a first version of a more detailed revenue model incl. pricing hypotheses (what revenue streams are there, from what, when, how and what prices are possible?) - The competitive position and differentiation is verified by market feedback.
4	<ul style="list-style-type: none"> - There is a full business model in canvas format incl. details on possible revenues/costs. - First economic projections with numbers to show the market potential and economic viability (bottom-up calculations based on projections/guesstimates on volumes, prices etc) - Assessed feasible Share Of Market based on e.g. barriers to entry incl. competition - Made a competitive analysis on your position and uniqueness/differentiation vs them.
4	<ul style="list-style-type: none"> - There is draft of the business model in a canvas format (business model canvas/lean canvas) but typically without the revenues/cost parts and details of these. - The market description is getting more highly resolved with more specific market applications and segments being identified. Target applications identified. - The market potential and the market size is quantified with TAM and SAM- Segmented/Served Available/Addressable Market (everyone you have decided/can reach) - A more complete competitor overview with direct/indirect competitors and alternatives
2	<ul style="list-style-type: none"> - Described the proposed business concept in some structured form e.g. NABC - One or several markets or applications are identified and described on overall level e.g. user numbers, TAM- Total Available or Addressable Market (everyone you wish to reach) - Some competitors and/or alternatives are identified and listed
1	<ul style="list-style-type: none"> - Vague and unspecific description of the potential business idea or business concept - Little insight into the market and its potential/size-hypothesizing on possible applications - Little knowledge or insight into competition and alternative solutions