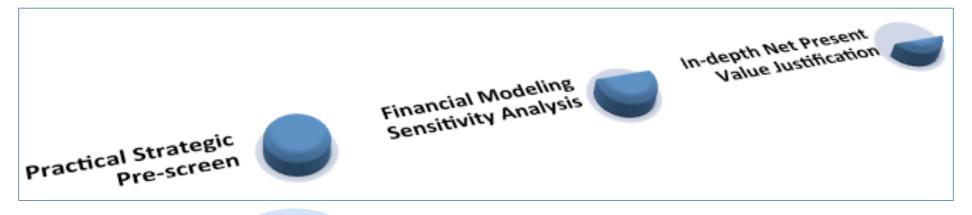
Practical and Direct, Strategic Product Screening and Assessment Framework

## Screening Many New Product Ideas Can Be Daunting, and Financial Measures Ineffective

- No product is ever proposed that does not have a positive NPV. Even though in the end many would not achieve this.
- Yet strategy, business development, and R&D organizations can deal with an inundated product funnel.
- Under such circumstances, a framework is needed that can pre-screen a number of opportunities efficiently.

# Framework Focused on First Step of Product Proposal Funnel—Screening and Assessment





### Practical Strategic Pre-screen

#### Customers

- Salesforce call pattern
- Cross-selling | bundling
- Umbrella branding
- Awareness by constituents
- Commercial infrastructure
- Lower cost to serve
- Distribution
- Deep understanding of needs

### **Technologies**

- Lower risk
- Faster development
- Intellectual property
- Lower cost of goods
- Installed base
- Customer familiarity (e.g., training, ease of use)
- Awareness by constituents



#### Diseases

- Opinion leaders
- Medical associations
- Patient advocacy
- FDA | other regulatory
- Reimbursement
- Awareness by constituents
- Trained sales & marketing

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