

## An Early-Stage Medical Product-Concept Screener

1. Given the technologies involved, can you imagine the implementation of a specific product or service?



2. Is that imagined implementation significantly different from what exists today?



3. Does the imagined implementation make clinical sense? Might it benefit patients, medical practitioners, and/or healthcare institutions in some significant way(s)?



4. Is it likely that the imagined implementation could someday be accomplished? If there are technical hurdles, is it likely that each such hurdle could be surmounted in the foreseeable future?



5. Does the imagined implementation make economic sense to your organization? For example, could it generate substantial incremental revenue, acceptable profits, and/or improved market positioning? Have you validated your assumptions by means of some preliminary market research and analysis?



6. Are any necessary regulatory approvals in geographical markets of interest achievable? If so, are the timings of such approvals acceptable to your organization?



7. Are all the relevant technologies likely to be non-infringing and protectable?



8. Are your estimated financial and time investments worth it? Specifically, is a full commercialization program a credible use of your relevant resources?



9. Can you achieve full commercialization alone? If not, have you identified appropriate development and commercialization partners?



10. Have you accounted for the possibility of near-term competitive technological upset and vigorous new commercial competition? Are such risks manageable and acceptable?