

Lost In Translation

It takes a village to do a lot of things these days, and innovation is no exception.

You have a great idea, well you think you do, how do you test it, challenge your assumptions and find the right people to partner with to translate it into a product or service?

How do you identify an opportunity, determine what the market might need or how your research could be matched to an opportunity?

How do you find the right people to partner and collaborate with, get them excited about your research and help you test the idea in the clinic or with industry partners?

What does it take to turn your research into a product that can grow an existing business or underpin a new business?

What are the challenges along the way I need to be thinking about from the beginning, IP, regulation, clinical trials, reimbursement...?

In the Lost in Translation session we will discuss just how you can tackle these types of challenges. We will guide you through the types of questions you need to ask, the people you need to be speaking with and introducing you to people who have succeeded (and failed) on this journey. We will discuss how you get people excited about your ideas, find partners and collaborators and ways in which you can build a team to support the translation of your research into new products and services that target specific challenges and are both useful and usable in healthcare.