

# Technology Readiness Canvas

## What is a technology readiness canvas?

A Technology Readiness Canvas is a tool for founders. It provides them a comprehensive, structured overview to review and reflect on the status of their specific technology. It is by used by founders in deeptech startups, R&D-heavy ventures, and corporate innovation to:

- Document the current state of a given technology
- Demonstrate its readiness level (e.g., using TRL – Technology Readiness Levels)
- Reveal potential blind spots in the development or strategic positioning of the technology
- Identify opportunities for third-party validation, helping to strengthen credibility and guide next steps
  - In support investment, partnership, or regulatory decisions

## Why is it important?

The Technology Readiness Canvas helps startups and scale-ups to assess the maturity, uniqueness, and scalability of their innovation. By structuring your technological position, it highlights both technical depth and strategic potential. This clarity builds confidence internally and externally. As a result it enables you as a founder to communicate more effectively with partners, advisors and investors.

## How to use the technology readiness canvas?

This canvas is a practical tool for mapping your innovation's technical maturity, uniqueness, and scalability. Start by reviewing it with your founding and technology team. Involve commercial teams or other disciplines if needed, and repeat (on a bi-annual basis for example) as you prepare for the next phase of your startup or scale-up. It is designed to sharpen your own understanding as a founder and identify white spots. Once completely reviewed, consider how the insights gained can strengthen your pitch deck or investor materials. For example:

- Integrate key points into your pitch to convince potential investors or financial partners.
- Prepare supporting technical documentation for your data room.

Use the color-coded stages to guide your review. Focus on the sections that are most relevant to you in the phase you are in.

Technology Validation



Market Fit & Initial Scaling



Scalability & Ecosystem



## After completing the canvas

After having completed the your teams reflection on the topics in the Technology Readiness Canvas, you should have gained a better shared insight on your technology's current state, have identified gaps, and aligned on your next steps. Use insights to integrate parts of the canvas in your pitch deck or other formal communication to add clarity and build confidence during fundraising/partnership discussions.

## Disclaimer: intended use and limitations

The Technology Readiness Canvas is a strategic support tool for founders. It is not a substitute for technical due diligence, legal advice, or investment documentation. Its purpose is to facilitate structured reflection and support communication between founders, advisors and investors and last, to provide a consistent framework for review your technological maturity.

Every venture is unique. Some topics may need attention earlier than others; adapt the canvas to fit your situation. It does not guarantee funding outcomes, nor prescribe a one-size-fits-all path. Use it as a guide towards working where you want to go, not a rulebook.

## In search of third party validation?

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