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| --- | --- |
| **Name of Company** | **Size (number of employees):** |
| **Year established:** |
| **Main base:** |
| **Stage of business (revenue generating or pre-revenue):** |
| **Summary of the problem your solution is trying to solve (no more than 100 words):** |
| **Type of digital technology** | **How your technology solves the problem** |
| **Number of NHS clients reached to date** | **Acute** |
| **Primary care** |
| **Mental health** |
| **Social care** |
| **Number of patients reached to date:** |  |
| **Geographical spread** | **London**  |
| **UK**  |
| **International** |
| **What is your business model?** | **B2B**  |
| **B2C**  |
| **B2B2C**  |
| **Please list 2-3 reference sites****(Websites that are using the product or service – if there are none, please say ‘none’)** | **1.** |
| **2.** |
| **3.** |
| **What level of regulation has your product achieved?** | **CE marked**: |
| **MHRA approved:** |
| **NICE reviewed:** |

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| **Which of these areas do you currently face a specific acute challenge?** |
| **Culture –** Inspiring and motivating an adoption culture within provider and commissioner organizations you’re speaking to |  | **Evaluation –** building a sufficient evidence base to support a robust business case for the healthcare provider, and to demonstrate the potential health outcomes.  |  |
| **Ideas -** effectively capturing and assessing to maximise the chances of successful commercialisation of new products and services. |  | **Finance –** access to the right funding streams based on your stage of development and commercialisation |  |
| **Intellectual property -** ensuring that all the necessary steps are in place for protecting new ideas on the journey to the healthcare marketplace. |  | **Commercialisation –** Thinking through viable commercialisation and implementation strategies & routes to market that factor in the impact on local pathways and workflow. |  |
| **Clinical Trials –** establishing a clinical trial protocol or thinking through the evidence base required for your product or service in clinical practice. |  | **Adoption –** designing business models and incentives to drive adoption |  |
| **Markets –** understanding the market you’re trying to enter, its needs, competitors and outcome requirements |  | **Brokering –** Finding and forging the right partnerships along the value chain |  |
|  |  |  |  |
| **Please state your Technology Readiness Level (TRL) reached after self- assessment:**<http://pathwaytoinnovation.co.uk> | **Demonstration** |
| **Please tell us (indicate in the box below) the other avenues you have explored to date in trying to seek help and advice.** |
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