

Capabilities inventory checklist for spatial technology groups

Whether you're part of a startup or an innovation team at a larger company, it can be challenging to identify the right market for the technical capabilities you've developed. But before you can find your best fitting market, you need to be deeply familiar with what you have to offer them.

Use this checklist to conduct a thorough inventory of your team's existing technical capabilities and constraints.

Checklist

1. Assemble inventory of products and services

- Check for existing due diligence checklists at your company. If you're at a larger company, you may find this in your legal or M&A departments.
- Hardware & firmware
 - Current or planned releases
 - Products and services under development
 - Retired/unreleased products and services
- Software
 - Current or planned releases
 - Products and services under development
 - Retired/unreleased products and services
- Data & infrastructure
 - Internally developed tools
 - Internally developed code
 - Internally developed machine learning models
 - Internally developed datasets
 - Any other internally developed data assets
- Check with other team members/groups for anything you may have missed.

2. Assemble inventory of intellectual property

- Patents
- Trademarks
- Copyrighted materials (e.g., art, models)
- Trade secrets
- Any other intellectual property

3. List out features

- Going product by product, list out as separate line items:
 - Each feature or capability
 - Any planned or imagined use cases
 - Any differentiators

4. List out technical constraints

- Going product by product, list out any constraints required to have the system work as it should, such as:
 - Technical constraints (platform, sensor capabilities, etc.)
 - Environmental constraints (lighting, WiFi, etc.)
 - Cost constraints
 - Legal /regulatory/ethical constraints
 - Any other constraints

Using the inventory to identify promising markets

Having a complete inventory of your technical capabilities makes it easier to find potential markets that will value them. Learn more in our talk at [Austin Startup Week 2021](#), or [contact us to discuss a specific project](#).

