







**STOCKHOLM**  
Why do we succeed?



**KTH - IT ALL STARTS HERE!**



More Ideas

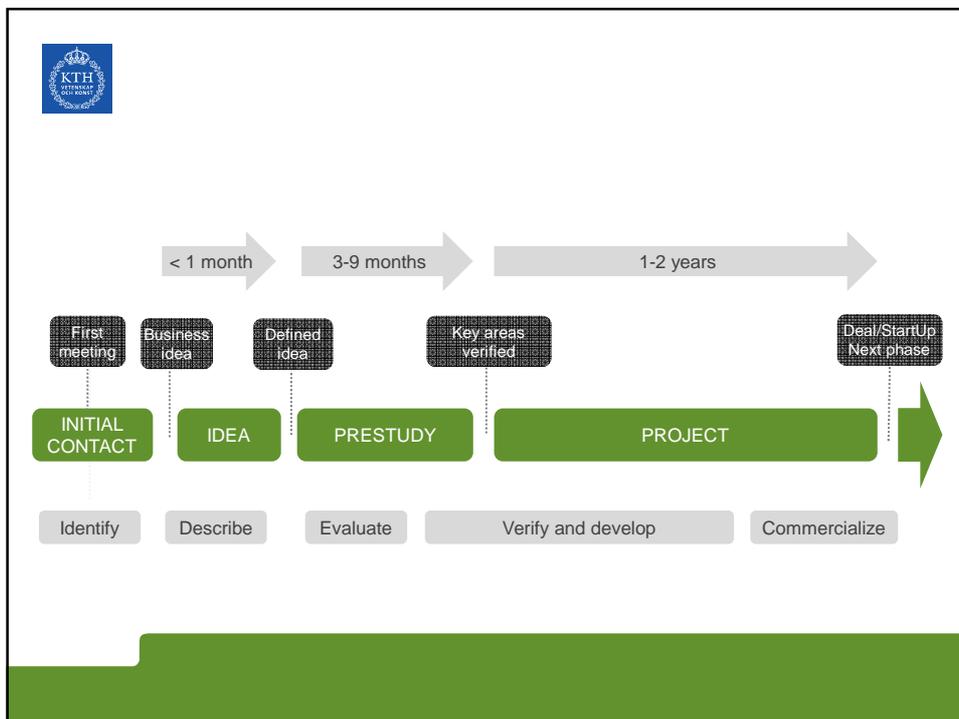
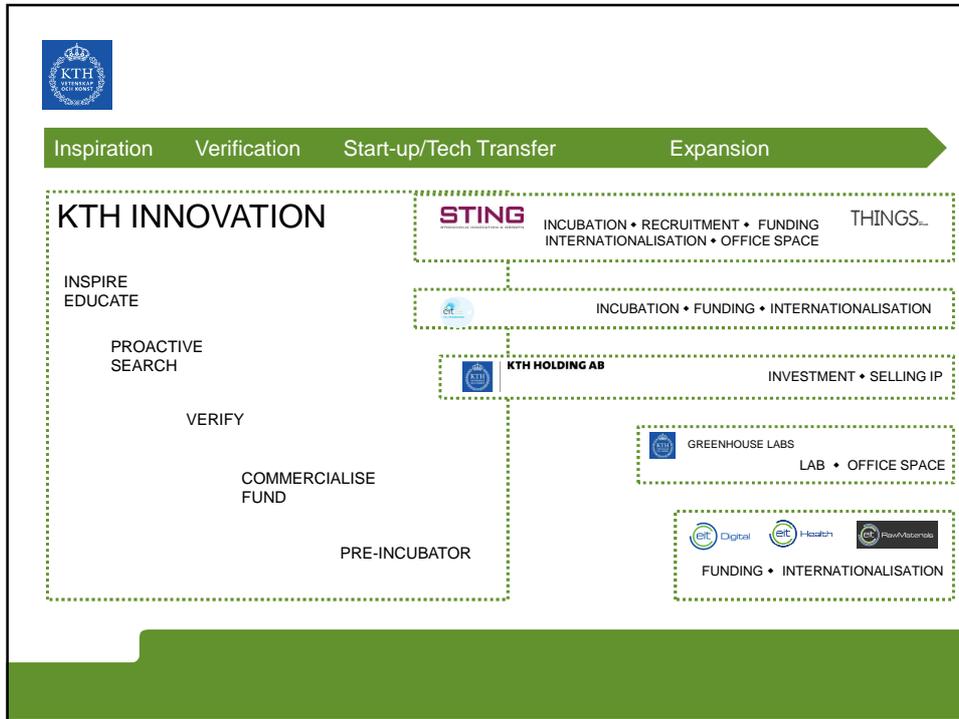
Effective support process

World Class Eco System



INNOVATION SUPPORT FOR EARLY TECH IDEAS







30 startups

313 ideas

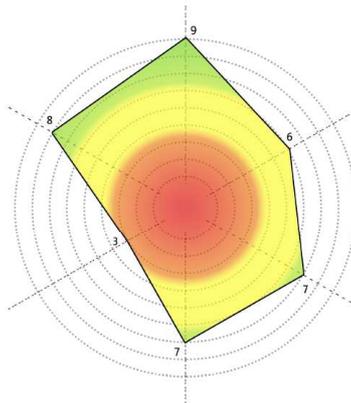
41 M SEK



**TECHNOLOGY READINESS LEVEL**  
From observing basic principles and formulating concept to actual technology system qualified through successful mission operations

**CUSTOMER READINESS LEVEL**  
From hypothesizing on possible needs in the market to widespread product sales

**IPR READINESS LEVEL**  
From hypothesizing on possible IPR, such as patentable inventions to strong IPR support and protection for business



**FUNDING READINESS LEVEL**  
From initial business idea with vague description to term sheet discussions with interested investors

**TEAM READINESS LEVEL**  
From little insight into, and lack of, necessary skills and resources to high performing, well structured team that is maintained and performs over time

**MARKET OPPORTUNITY READINESS LEVEL**  
From hypothesizing on possible use and markets with no insight into competition to attractive detailed revenue based projections based on verified detailed income model

KTH INNOVATION READINESS LEVEL™

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### Customer Readiness Level - CRL

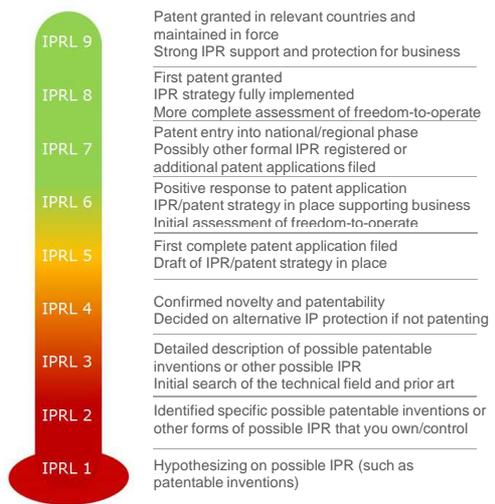


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### IPR Readiness Level - IPR



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## The KTH logo, featuring a crown and the text 'KTH' and 'KTHNORRA SKOLEN'.





2017 AND BEYOND ...