

Commercial Validation

Through our half day in-depth workshop you will have access to leading experts to advise you on key topics that are most critical to your company. By completing the pre-work that documents your business model our experts will identify areas requiring more development and will guide on how best to address them.

Investment: 16,250kr (Value 65,000kr)

Duration: Up to 3 months

Delivered by Aleap AS in collaboration with selected industry experts

Send email to info@aleap.no for ordering this package

WHY COMMERCIAL VALIDATION?

Innovation is never easy and the numbers tell us that most startups fail due to poor understanding of the market, customers and their ability to deliver their idea to market. In healthcare, it becomes more challenging as complex regulatory, clinical and reimbursement processes need to be navigated.

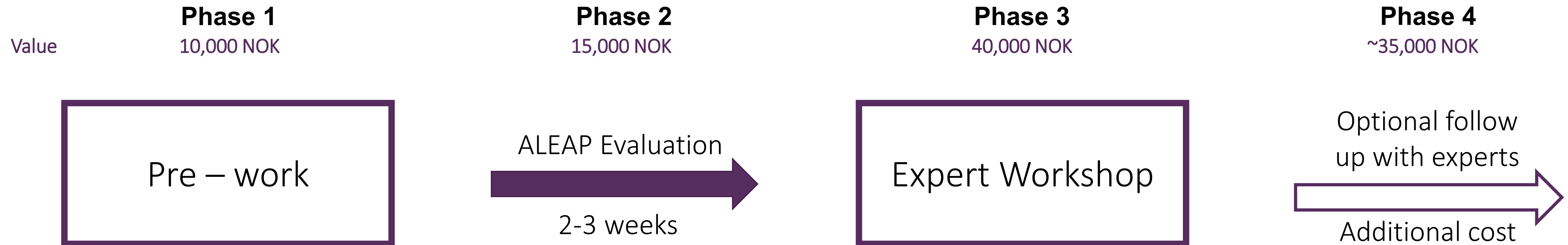
As an entrepreneur the way to market can appear overwhelming and complex.

At Aleap we don't want these challenges to stand in the way of your great idea. We want to ensure that you have access to leading business and subject matter experts who can guide you through these complexities in a collaborative and cost-effective way.

Through our in-depth workshop you will have access to leading experts to advise you on key topics that are most critical to your company.

We want to make sure that you get started on the right track with access to the best resources.

PURPOSE



The company completes an application that provides detailed information about the business and opportunity

A half day workshop with selected business and subject matter experts who will help you identify and address development areas for your innovation



PRACTICALITIES

Confidentiality

We understand that protecting your idea is critical to your business, so we'll ensure that everyone involved in the support of your company through this program is covered by a confidentiality agreement.

Meet up in person

In order to get the most out of this program we expect that companies and experts meet in person at the ALEAP incubator at the Oslo Science Park.

Allocate time

Your success in this program is dependent on the effort that you put into it. It is anticipated that at least 20 hrs will be required for the pre-work and another full day for the workshop including preparation.

Engage resources

As you complete the pre-work be sure to reach out to your network. Incorporating numerous and ideally differing perspectives will strengthen your application.

Reach out to the ALEAP team if you have any questions about the process.

PHASE 1: PRE-WORK

To maximise the output of our process we need to know where you are starting from. The pre-work will allow you to share critical aspects of your idea so that we can help identify the areas where we can support you best.

You will be supplied with a document template that will take about 20hrs to complete. Keep in mind, it's unlikely that you will have all of the answers. That's OK. We'll guide you through the pre-work and then on to experts later in the process that can help fill these gaps if they are critical to your future business success.

Topics to be addressed:

Background information – About you, your team, and the company

Details about your innovation – What are you proposing to do? How? Readiness? Evidence? Intellectual property?

Market landscape – Who is your customer? Which markets? Problem to be solved? Impact? Competitors?

Innovation development – Clinical, regulatory and reimbursement strategy? Commercialisation strategy?

The future – Key milestones? Resources required? Financing requirements?

Effort: ~20hrs by company

PHASE 2: ALEAP EVALUATION

Once we have your pre-work ALEAP will spend about 2-3 weeks evaluating your company.

During this period we will review the information provided by you and identify areas that require further development or validation. These development areas will be central to the planning of the expert workshop as ALEAP will ensure that suitable experts participate in the workshop.

ALEAP will leverage their global expert network to identify workshop participants that match your company's most critical needs.

PHASE 3: EXPERT WORKSHOP

The expert workshop is central to the commercial validation program. This is where you have the opportunity to present your innovation to leading business and subject matter experts and obtain guidance on how to proceed on critical themes for your business success.

Prior to the work shop you will be provided with an agenda that identifies the meeting participants and key topics to be presented and discussed. Add about prep for topics. It's unlikely that there will be sufficient time to go through every aspect of your business, so we want to make sure that key topics are covered.

Typical agenda

09:00 – 09:30 : Introductions

09:30 – 10:15 : Company presentation and Q&A(Background info, team, innovation introduction)

10:30 – 11:30 : Deep dive on theme 1 (e.g. technology and IP, market opportunity, regulatory etc)

11:30 – 12:30 : Deep dive on theme 2 (as above)

12:30 – 13:00 : Wrap up and next steps

Effort: ~10hrs for company



PHASE 4: OPTIONAL EXPERT FOLLOW UP

At the completion of the phase 3 expert workshop you will have a clear understanding of key issues for your business that needs to be addressed. Addressing these issues can take time, so we have designed an optional phase 4 that will provide you with access to the experts while you make progress on these key issues.

Over the period of 3-4 months you will be encouraged by your ALEAP business developer to engage with the experts as you make progress on understanding and resolving the most critical issues for your business.

During these monthly, one to one, in person sessions you and the expert will be able to discuss, strategize and ideally resolve these critical issues together. Outside of these in person meetings you will also be welcome to engage the experts via email etc. Keep in mind that the role of the expert is not to solve and execute your strategy, but rather guide and share their experience. You, the entrepreneur, are responsible for execution.

The number of experts you will require access to will depend on your business however we recommend no more than three as significant follow up and progress is expected from you.

Effort: ~1 week per month over a 4 month period

RESULTS AND INVESTMENT

The results for each company enrolled in the commercial validation workshop and bootcamp will vary as they are customized each company's specific needs. However, each company can expect the following at the completion of the process:

- Documentation of your business strategy
- Feedback and guidance from industry and subject matter experts with extensive international and local experience
- Identification of critical issues that need to be addressed/understood prior to commercialization
- One to one access to experts that can support you in resolving these critical issues
- Broadening of your professional network via introductions by the global experts

Investment:

16,250kr Commercial validation workshop only - Phases 1-3: (Value 65,000 NOK)

25,000kr Validation Workshop and expert follow up – Phases 1-4: (Value 100,000 NOK)

Want to learn more?



info@aleap.no

<http://www.aleap.no>