

Commercial Viability Assessment: Five-Dimension Rubric v2.0

TCRLAS Refinement v2.0 | Working methodology | 15 October 2026

Definition and boundaries

TCRLAS assigns demonstrated milestone level independently. CVA evaluates forward-looking commercial viability. CDA authorizes a specific next action. Launch authorization is an additional, separately documented decision. Neither scores nor charts grant permission to market healthcare offerings.

Evidence and uncertainty

Date all evidence; identify evaluator, source, verification status, jurisdiction, scope and confidence. NE means not evaluated; zero is a justified adverse score, never a substitute for missing information.

Scoring policy

Scores 0–6 are ordinal evidence anchors. Do not interpret the arithmetic mean as probability or validated investment return. No required CVA or HSE numeric threshold controls advance or launch. Record blockers separately.

Preservation

Keep nine original TCRLAS milestones and their minimum conditions unchanged. Preserve legacy TCI as experimental and do not apply it automatically to new CVA scores.

Operating rule

Anchor every score to the specified market, customer, offering and next decision. Zero means documented absence or fundamental failure; NE means missing or unreviewed evidence. Higher Risk Manageability scores mean better-controlled risk.

M — Market Opportunity — guiding question

Is an economically meaningful and accessible customer market worth pursuing?

Score anchors 0 through 6

- 0: No credible customer, need or viable accessible market identified; or fundamental demand proposition disproven.
- 1: Plausible need and potential users/buyers hypothesized, without meaningful independent evidence.
- 2: Customer types, alternatives and approximate addressable market investigated with preliminary external information.
- 3: Specific reachable segment, purchasing pathway, demand and willingness-to-pay assumptions credibly documented.
- 4: Independent customers or purchasing authorities substantiate demand and feasible access to initial market.
- 5: Representative external demand and concrete procurement or commercial signals support market depth and acquisition assumptions.
- 6: Repeatable demand in a representative segment with credible continuing access and growth potential demonstrated.

C — Competitive Advantage — guiding question

Why would the buyer prefer the offering, and can the advantage persist?

Score anchors 0 through 6

- 0: No credible customer-relevant difference or insurmountable known use-rights issue.
- 1: Advantage asserted without meaningful comparison.
- 2: Preliminary comparisons of performance, cost, usability, rights or access identify plausible advantage.
- 3: Documented material advantage, alternatives and key imitation/rights risks with credible competitive strategy.
- 4: Independent testing, buyers or market evidence supports advantage, and protection path is credible.
- 5: Advantage externally supported under realistic competitive comparison; important imitation/rights issues managed.
- 6: Durable advantage demonstrated through continued customer preference, economics, know-how, rights or switching barriers.

E — Commercial Economics — guiding question

Does further investment have a credible path to sufficient economic value?

Score anchors 0 through 6

- 0: No viable economics or demonstrably untenable costs with no plausible remedy.
- 1: Revenue and cost hypotheses only.
- 2: Preliminary prices, product/service delivery costs, capital needs and sources estimated.
- 3: Documented margin, cash requirement and break-even model with credible assumptions and sensitivities.
- 4: Important pricing and costs externally substantiated; plausible economics demonstrated for proposed route.
- 5: Strong evidence of attractive unit economics and realistic capital needs resilient to material scenarios.
- 6: Sustained or repeatably validated economics under relevant conditions with credible financing and growth path.

X — Execution Capability — guiding question

Can accountable parties deliver the specified next milestone?

Score anchors 0 through 6

- 0: No feasible execution route; indispensable capabilities/resources inaccessible.
- 1: Possible team, partners, licensing path or resources merely identified.
- 2: Initial roles, budgets, dependencies and delivery partners identified.
- 3: Milestone-specific owners, budget, schedule, dependencies and potential partners credibly documented.
- 4: Key owners, partners and resources supported by verifiable commitments for next milestone.
- 5: Proven delivery capability and adequate available/accessible resources with contingency for major milestone.
- 6: Repeatable resilient execution through capable organization/contracted partners without single-point dependence.

R — Risk Manageability — guiding question

Are risks identified and controlled sufficiently for the proposed action?

Score anchors 0 through 6

- 0: Established fatal unmanageable risk for proposed action.

- 1: Material uncertainty largely unexamined; no credible controls.
- 2: Key legal, safety, technical, financial, operational and commercial uncertainties preliminarily registered.
- 3: Dated risk register with consequence, uncertainty, owner, mitigation and resolution evidence milestones.
- 4: Major risks have supported mitigations, contingencies and clear validation milestones.
- 5: Major exposures controlled or reduced; residual risk acceptable for defined next activity and triggers documented.
- 6: Controls demonstrably effective under relevant adverse scenarios and sustained monitoring.

Evidence review

For each dimension: score/NE, dated sources, verification status, assessor confidence, rationale, strongest contrary evidence, and concrete information required to raise the score.

No double-counting

TCRLAS records existence of milestones; CVA evaluates future opportunity. A Level 8 project may have weak market outlook; a Level 4 venture may warrant investment in further validation.

Profile display

Show five-axis CVA radar and five raw integer scores. Show minimum and missing dimensions descriptively only. Do not reduce to one decision score.

STATUS: PROPOSED WORKING DRAFT — not externally validated.