

## IHealthE Innovation Catalyst “Excite” Support Guidance

IHealthE offers MedTech Innovators up to 35 hours of free MedTech-specific translation support (work packages) for activities to de-risk projects in the Technology, Clinical, or Business domains.

To determine whether innovators are well-positioned to make the most out of our support, we will ask for the information outlined below during our initial conversations. If these key activities have not yet been completed, we recommend treating them as action items to complete before subsequent conversations. We can provide examples if needed.

At the end of the work package, we will discuss potential options for further support with the innovators, either through a paid project or our Innovation Catalyst program.

Key insights to de-risk innovation project	Insights requested
Size of problem > "#x cases, procedures, patients etc. per year"	Estimated number of uses of the device / software each year. <ul style="list-style-type: none"> <li>• What sources of information did you use?</li> <li>• How did you calculate it?</li> </ul>
TAM, SAM, SOM > "\$x revenue per annum"	Estimated market size (revenue)
"#x" clinical customer discovery interviews completed and documented with a "y%" positive indicators	Insights from at least 5 customer discovery conversations with proposed users of the device. <ul style="list-style-type: none"> <li>• What questions did you ask?</li> <li>• How have you documented their responses?</li> <li>• Are you willing for us to validate your findings by talking with one of them?</li> </ul>
Initial map of stakeholders and how each influences adoption of proposed solution	High-level map of stakeholders and ability to influence
Significant gap between current practice and proposed solution	List of key features of current and existing alternative solutions and why they fall short of solving the problem. <ul style="list-style-type: none"> <li>• How did you find information on available solutions?</li> <li>• What method did you use to identify shortcomings?</li> <li>• What is different about your solution than these?</li> </ul> <p>Are you willing for your solution to be significantly changed, as can happen during a full design and development process?</p>
Initial map of current clinical workflow and how the workflow will change for your proposed solution to be adopted	Drawing of current workflow and drawing of future workflow once your solution is implemented.
Completed skills inventory of current team, requirements for the project and the gaps	Are you willing to bring on a co-founder(s) with an adequate share of equity within the next 3 months? Able to dedicate at least 1 day a week to work on this project. How many are you able to dedicate?