



IaaS PROJECT PROPOSAL

Evaluation of a Medical Device Commercialization Opportunity

ABOUT INNEO LAB

We're not just innovating – we're catalyzing a sustainable, scalable transformation in healthcare. Our focus extends beyond product creation to revolutionizing patient care through commercially viable solutions.

A collaboration with Innovation Lab is the perfect pairing of dreamer and doer—your ideas and our engine of acceleration—to realize game-changing solutions that transform healthcare.

Once you share your idea with us, our formal review process begins with a comprehensive evaluation of the idea to determine its viability for commercialization. We look at clinical needs, market opportunities, technical feasibility, disruptive potential, and more.

Step into the future of healthcare at our Innovation Lab – a vibrant epicenter igniting the development of game-changing medical devices and digital innovations, in collaboration with industry leaders and inventive visionaries.

Mission To cultivate innovative solutions in collaboration with others, transforming healthcare by doing more with less, for more people.

Vision To transform healthcare by activating innovators, igniting possibility, and changing lives.

Website: <https://www.inneo.health/lab/overview>

ORGANIZATION AND MANAGEMENT



The organizational chart for Inneo Lab features six team members arranged in a 3x2 grid. Each member is represented by a circular portrait on the left and their name and title on the right. The background is a solid blue color. At the bottom left of the chart is the Inneo Lab logo, which consists of a stylized 'i' icon followed by the text 'inneo' in a bold, lowercase font and 'LAB' in a smaller, uppercase font below it.

	Nishi Viswanathan, MD VP, Product Management & Commercialization		Steve Han VP, Product Development
	Darla Rigg Strategic Operations Director		Dae Capobianco Senior Product Manager
	Jay Meyers Director of Client Engagement		Jace Langen Business Development & Partnerships Manager

PROJECT OVERVIEW

The engagement focuses on evaluating whether a proposed medical device opportunity demonstrates sufficient clinical need, differentiation, and commercial viability to warrant further investment. This assessment is designed to support leadership decision making and reduce downstream commercialization risk.

PROJECT DELIVERABLES & DESCRIPTION

Inneo Lab proposes a two-phased approach to external engagements. This structure enables clear decision gates, defined deliverables, and disciplined risk reduction.

PHASE 1

Product Opportunity Assessment

The Phase 1 Product Opportunity Assessment will include a high-level clinical, operational, and commercial evaluation intended to assess the viability of a new product designed to improve hemostasis during cardiovascular procedures.

Scope of Work

Validation of Unmet Need and Value Proposition of Proposed Solution

- Customer and user discovery with relevant clinicians and procedural staff to validate the clinical problems associated with current practices, including burden of the pain point, workflow challenges, costs, patient safety and other impact considerations.
- Assessment of perceived clinical and operational value of the solution by clinicians and subject matter experts interviewed.
- Targeted outreach to relevant medical device companies active in the space to assess awareness of the problem, current solution approaches, and appetite for evaluating or partnering around a new solution addressing this unmet need.
- High level competitive and IP analysis - Overview of existing approaches and devices, including manual methods and commercially available alternatives, with a focus on differentiation relative to proposed solution.

At the conclusion of Phase 1, findings will be presented via PowerPoint and reviewed jointly to determine next steps.

PHASE 2

If Phase 1 validates the opportunity, Phase 2 focuses on execution-oriented commercialization planning, including:

IP Landscape Assessment

- Analysis of existing IP Landscape to determine novelty

Market Definition and Analysis

- Identify and segment target market
- Quantify addressable market potential in the U.S. & Global

Competitive Landscape analysis (Top 5-6 competitors)

- Competitive matrix with analysis of each competitor's value proposition, strengths and weaknesses
- Validation of whether and how the proposed solution is differentiated from existing solutions

Commercialization and Development Plan and Risks

- Development challenges & risks
- Commercial risks
- Regulatory and reimbursement considerations
- Other barriers to entry

Business model

- Go-to-market pathway
- Potential commercial partners to target along with their profiles
- Financial model – Basic revenue and COGS projections along with total project development costs to build and get the product to regulatory approval.

At the conclusion of Phase 2, a comprehensive summary of findings will be delivered via PPT and an executive presentation.

SCOPE OF WORK COST BREAKDOWN

Engagement	Fee	Timeline
Phase 1 Engagement (“Is there a market signal here?”)	\$24,000	8-10 weeks
Phase 2 Engagement (Bundle that includes all projects listed as separate projects)	\$60,000	24-30 weeks
Phase 2 (If commissioned as separate projects)		
I) IP Landscape assessment (“Is this novel enough to patent?”)	\$5,000	4-6 weeks
II) Market Definition and Analysis + Competitive Landscape analysis (Top 5-6 competitors) (“Is this a big enough market to pursue?”) (“Will the product be differentiated enough to drive adoption?”)	\$20,000	10-12 weeks
III) Commercialization and Development Plan, Risks & Business Model (“How will this product be developed and brought to market?”)	\$42,000	14-16 weeks
<i>*Note – This project can only be completed if projects I & II have already been completed.</i>		

An initial, non-refundable payment of 50% is due prior to kickoff of each phase/project, with the remaining 50% due upon completion of deliverables.

CONTACT INFORMATION

For questions and follow-up, please contact:

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