

# YOUR STARTUP ASSESSMENT NAVIGATOR

TOPIC	WHAT SHOULD YOU ASK?	WHAT YOU SHOULD CONSIDER?
Stage	At what stage is the product? (ie R&D, Proof of Concept, Deployable, etc...)	Startups at different stages typically require different things from the health organizations. For example, a startup in R&D may need data to help complete an algorithm. A deployable startup may want actual money and a commercial agreement. At what stage are you willing to work with the Startup?
Regulatory Approval	<p>Does this product require regulatory approval before being deployed?</p> <hr/> <p>What Regulatory approval is required?</p>	Similar to the question about stages, is your organization willing to try products that have not yet completed their regulatory pathway?
Clinical Validation	<p>Does this product require any clinical validation?</p> <hr/> <p>Would clinical validation make your organization more comfortable working with this product?</p>	<p>Not all health-related startups require clinical validation. Many startups that deal with infrastructure or workflows can actually get by without.</p> <hr/> <p>What resources would you need to give in order to help the product reach clinical validation? Do you have the resources to help?</p>
Product	<p>What is this thing?</p> <hr/> <p>What is this product trying to accomplish (i.e.: what is the goal?)</p> <hr/> <p>What "raw materials" are needed to accomplish this goal?</p> <hr/> <p>Who is paying for this thing?</p>	<p>For example, is the goal to reduce expenditure? Is the goal to decrease error rates? Is the goal to improve diagnoses for a specific indication?</p> <hr/> <p>Are these goals relevant to you? Like access to a certain type of data, or integration to a specific system, or time/effort from specific staff members. Are you willing/capable to do this?</p> <hr/> <p>Who is the customer? Who are they selling to? The customer and the "user" are frequently different entities in healthcare.</p>

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Workflow	<p>Where does the product “live”?</p> <hr/> <p>Who is the actual user?</p> <hr/> <p>What other stakeholders interact with the product indirectly?</p> <hr/> <p>Does this product successfully “work with” existing clinical best practices and workflows?</p>	<p>Does it integrate or overlay onto existing systems? Is it a standalone device or app?</p> <hr/> <p>Who actually interacts with the product?</p> <hr/> <p>Like insurance, labs, nurses, etc...</p> <hr/> <p>If not, are you willing to change your current practices? How much time/effort/money will it take to integrate this product into your current best practices?</p>
Implementation	<p>What resources does the startup need from you to successfully integrate and for onboarding?</p> <hr/> <p>What resources do YOU need from the startup?</p> <hr/> <p>How quickly can the product be implemented or onboarded?</p>	<p>Like headcount, access to specific data, integration with specific systems. Can you supply these resources?</p> <hr/> <p>Can they supply these requests in a timely manner?</p>
Impact	<p>How much of an ECONOMIC impact will this make?</p> <hr/> <p>How quickly can you realize economic impact?</p> <hr/> <p>How much of a HEALTH impact will this make?</p> <hr/> <p>How quickly can you realize the health impact?</p>	<p>Ignoring the time/effort/cost of onboarding, once the product is up and running, will it decrease expense? Will it increase revenue?</p> <hr/> <p>Are the economic benefits realized quickly or in the long run? Is your organization looking for quick wins or willing to take its time to realize benefits?</p> <hr/> <p>Does this affect few patients or many? How “deeply” does it affect them?</p>