

**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?

## OHSU Business Development Planning System

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

Company/Project: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Exit plan? (Sell? License?) \_\_\_\_\_

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