

***An Accidental* Digital Health Innovator**

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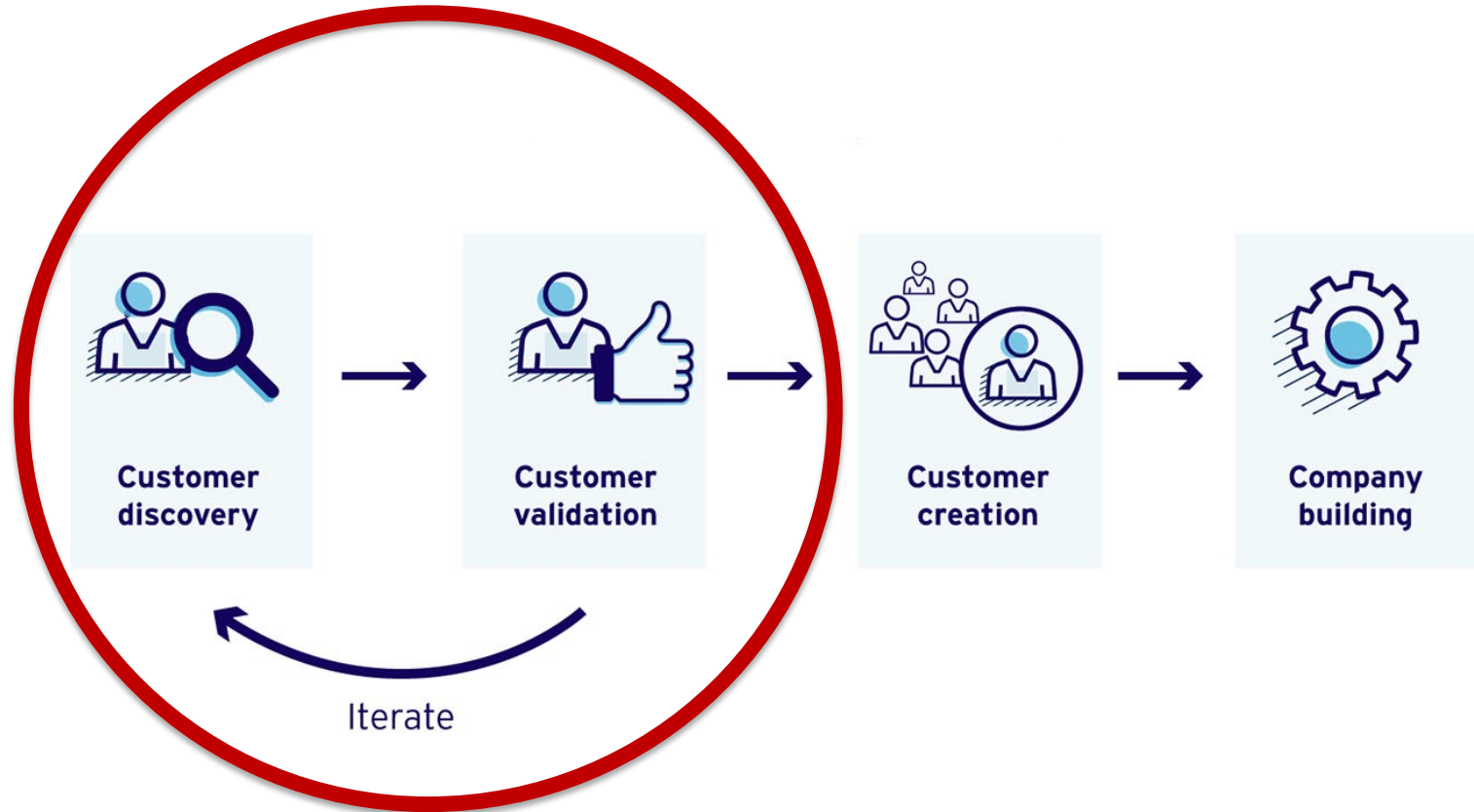


Intro/Background

- **Infinite Biomedical Technologies**
 - Early-stage medical device translation in neurodiagnostics and prosthetics
 - JHU spinoff leveraged SBIR funding to bring products to market
- **Vigilant Medical**
 - Co-founded from startup to cash flow positive
 - Image sharing/exchange for 2nd opinions, quality review, and clinical research
 - AI enabled Cardiac Image analysis in partnership with Duke University
- **NeuroTech Harbor – NIH Medtech Incubator**
 - Co-director of Admin and Innovation Core
 - Accelerating medtech solutions to prevent, diagnose, and/or treat disorders of the nervous system

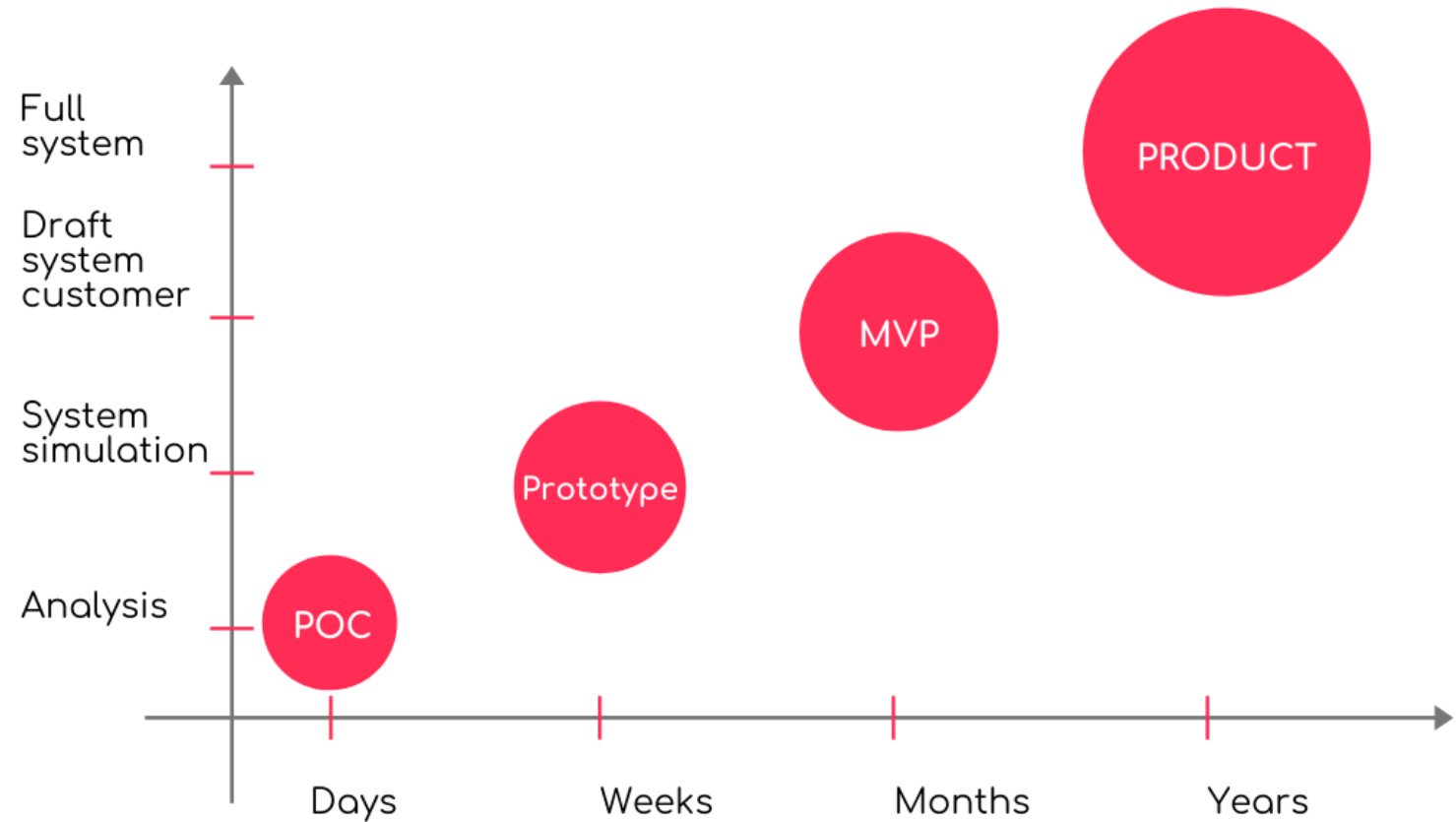
Innovation to Market

- Starts with understanding the problem
- Characterize nature of the pain (time, resource cost)
- Understand the opportunity size (use, frequency)



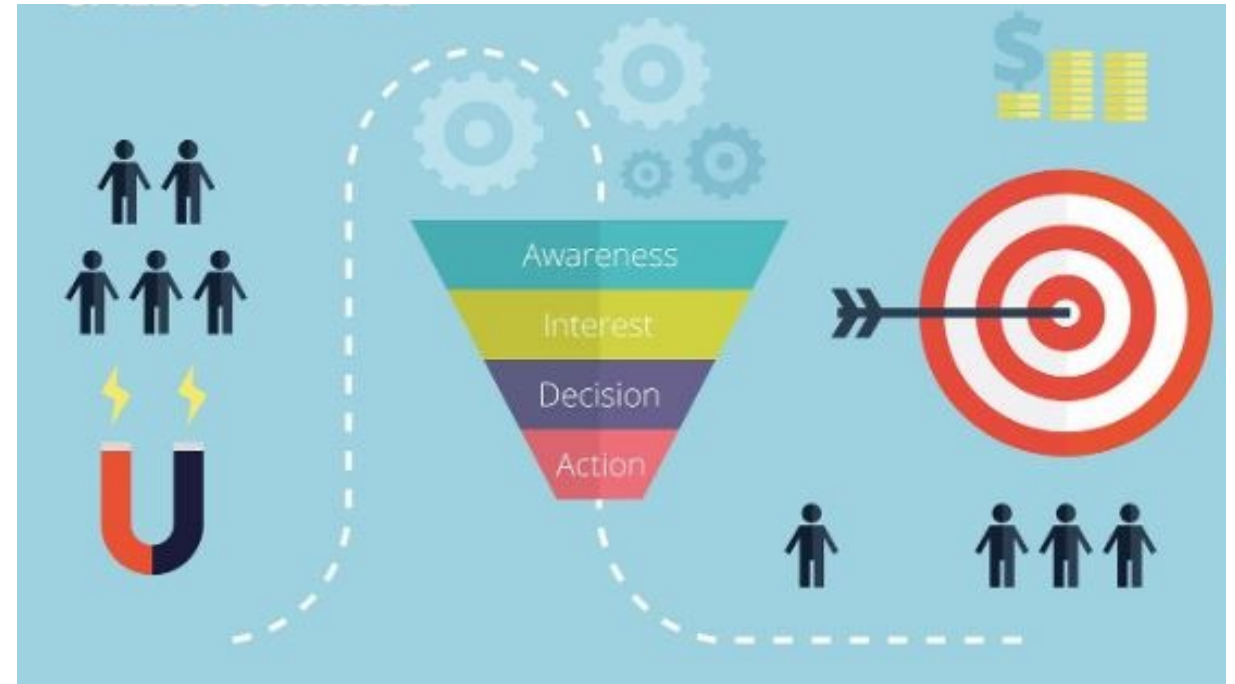
Product Market Fit

- Find people and validate Proof of Concept (more the better)
- Get tangible data on costs and benefits during Prototype
- Determine feature set that is achievable with your resources for a Minimum Viable Product (MVP)



Customer Roadmap

- Scope your market and segments
- Understand position relative to innovation appetite (early adopters vs. laggards)
- Learn to address the common decision maker profiles (for B2B solutions)
- Gather sales feedback to grow



Q&A

Discussion with Attendees

- Example projects with questions relevant to these topics
- Any other areas of interest? Funding?
- Roadblocks any of you are facing?