

Activity 1: Problem Prioritisation

	1. heir/loom	2. VeinForge	3. MoodBuddy	4. VeinForge	5. MindScape	6. Visage	7. MindScape	8. MoodBuddy	9. Guardian	10. HeartCon
<b>Needs Characterisation</b> Problem, population, outcome, purchaser	Novice	Novice	Novice	Beginner	Novice	Novice	Novice	Novice	Novice	Novice
<b>Needs Research</b> Competition, market, disease & stakeholders	Innovator	Novice	Beginner	Novice	Novice	Novice	Novice	Novice	Novice	Novice
<b>Needs Finding</b> Clinical observation & stakeholder interviews	Novice	Novice	Beginner	Innovator	Beginner	Novice	Beginner	Beginner	Beginner	Beginner
<b>Needs Screening</b> Structured, objective & competitive process	Novice	Novice	Beginner	Beginner	Novice	Innovator	Beginner	Novice	Novice	Beginner


Activity 2: Solution Prioritisation


	1. heir/loom	2. VeinForge	3. MoodBuddy	4. VeinForge	5. MindScape	6. Visage	7. MindScape	8. MoodBuddy	9. Guardian	10. HeartCon
<b>Concept Generation</b> Ideation/brainstorming of potential solutions	Novice	Novice	Novice	Novice	Novice	Novice	Novice	Novice	Novice	Novice
<b>Concept Exploration</b> Prototyping/exploration of potential solutions	Novice	Novice	Novice	Novice	Novice	Beginner	Novice	Novice	Novice	Novice
<b>Concept Screening</b> Structured, objective & competitive process	Novice	Beginner	Novice	Novice	Beginner	Beginner	Novice	Innovator	Novice	Innovator

Activity 3: Innovation Roadmap

	1. heir/loom	2. VeinForge	3. MoodBuddy	4. VeinForge	5. MindScape	6. Visage	7. MindScape	8. MoodBuddy	9. Guardian	10. HeartCon
<b>Clinical Strategy</b>	<b>Clinical Testing</b> Clinical trials, testing & publications	Novice	Novice	Beginner	Beginner	Beginner	Novice	Novice	Novice	Novice
	<b>Regulatory Pathway</b> Approval from the TGA, FDA or CE Mark	Novice	Beginner	Beginner	Beginner	Novice	Novice	Novice	Beginner	Novice
	<b>Clinical Positioning</b> Ownership, adoption & competition	Novice	Beginner	Beginner	Beginner	Novice	Novice	Beginner	Novice	Beginner
<b>Technical Strategy</b>	<b>Technical Milestones</b> Research, development & testing activities	Beginner	Novice	Novice	Beginner	Beginner	Novice	Novice	Novice	Novice
	<b>Intellectual Property</b> Patents, licensing, copyright activities	Novice	Novice	Beginner	Beginner	Novice	Beginner	Novice	Novice	Novice
<b>Operational Strategy</b>	<b>Hiring &amp; Team</b> Clinical, technical & operational hires	Beginner	Novice	Beginner	Innovator	Beginner	Novice	Novice	Novice	Novice
	<b>Pre-Market Funding</b> Funding of R&D and clinical trials	Novice	Novice	Beginner	Beginner	Novice	Novice	Novice	Beginner	Novice
	<b>Post-Market Funding</b> Business models & sustainable funding	Novice	Novice	Novice	Beginner	Beginner	Novice	Novice	Beginner	Novice
	<b>Reimbursement</b> Clinician/hospital payment from Medicare	Novice	Novice	Novice	Novice	Novice	Novice	Novice	Novice	Novice

 **Novice:** No knowledge

 **Beginner:** Some degree of knowledge

 **Innovator:** High degree of knowledge