IN-4-AHA Scale-up Model

Phase 2 – PLAN

### PROBLEM

* 1. What is the problem that your solution will target?

*Focus on the unmet need.*

* 1. 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.*

* 1. Which aspects of the problem must be addressed with the pilot project?

### ENVIRONMENT

* 1. What aspects of the current legal setting are relevant for the pilot?

*What kind of permits, licences and certificates are necessary prior to entering the market? Are there any post-marketing requirements that must be considered?*

* 1. What are the processes and infrastructure that the pilot must fit into?

*Is there a need to set up new infrastructure or processes? Is the solution compatible with the current system?*

* 1. *Which* cultural and behavioural aspects might affect the pilot?
  2. Which organisations, authorities and individuals are relevant to testing?

*Consider potential testing sites, service providers, user representatives etc.*

### SOLUTION

* 1. What is your solution's value proposition at the target market?
  2. What is the aim of the pilot project?

*For example, do you intend to validate or verify the solution, test performance, load, or integration etc.? Which features of the innovation will be tested?"*

* 1. Does your solution need to be adapted for the pilot, how?

### RESOURCES

* 1. What is the scope and the scale of your pilot?

*Will the pilot be carried out in one or multiple sites? If the latter, will the testing take place simultaneously or consecutively? What is the planned timeframe for testing?*

* 1. Which resources are necessary to adopt the solution for the pilot?

*Consider financial aspects, competences and partnerships necessary etc.*

* 1. Which partners are necessary to implement the pilot project?
  2. What is the estimated budget for the pilot project?

*How will the pilot project be financed - from the company’s own resources, or external financing is required - public grants, reimbursement (patients, insurance, service providers or public reimbursement schemes), investors, lending?*

* 1. What kind of activities need to be conducted for the pilot?

### MONITORING AND EVALUATION

* 1. How do you intend to monitor and evaluat<e the success of the pilot?

### CONCLUSIONS

* 1. Based on the information submitted, is the pilot project feasible to carry out?