

OHSU Business Development Planning System

OHSU Business Development Planning System is a method of organizing information about a project that is essential to determining the value and feasibility of a project. It is based on Lean Canvas method developed by Alexander Osterwalder. In essence it's the core aspects of a business plan in a short, concise and highly focused document. A well completed document can help you prepare a grant request, raise money, and share your idea with others.

The categories of this document are:

Problem/Need – What's the issue or need you are trying to fix or solve?

Solution – How are you going to solve the problem or need?

Unique Value – What is it about your solution that stands out and makes it different and better?

Target Customer(s) – Ultimately, with a completed product, who will be the customers and why?

How do you get to customers? – What do you think will be the path to get to your customers?

Current Intellectual Property (IP) – What IP have you identified and how do you plan to protect it?

Competition – Who would be your competitors? (Names of company or product)

Challenges you face –What roadblocks you might face? List them.

Revenue Model – Any ideas on how you would generate revenue? Sales? Rentals? Licensing? Partners?

Disclosure – Have you filed a disclosure with OHSU Tech Transfer?

Technology Development Manager (TDM) – Technology Development Manager

Is your idea a Drug, Device, Diagnostic, or Digital?

Funding – Any idea where money will come from? List any sources you've investigated.

Milestones – List any steps/actions you will need to take in the development with an estimate of the amount of time to reach each milestone and a cost estimate. This will be very hard, but take a shot because you will need a detailed plan in the future

Reimbursement – Any thoughts on how you will get your product paid for? List any info you have.

Entrepreneurs-in-Residence (EIR)–Someone to help with the business side assigned after your disclosure.

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(To be used to evaluate a project or potential startup company)

Company/Project: _____ Date: _____ Version: _____

Exit plan? (Sell? License?) _____

Problem/Need? (Describe what needs to be fixed)	Solution (including scientific rationale)	“Unique” Value (Clear concise explanation of why you stand out and can’t be easily duplicated)	Target Customer(s)?	Current Intellectual Property (IP)? Provisional filed? Patent Awarded? Other: Future?
			How do you get to customers?	Competition (How many and who?)
Challenges you face (R&D costs, design, manufacturing, licensing, competition, etc.)			Revenue Model (How will you generate a return?) <input type="checkbox"/> Sell <input type="checkbox"/> Fee <input type="checkbox"/> Subscription <input type="checkbox"/> Click <input type="checkbox"/> Other Potential Partners:	

Disclosure?

TDM?

Development Planning - Please use the areas below to provide as much detail as possible regarding your project development.

Objective: Drug Device Diagnostic Digital Other/Combination? _____

Funding Plan: Family/Friends Grants (describe): _____

Other _____

Development Process for your project: What are the major steps you need to take to reach your goal?

Steps (milestones)	Projected Time	Projected Cost
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
Totals		

Reimbursement?

EIR Contact:

BIP?