

Ignite Program Fit Guide – Ignite Spark or Ignite Ideas?

		Ignite Spark	Ignite Ideas	
Development stage at time of application	Proof of Concept	Functional Prototype	Minimum Viable Product	Commercialisation
Definition	Initial ideation stage to explore the viability of an idea	A working model representing core features and validating feasibility and performance	A product or service with the essential features and functionalities to allow it to be released to the market and tested with real users	Final transition phase from development and testing to actual market launch and revenue generation
What might this look like?	Wireframe, 3D rendering illustrations and CAD designs to customise the product functionality. Flowchart, digital mock-ups, and app sketches to visualise the user interface layout and functionality interactions. Design and diagrams to illustrate intended offering.	Model resembling intended design of final product in size and scale, allowing users and stakeholders to interact with it and to visually assess its aesthetics, form, and overall layout. Model incorporating all relevant components (for e.g., electronics, sensors, mechanical parts) to replicate intended interactions between various elements. Interactive user interface. Mock/non-live data integrated and tested (alpha).	All core functionalities developed and finalised. Product/service design finalised. Product/service trials with potential customers completed and any required minor product refinement completed. Product/service and components meet industry regulatory compliances. User acceptance testing (beta) completed. Live data/application programming interface integration completed and tested. User experience enhancement completed.	Product/service available to paying customers. Sales and marketing strategy formulated and executed. Product/service is export ready to scale into different markets. Positioned to attract venture capital investments.
What activities might progress the innovation to the next stage?		- third party validation - compliance testing - IP strategy/protection - design for manufacture - minor product/service modification - small scale prototype production - demonstration within industrial/organisational environment	- sales and marketing - IP protection - exhibiting at trade shows - customer/investor engagement - investigation of production and assembly options - product/service demonstration required by new customers/markets	