

PRODUCT DEVELOPMENT STAGES

1

FEASIBILITY



Define problem and design requirements

PROBLEM DEFINITION & VISION/DESIGN

ACTIVITIES

- Identify the use case and patient populations targeted
- Develop value proposition(s)
- Determine the competitor landscape
- Identify the potential payer and willingness-to-pay
- Identify main market barriers
- Assess global market potential and sizing

2

DEVELOPMENT & VALIDATION



Evaluate market feasibility and potential for scale

PRE-CLINICAL & CLINICAL TRIALS

- Refine market assessment
- Map key stakeholders
- Develop user segmentation
- Conduct a need and/or demand forecast
- Perform a patient journey analysis
- Conduct funding/pricing research and produce willingness-to-pay estimates
- Evaluate market barriers
- Conduct end-user needs assessment
- Shortlist early countries for launch

3

DEMONSTRATION



Develop and execute operational launch plan

LATE-STAGE TRIALS & REGISTRATION

- Refine market assessment
- Develop strategic launch plan with uptake targets
- Update user segmentation
- Update demand forecast
- Develop pricing strategy
- Refine patient journey analysis
- Update end-user needs assessment
- Develop demand-generation strategies and create marketing material