# IN-4-AHA Scale-up Model

## Phase 1 – LEARN

### PROBLEM

* 1. What is the problem that the solution is designed to address in the current market?

*Focus on the unmet need*.

* 1. What is the problem on the target market?
  2. Who is the need owner on the target market?

*Who is the individual, group or organisation that experiences the problem?*

* 1. Who are other groups impacted by the problem?
  2. What is the problem’s impact?

*Describe the impact both qualitatively and quantitatively. Wh*at *is the problem's scope and urgency?*

### ENVIRONMENT

* 1. What are the most important regulatory and political aspects for operating at the target market?
  2. What are the most important technological, demographic and other trends?
  3. Who are the most important stakeholders in the market?
  4. Who are your main competitors, and which alternative solutions exist already?
  5. What are the existing processes and infrastructure that your innovation should fit in?

### SOLUTION

* 1. What is your solution?
  2. How does your solution address the need in the target market? Where are the gaps?
  3. Who is your primary target group?

### RESOURCES

* 1. What is the estimated budget for entering the target market? What are the main costs?
  2. How do you intend to finance market entry?
  3. What kind of competences do you need for entering the target market?
  4. Which partners do you need to collaborate with? How?
  5. What do you need to fit into the infrastructure and processes in the target market?
  6. What kind of licences are necessary for operating at the target market?

### RISKS

* 1. What is the clinical risk of the solution being implemented on the target market?

*How will the solution be accepted and adapted? Will it produce the expected results?*

* 1. What is the market/business risk?
  2. What are the regulatory riskis?
  3. What is the technical risk?

*Including how you intend to protect your technological advantage?*

### CONCLUSIONS

* 1. How does the solution need to be tailored for the target market?
  2. Based on the information submitted, is scaling-up a feasible opportunity for you?