

Insight / mHub

Startup Development Pathway

Design is an optimistic problem solving mindset that when applied to an issue, can inform and collectively inspire innovative solutions.

- Optimistic problem solving mindset is critical to startups! The pathway is not easy and requires tenacity, focus, and confidence.

“The world is moving so fast these days
that the man who says it can’t be done is
interrupted by someone doing it.”

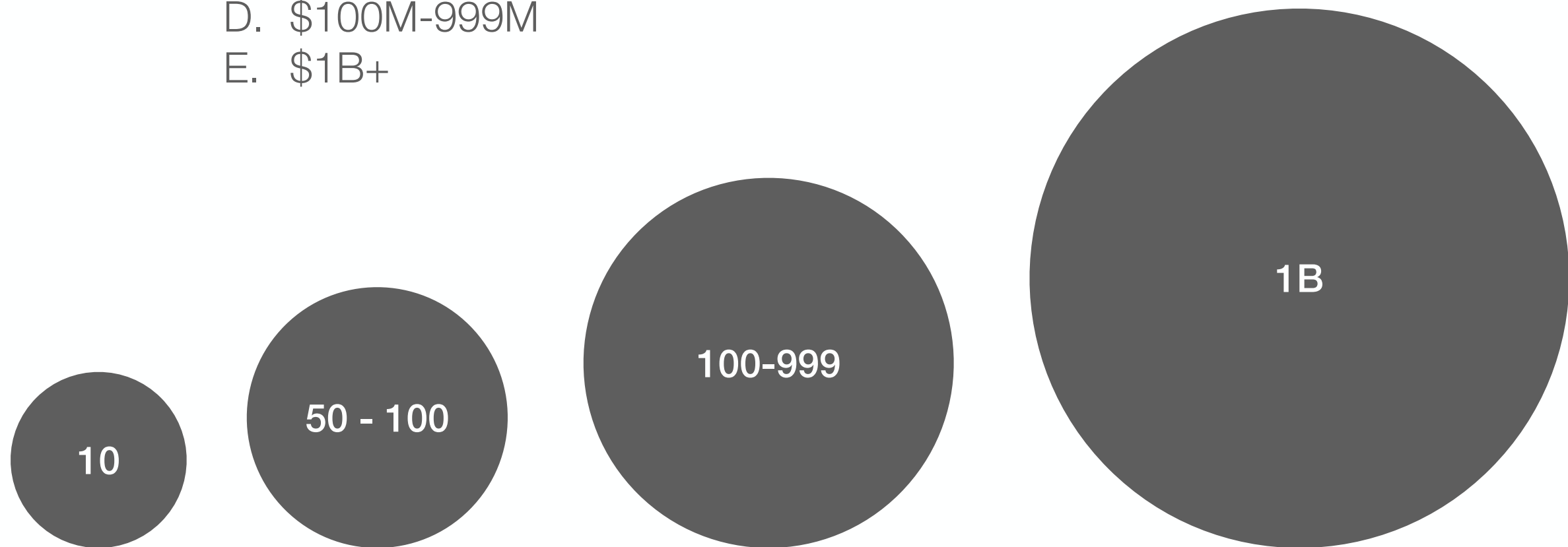
Elbert Hubbard (philosopher)

THE BASICS

What is your market size?

The area of focus will be:

- A. <\$10M
- B. \$10-50M
- C. \$50-100M
- D. \$100M-999M
- E. \$1B+



Where are you on the wave?



Know your market?

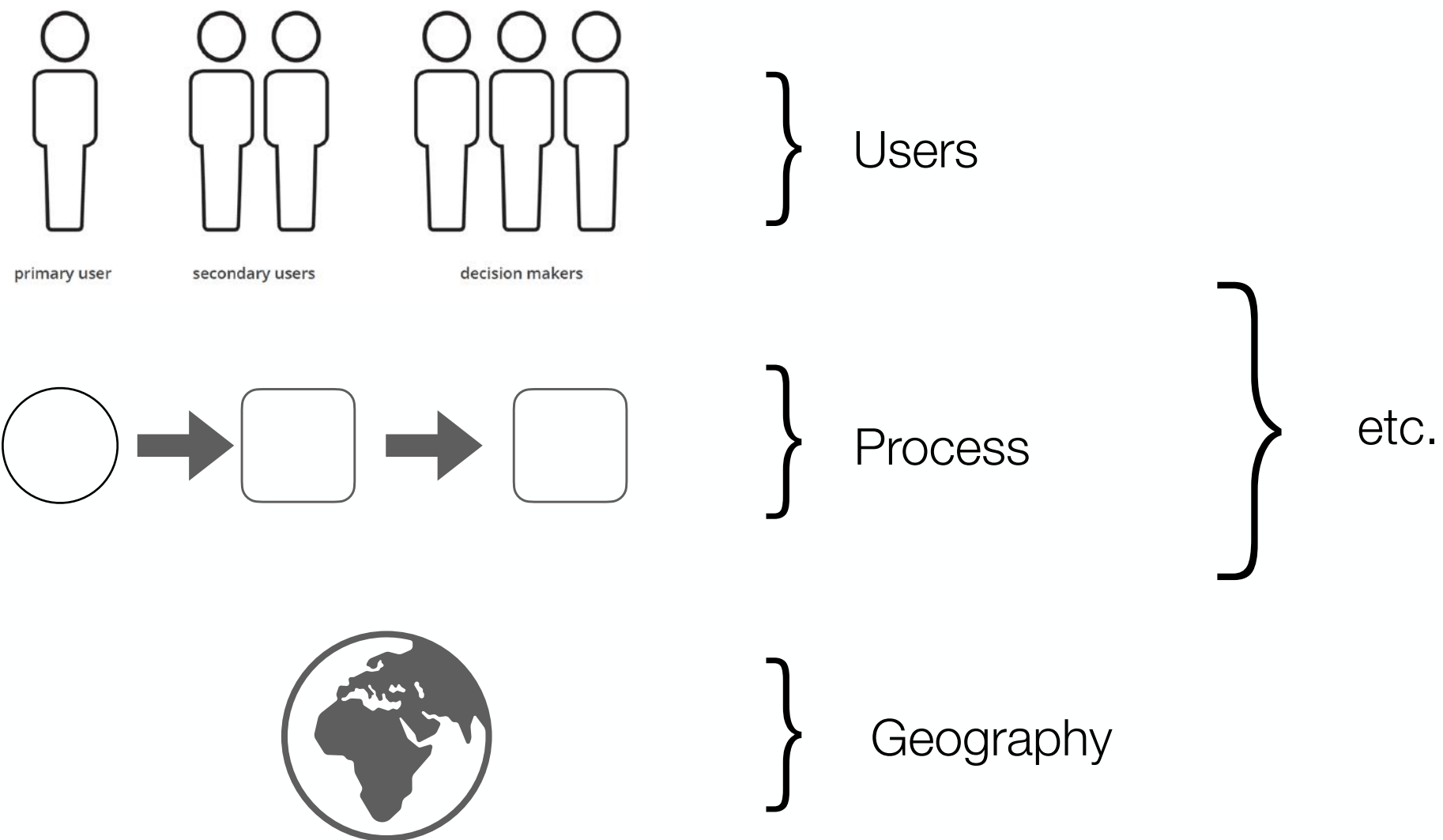
The area of focus:

- A. Is there growth
- B. Is it changing
- C. What other solutions exist
- D. Where are you in the value wave

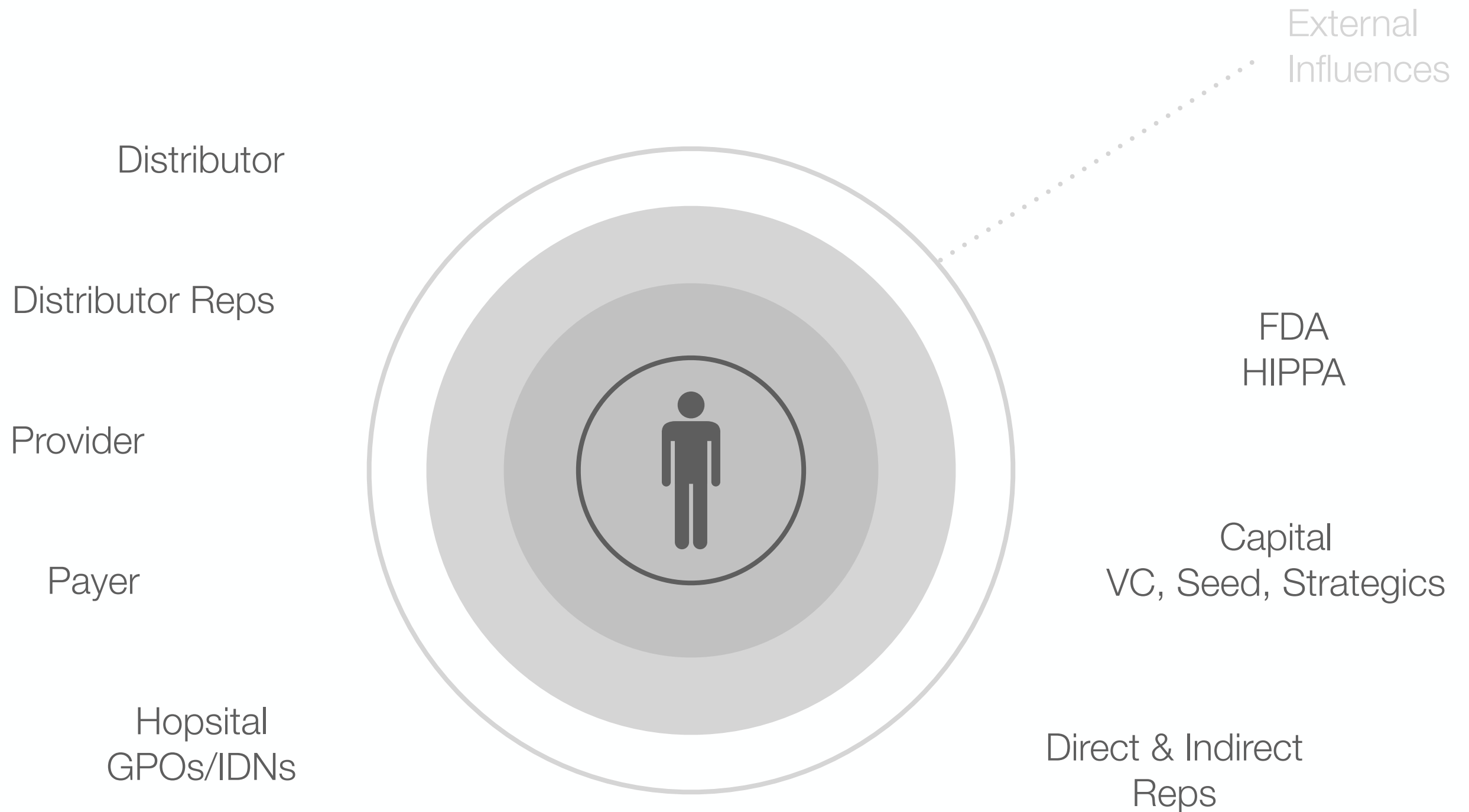
Broad Trends Matter!



How to Segment the market



Understand the full ecosystem

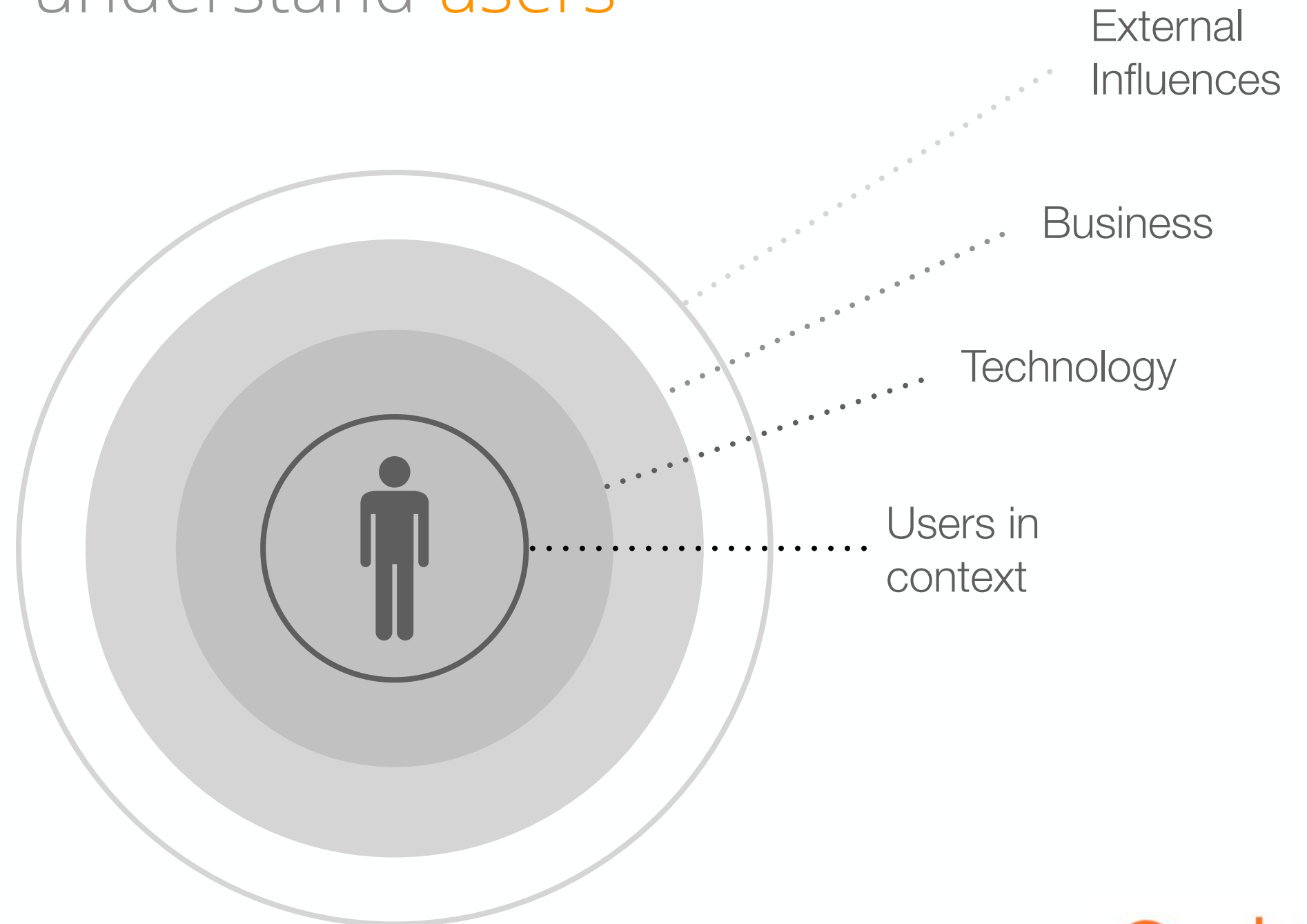


UCD

Start with the **user**,
not the spec.

*define the value to the stakeholders
before investing in the development.*

Innovation starts with
understand **users**





Device



EP



people are great at responding to situations and physical embodiments, but terrible at projecting

look for **natural behaviors** to drive design, simple and intuitive solutions



What is the behavior



The **behavior** was
the same!

Humans are powered
by **emotion**

reason leads to conclusions

emotion leads to action

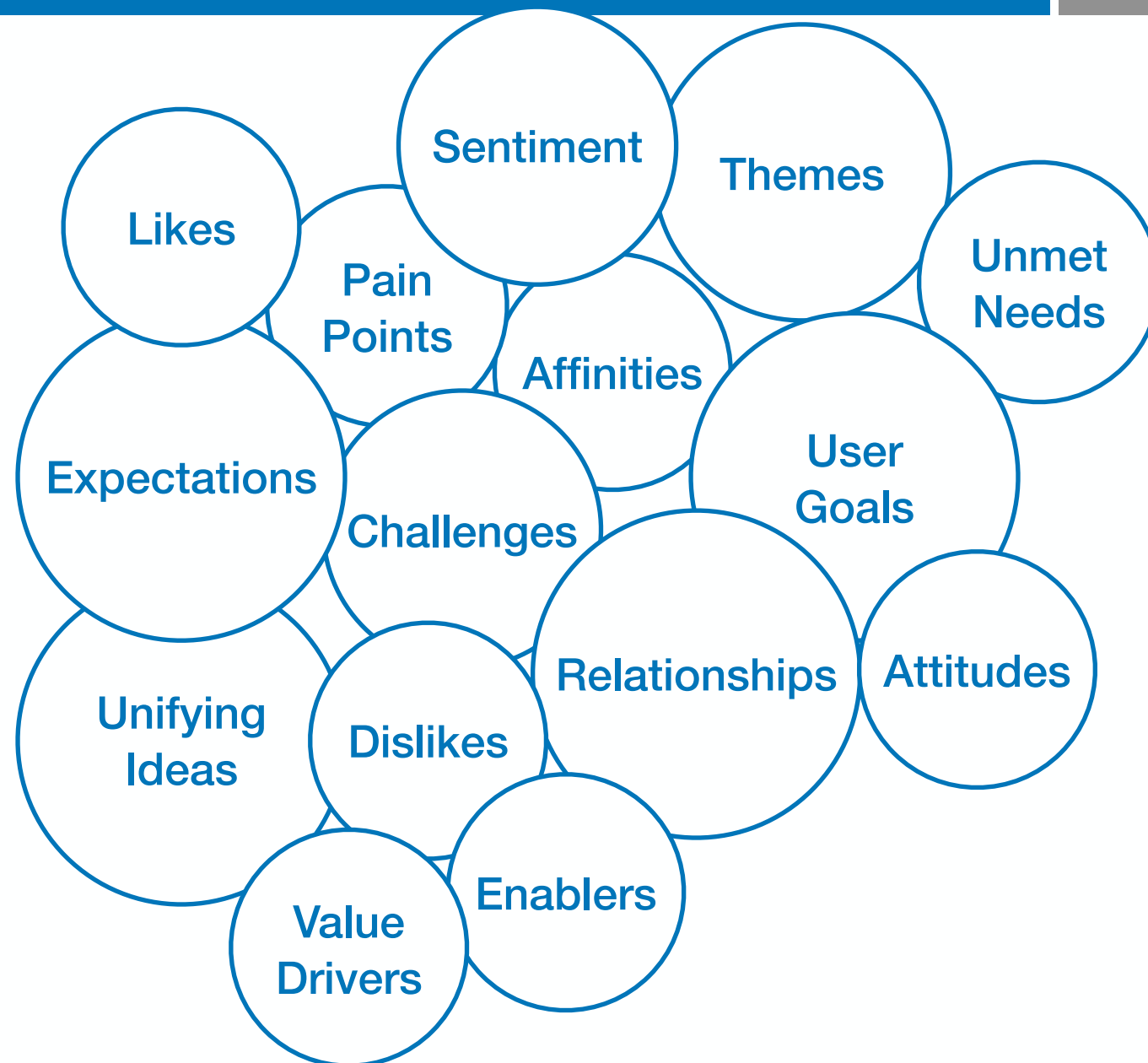
- Marty Neumeier

THE PATHWAY

Discovery

Definition

Development



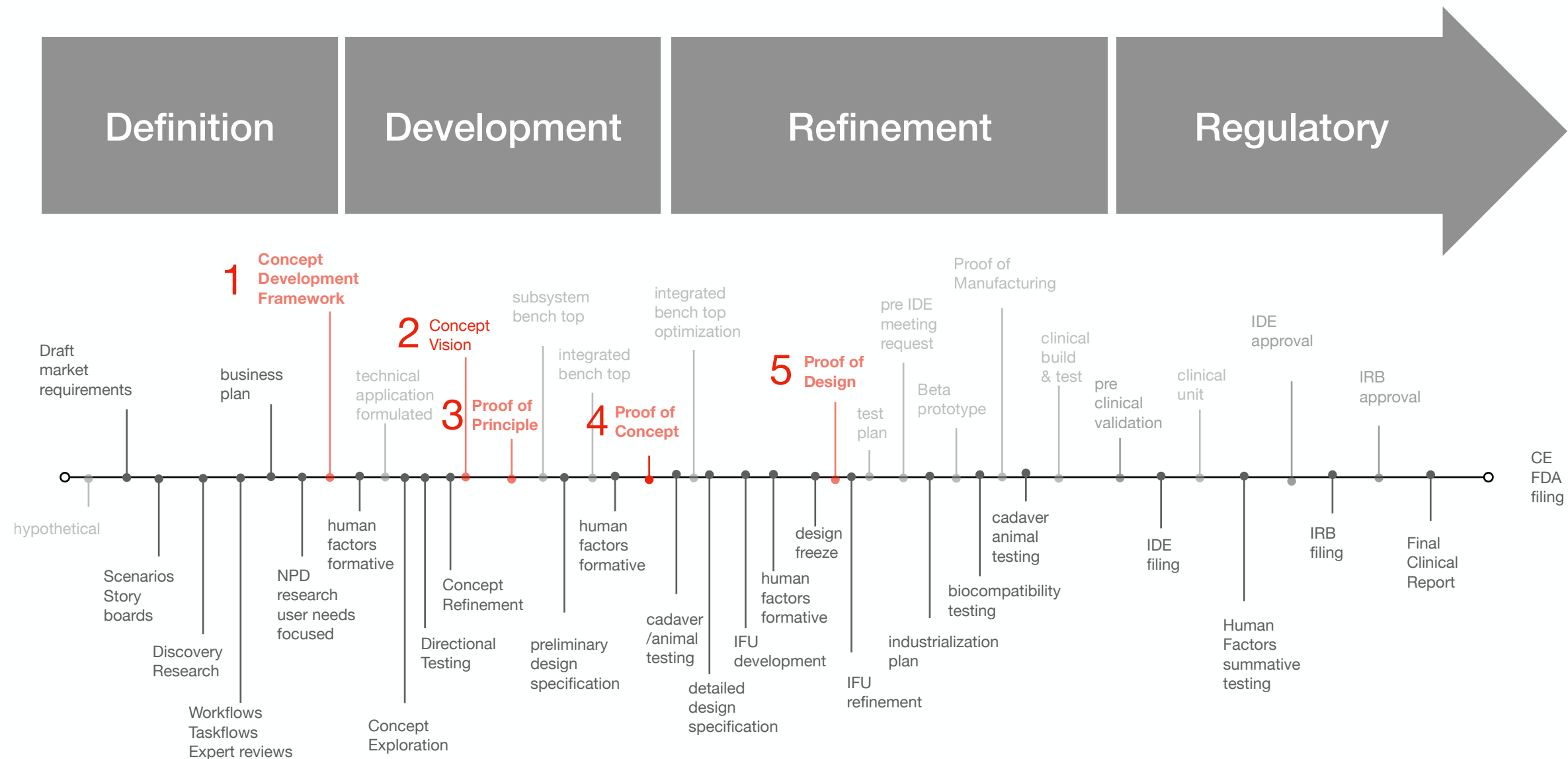
Discovery

Definition

Development

Refinement

Regulatory



- 1. Concept Development Framework** - a document that relates identified user needs to development opportunities and technical challenges in a way that focuses concept development efforts.
- 2. Concept Vision** - a 2d prototype that depicts a future scenario, placing a yet-to-be-developed product or technology within a relatable context to elicit feedback from prospective end user and decision makers.
- 3. Proof of Principle** - Component or subsystem prototype that evaluates the function of an individual or interrelated components to ensure functionality but not final scale material package or physical layout.
- 4. Proof of Concept**- Confirmation of the final integrated functionality of a collection of sub-systems, but not final scale material package or physical layout
- 5. Proof of Design** - Integration of industrial design and usability intent with technical functional intent. Used for engineering confidence testing and human factors assessment testing. Not validated and often uses non- validated tooling.

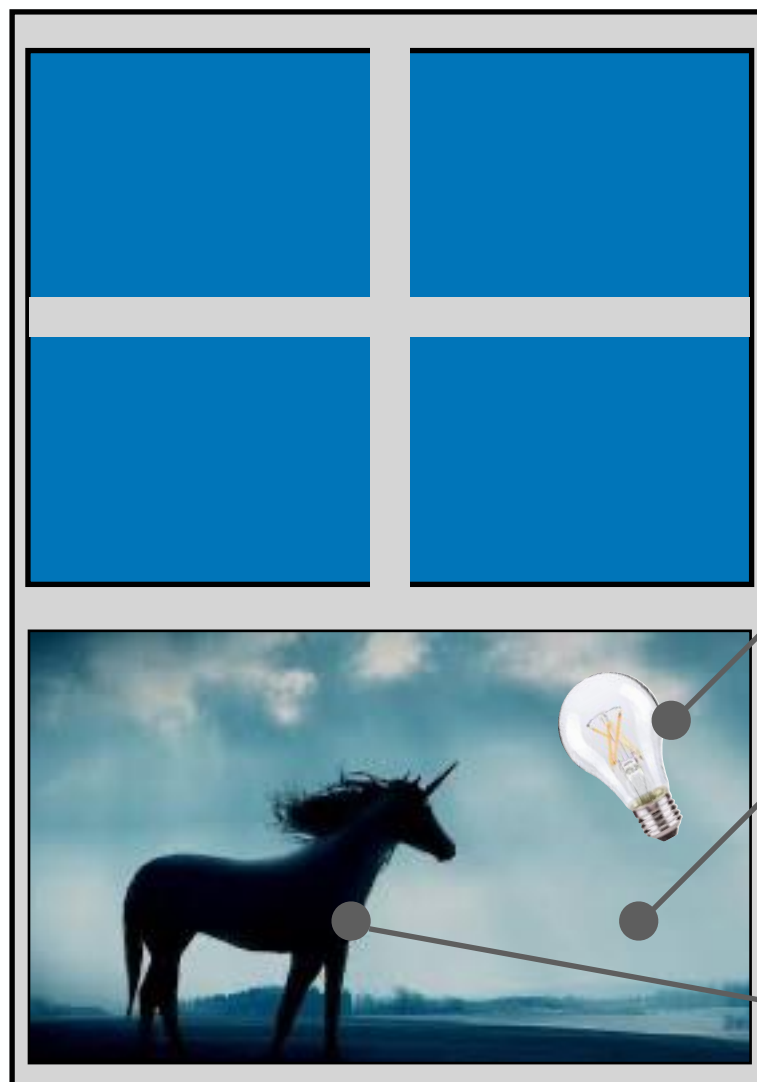
Definition

Development

Refinement

Regulatory

Window of Opportunity



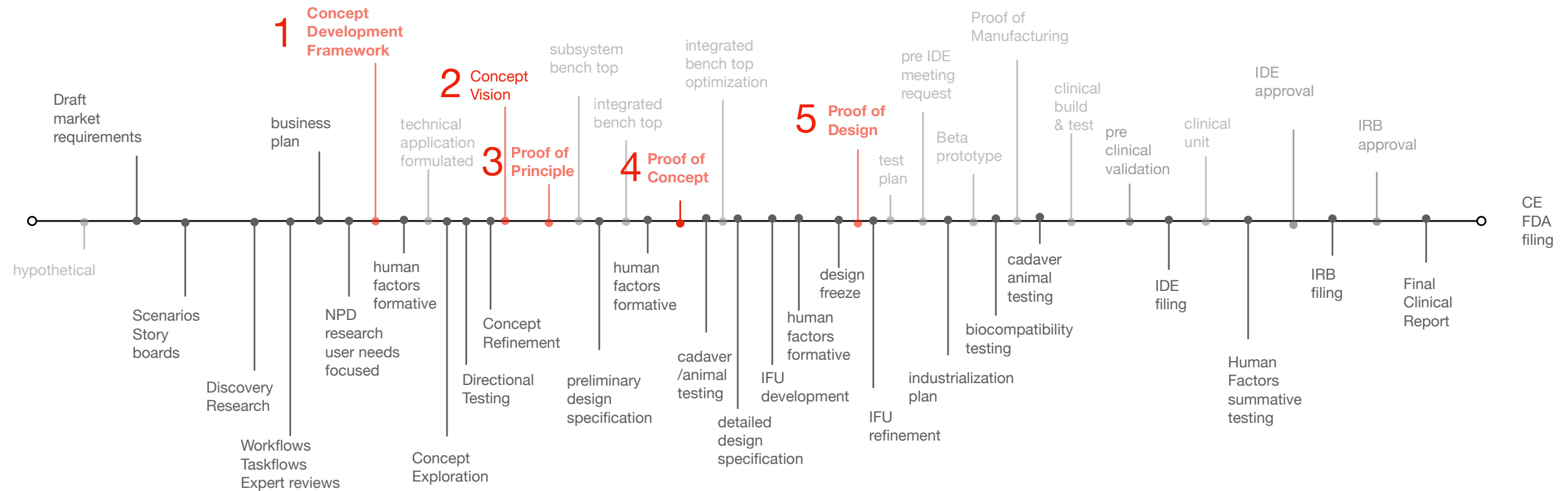
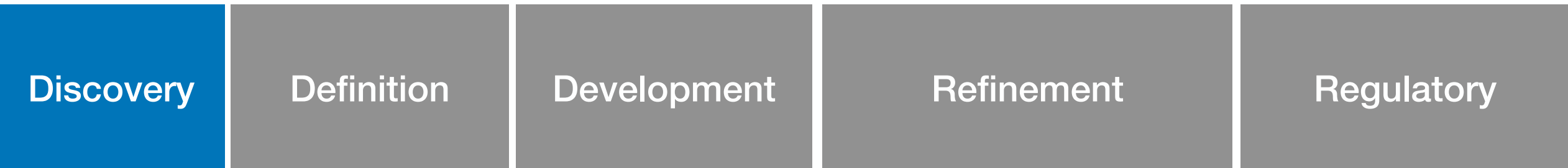
Ideas

Blue Skys

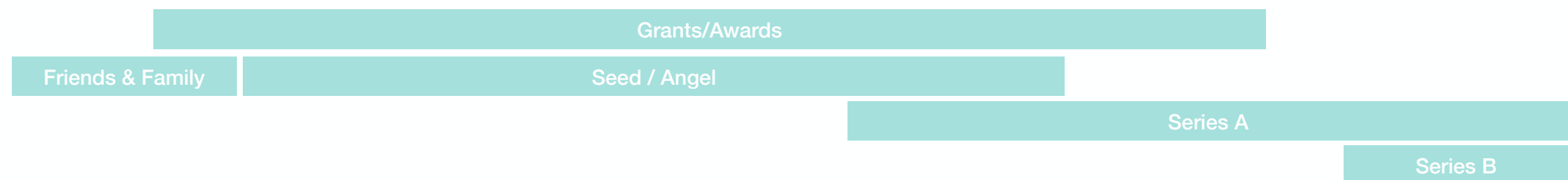
New Plans

Concept Development Framework (CDF) -
a document that relates identified user needs to
development opportunities and technical
challenges in a way that focuses concept
development efforts.

- IP
- Regulatory pathway
- Tech challenges
- Reimbursement model
- User needs
- Business resources
- Business expertise



Investment stages



THE END