

# FINANCIAL MODELLING FOR INNOVATION AND COMMERCIALISATION

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## About this course

This 2-day program equips R&D professionals with practical skills to build and interpret financial models that support innovation and commercialisation decisions. Participants will learn to structure R&D costs, forecast revenue using economic concepts such as demand, supply, and elasticity, and evaluate project feasibility using standard investment appraisal methods. Through hands-on exercises, participants will develop the ability to assess risk, test assumptions, and communicate financial insights effectively to guide strategic innovation in the manufacturing context.

## Who Should Attend?

1. R&D Managers / R&D Engineers
2. Innovation Managers / Innovation Officers
3. Product Development Managers / Product Engineers
4. Finance Managers / Finance Executives
5. Business Development Managers / Commercialisation Executives
6. Project Managers / Technical Project Leaders

## Learning Outcomes

By the end of this programme, participants will be able to:

1. Explain the role of financial modelling in supporting innovation, R&D investment, and commercialisation decisions.
2. Structure and analyse R&D and innovation costs, including capital and operating expenditures.
3. Forecast revenues using economic concepts such as demand, supply, and elasticity.
4. Evaluate project feasibility using standard investment appraisal techniques such as NPV, IRR, and payback period.
5. Develop and test complete financial models using scenario, sensitivity, and risk analysis.
6. Assess commercialisation pathways and present financial insights clearly to support strategic decision-making.



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# FOUNDATIONS OF FINANCIAL MODELLING AND COMMERCIALISATION READINESS



## MODULE 1, 2

### 1. Introduction to Financial Modelling in R&D Context

- Role of financial modelling in innovation and R&D
- Key financial concepts: Return on Investment, Net Present Value, Internal Rate of Return, payback period
- Strategic alignment of R&D with commercial goals
- Overview of innovation lifecycle and investment decisions

### 2. Cost Structuring for R&D and Innovation Projects

- Identifying and categorising R&D costs (direct/indirect, Capital Expenditure/ Operating Expenditure)
- Understanding cost drivers for prototyping, process testing, and pilot plants
- Cost breakdowns specific to product material and process innovation



## MODULE 3, 4

### 3. Demand, Supply, and Revenue Forecasting

- Economic fundamentals: demand, supply, and market equilibrium
- Price sensitivity and elasticity in product innovations
- Forecasting market demand under different economic conditions
- Linking elasticity to pricing and volume strategies

### 4. Investment Appraisal and Economic Evaluation

- Discounted cash flow techniques: Net Present Value, Internal Rate of Return, Payback
- Using economic principles to evaluate project feasibility
- Understanding opportunity cost and resource trade-offs



# BUILDING AND APPLYING FINANCIAL MODELS FOR DECISION-MAKING



## MODULE 5, 6

### 5. Developing a Complete Financial Model in Excel

- Setting up model assumptions, inputs, and logic
- Structuring cash flow, income, and balance outputs
- Building model flexibility to reflect economic scenarios

### 6. Risk, Elasticity Scenarios, and Sensitivity Analysis

- Identifying cost and market risks (e.g., price volatility, demand shocks)
- Integrating elasticity and demand risks into forecasts
- Conducting sensitivity and what-if analysis for key variables



## MODULE 7, 8

### 7. Valuation and Commercialisation Pathways

- Economic valuation of innovation: licensing, spin-offs, internal deployment
- Estimating returns from intellectual property or patents
- Revenue sharing and royalty models

### 8. Presenting Financial and Economic Models to Stakeholders

- Communicating economic insights from financial models
- Visualising elasticity effects, cost structures, and return on investment
- Preparing dashboards and summary reports for decision-makers



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