

Medtech Forum

Research with Impact



cicada
INNOVATIONS

Ben Wright
Chief Innovation Officer
Head of Investment Strategy

Why?

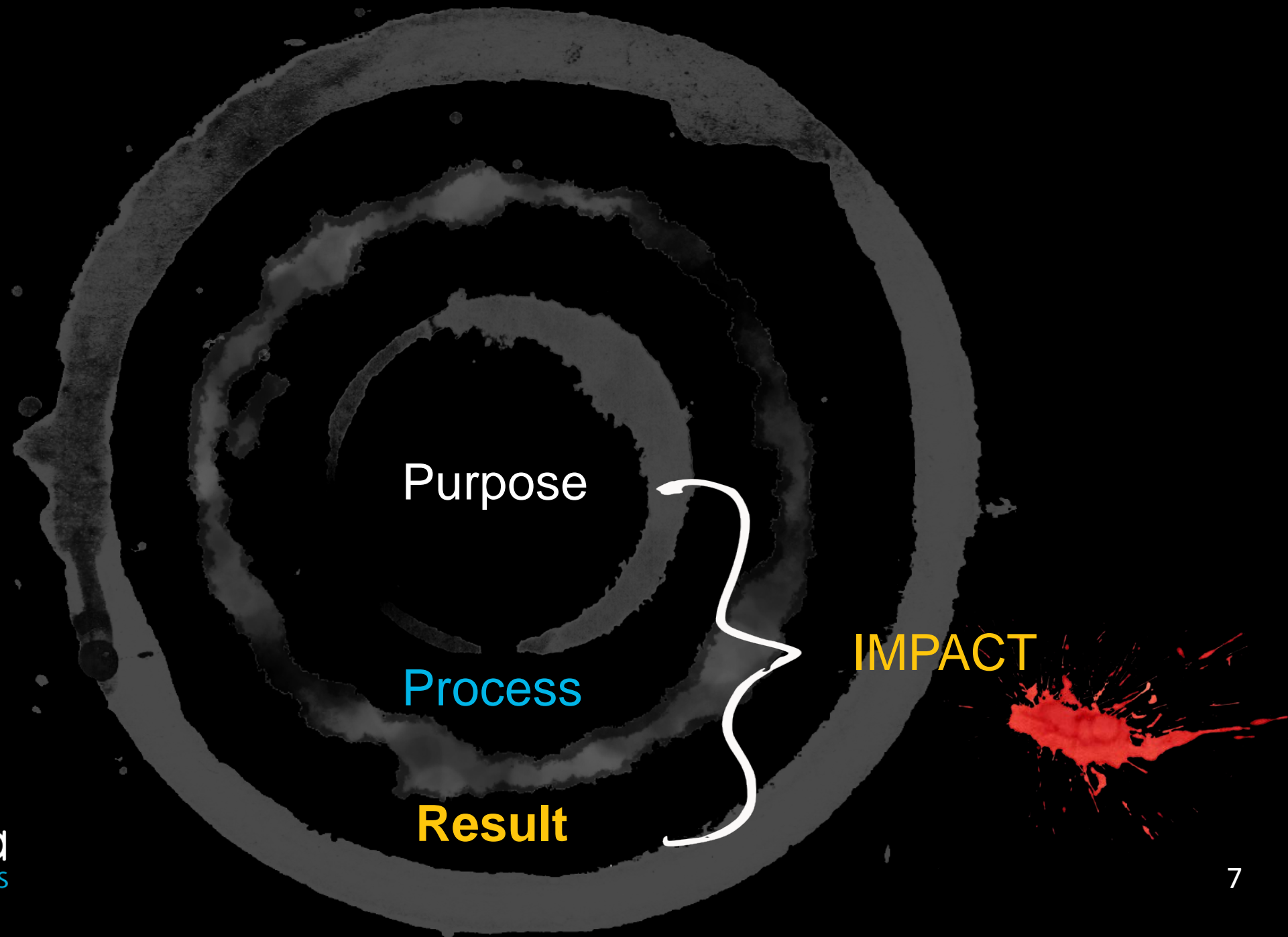
Why?

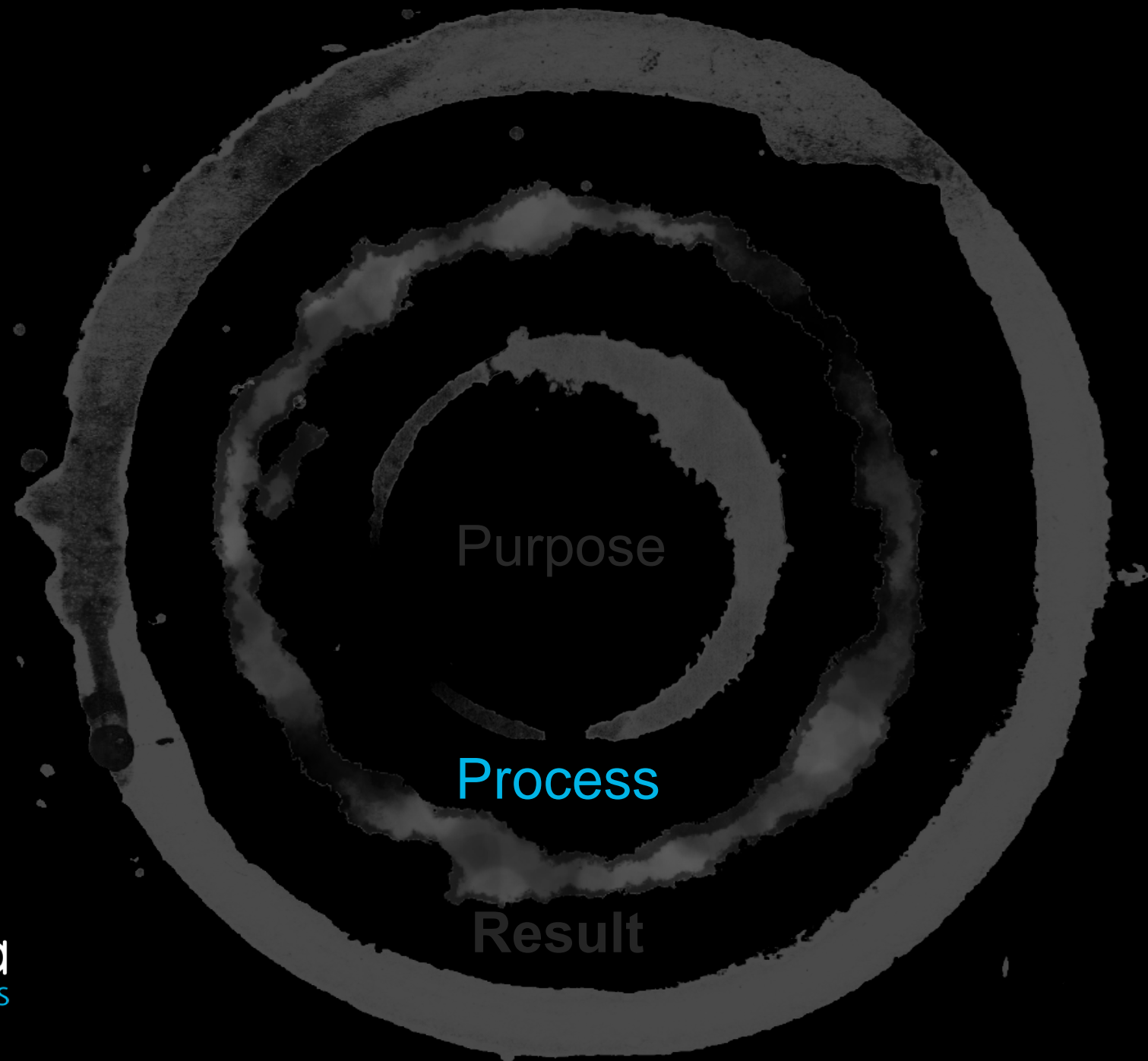
- Gain new knowledge
- Share new knowledge
- Reputation
- Financial benefit
- Sexy



Why?









Purpose

Process = COMMERCIALISATION

Result

Purpose

Process

Result

Scientific Method

Purpose

Process

Result

Scientific Method ?

Design

3. Build

4. Sell

Purpose

Scientific Method ?

Process

Result

1. Invent
2. Protect
3. Design
4. Build
5. Market
6. Sell

Purpose

Scientific Method ?

Process

Result

1. Invent - what
2. Protect – where
3. Design _ for who
4. Build – what, where, how
5. Market _ regulation
6. Sell _ I feel sick

Purpose

Process

Result

Scientific Method ?

1. Invent - what
2. Protect – where
- 3. Design _ for who**
4. Build – what, where, how
5. Market _ regulation
6. Sell _ I feel sick

Scientific Method ?

Purpose

Process

Result

Problem

Execution

Competition

Solution

Customer

3. Design _ for who

Market

Opportunity

1. Invent - what
2. Protect - where
3. Design - for who
4. Build - what, where, how
5. Market - regulation
6. Sell - I feel sick

Purpose

Process

Result

Evidence

Based Hypothesis

1. Hypothesis
2. Method
3. Results
4. Discussion
5. Conclusion

Purpose

Process

Result

Evidence

Based Hypothesis

1. Hypothesis
2. Method
3. Results
4. Discussion
5. Conclusion

Purpose

Question Assumption

Process

Suspend Bias

Result

Purpose

Question Assumption

Process

Suspend Bias

Result

Learn to Listen

Medical Device Commercialisation Training Program



The Australian Experiment

Purpose

Process
in practice

Result

MDCTP

12 Clinicians & Researchers

12 Weeks

729 Customer Interviews

Profound Learnings

Purpose

Process
in practice

Result

MDCTP

32	Graduates (2013/2014)
9	New Companies
\$15M	Raised

These are the Change Makers

Purpose

These are the Change Makers

Process

Result

Triumph

Nano-X

Project Geldom

Respiratory
Innovations

Indee Tx

BCAL Dx

Purpose

These are the Change Makers

Process

Result



Why?

Nano-X

This story was published: 4 MONTHS AGO | JULY 12, 2014 10:31PM



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Tony and Julie Ryswyk with daughters Holly, 14 and Madi, 13. Tony has secondary cancer in his liver. They live in Kyneton he has been having chemotherapy for three years, travelling back and forth from Melbourne. Picture: Tim Carrafa Source: News Corp Australia

CANCER patients in the bush are up to 30 per cent more likely to die than those living in the city because they can't access radiotherapy treatment.

Purpose

These are the Change Makers

Process

Nano-X

Result



Purpose

These are the Change Makers

Process

Nano-X





Why?



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