



Taking Great Ideas To Market: Product development and commercialization

Mimi Healy, Ph.D.

H2F Consulting, LLC

mhealy@healy2frye.com

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CONSULTING

Translating scientific discoveries into commercial successes



Intellectual Property & Funding

- Covered by previous speakers
 - Have and “own” the idea
 - Patent
 - License (exclusive)
 - Need financing
 - Non-dilutive
 - Collaborative



New products - Research

- Educational and Research Institutions
- Within companies
- Addressing a Market need
- Bigger, better, faster, more
- Cheaper & easier
- “Fixing” a problem or just came across it
- Proof of principle



How do ideas get to the market

- Incubator and start up companies, Angel investors, Entrepreneurs, Grant seekers
- Often product or IP portfolio of “an idea” is not enough to support an entire company – but a product line
- Companies (ideas) can get bigger, get bought, go home
- POCC –proof of concept centers (MIT, SD)
- Technology Transfer office – University or Research Institutions



Product Development

- Commercial product feasibility and marketplace viability
- Commercial optimization
- Product logistics, Shipping and Storage
- Manufacturability, pilot production, COGS
- Expert or Generalist (make all the parts or just some of them)
- Documentation
- Verification & validation
- Reproducibility, repeatability, sensitivity, specificity



Product Commercialization

- Competitive market analysis, intelligence
- Technical marketing
- Customer experience
- Publications, scientific presentations
- cGMP Manufacturing
- Quality systems, ISO
- Risk management - mitigation

Taking Great Ideas To Market

- Create products
- Technology transfer
- Big company business development
- Start ups, Incubator, Entrepreneur
- Consulting, Liaison

- Thank you

