

Commercialization Package

The Commercialization Package is the final artifact of GROW-S10 and the assembly point for the full commercialization deliverable set. It provides six fillable scaffolds — a commercialization map, an ICP definition card, an offer architecture sheet, a pricing hypothesis, a productization roadmap, and a venture opportunity memo — each designed to be completed in sequence and handed to an operator, investor, or launch team without requiring them to navigate the full upstream artifact tree. Every scaffold cross-references the canonical upstream id that should be consulted for detailed spec; the package is an executive-readable summary layer, not a replacement for those artifacts. A completed package is the gate artifact for moving a capability from accelerate to ship tier on c10-capability-inventory.

Scaffold 1 — Commercialization Map

The commercialization map is a one-page view of the capability's journey from current form to market.

```
# SCAFFOLD 1 – Commercialization Map
capability_ref: <capability_id from c10-capability-inventory>
as_of_date: <ISO date>

current_form: <demo | service | internal-tool | product>
target_form: <product | productized-service | platform>
target_date: <ISO date or quarter>

journey_stages:
- stage: Internal Tool
  status: <complete | in-progress | not-started>
  exit_criteria: >
    Workflow encoded in e4-workflow-artifacts, eval passing in
    s2-scoring-system at operational tier, unit cost known in
    e6-unit-economics-worksheet.

- stage: Pilot Product
  status: <complete | in-progress | not-started>
  exit_criteria: >
    One non-founder customer using it; proof-of-value scorecard published;
    anti-vaporware check passing in c10-revenue-model-design.

- stage: Repeatable Offer
  status: <complete | in-progress | not-started>
  exit_criteria: >
    Three customers on standard pricing; consulting dependencies eliminated
    per c10-productization-path; annual churn < 20% (illustrative).

- stage: Scalable Product
  status: <complete | in-progress | not-started>
  exit_criteria: >
    Partner channel active; moat / defensibility map shows at least two
    established moat sources; gross margin >= min_margin_pct from
    c10-revenue-model-design.

blocking_issues:
- <id and one-line description of anything blocking the next stage advance>

key_decisions_pending:
- <decision to be made, by whom, by when>
```

Scaffold 2 — ICP Definition Card

A single-card summary of the Ideal Customer Profile for use in sales qualification and pitch preparation.

```
# SCAFFOLD 2 – ICP Definition Card
icp_ref: <icp_id from c10-customer-market-framing>
capability_ref: <capability_id>

one_line_icp: >
  <Complete this sentence: "We sell to [role] at [org type] who [pain statement]
  and currently [workaround] at a cost of [time or money] per [unit].">

target_user_role: <job title>
economic_buyer_role: <job title>
budget_owner_role: <job title>
budget_line: <what line funds this>
budget_cycle: <when decisions lock>

primary_urgency_driver: <one sentence>
primary_objection: <the objection you hear most>
objection_answer: <how you defuse it in one sentence>

beachhead_segment: <two sentences; who, where, how many accounts>
out_of_icp:
  - <describe a customer type that looks like the ICP but is not; why they are excluded>

qualification_gate:
  - <minimum signal required before investing discovery time>
```

Scaffold 3 — Offer Architecture Sheet

Defines what is in each offer tier, what is excluded, and how add-ons work.

```
# SCAFFOLD 3 – Offer Architecture Sheet
offer_id: <kebab-case>
capability_refs: [<from c10-capability-inventory>]
productization_ref: <productization_id from c10-productization-path>

tiers:
  - tier_name: <e.g., Starter>
    target_buyer: <icp segment>
    included:
      - <capability or feature>
    excluded:
      - <capability or feature explicitly not included>
    support_level: <self-serve | email | dedicated-CSM>
    price_structure_ref: <pricing_hypothesis_id from c10-revenue-model-design>

add_ons:
  - add_on_name: <name>
    description: <one sentence>
    price_structure_ref: <pricing_hypothesis_id>
    moat_contribution: <moat source reinforced by this add-on>

what_we_do_not_sell:
  - <explicit out-of-scope that prevents scope creep in pilots and contracts>

service_boundary:
  included_service: >
    <What service is included in the offer price – onboarding, annual rule
    updates, support SLA>
  excluded_service: >
```

<What is a separate, out-of-scope service engagement – custom jurisdiction builds, integrations, legal review>

Scaffold 4 — Pricing Hypothesis (Summary)

A summary card linking to the full spec in c10-revenue-model-design. Intended for executive review and pilot agreements.

```
# SCAFFOLD 4 – Pricing Hypothesis Summary
pricing_hypothesis_ref: <pricing_hypothesis_id from c10-revenue-model-design>
offer_id: <offer_id>
icp_ref: <icp_id>

headline_price: "<e.g., $490/seat/year billed annually>"
minimum_commitment: <e.g., 12-month annual contract>
pilot_terms: "<e.g., 90 days at no charge; converts at full rate on success>"

unit_economics_summary:
  unit_cost_usd: <from e6-unit-economics-worksheet; (illustrative) if unverified>
  gross_margin_pct: <calculated; (illustrative) if unverified>
  margin_floor_pct: <min_margin_pct from c10-revenue-model-design>
  margin_check: <pass | fail | pending>

anti_vaporware_status: <pass | fail | pending>
pov_metrics_summary:
  - criterion_id: <from s2-scoring-system>
    status: <live-passing | pending | failing>

negotiation_limits:
  floor_price_usd: <below which the deal is not viable; do not disclose externally>
  non_negotiable_terms:
    - <e.g., "Audit trail requirement cannot be removed">
    - <e.g., "HITL gate for engineer-review-required determinations is non-negotiable">
```

Scaffold 5 — Productization Roadmap

A quarter-by-quarter view of the milestones required to advance from current form to ship tier.

```
# SCAFFOLD 5 – Productization Roadmap
capability_ref: <capability_id>
productization_ref: <productization_id from c10-productization-path>
roadmap_horizon: <e.g., "4 quarters ending 2027-Q2">

milestones:
  - quarter: <e.g., 2026-Q3>
    milestone: <short name>
    definition_of_done: <observable, verifiable outcome>
    blocking_artifact: <artifact id that must exist>
    owner: <role>
    status: <not-started | in-progress | complete>

dependency_chain:
  - <artifact id> → <artifact id> → <milestone name>

risk_register:
  - risk: <description>
    likelihood: <low | medium | high>
    impact: <low | medium | high>
```


HITL gate enforced via t7-risk-expert-review-plan; all output labeled as draft recommendation pending clerk review; not-legal-advice boundary contractualized in terms of service.

Package Completion Checklist

Before presenting this package externally, confirm:

#	Check	Status
1	All six scaffolds are populated (no <placeholder> values remaining)	[]
2	anti_vaporware_status: pass in Scaffold 4	[]
3	All pov_metric_refs in Scaffold 4 resolve to live, passing criteria in s2-scoring-system	[]
4	unit_cost_usd in Scaffold 4 traces to a populated row in e6-unit-economics-worksheet	[]
5	margin_check: pass in Scaffold 4	[]
6	Moat / defensibility map shows at least one established moat source	[]
7	Pilot success criteria in c10-gtm-architecture are stated in writing	[]
8	Expert-review boundary and "not legal advice" disclosure present in Scaffold 6 if govtech-adjacent	[]
9	All figures labeled (illustrative) are either verified or removed before investor presentation	[]
10	Venture opportunity memo reviewed by counsel before sharing with investors if capital raise [ATTORNEY REVIEW]	[]

A package with any unchecked item is an internal working document, not an external-ready deliverable.