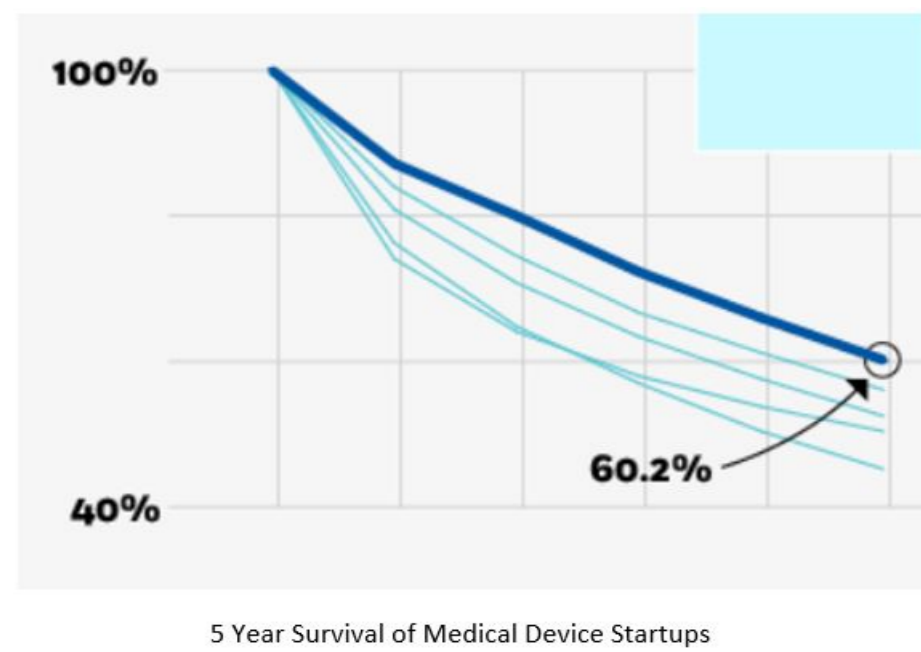


Supply Chain Success Factors for Medical Device Startups

Motivation / Background



Startups play vital role to bring medical innovations and technologies to market place



Yet, Overall Survival rates of Startups is very low

Key Question / Hypothesis

What are key Supply Chain success factors for Medical Device Startups?

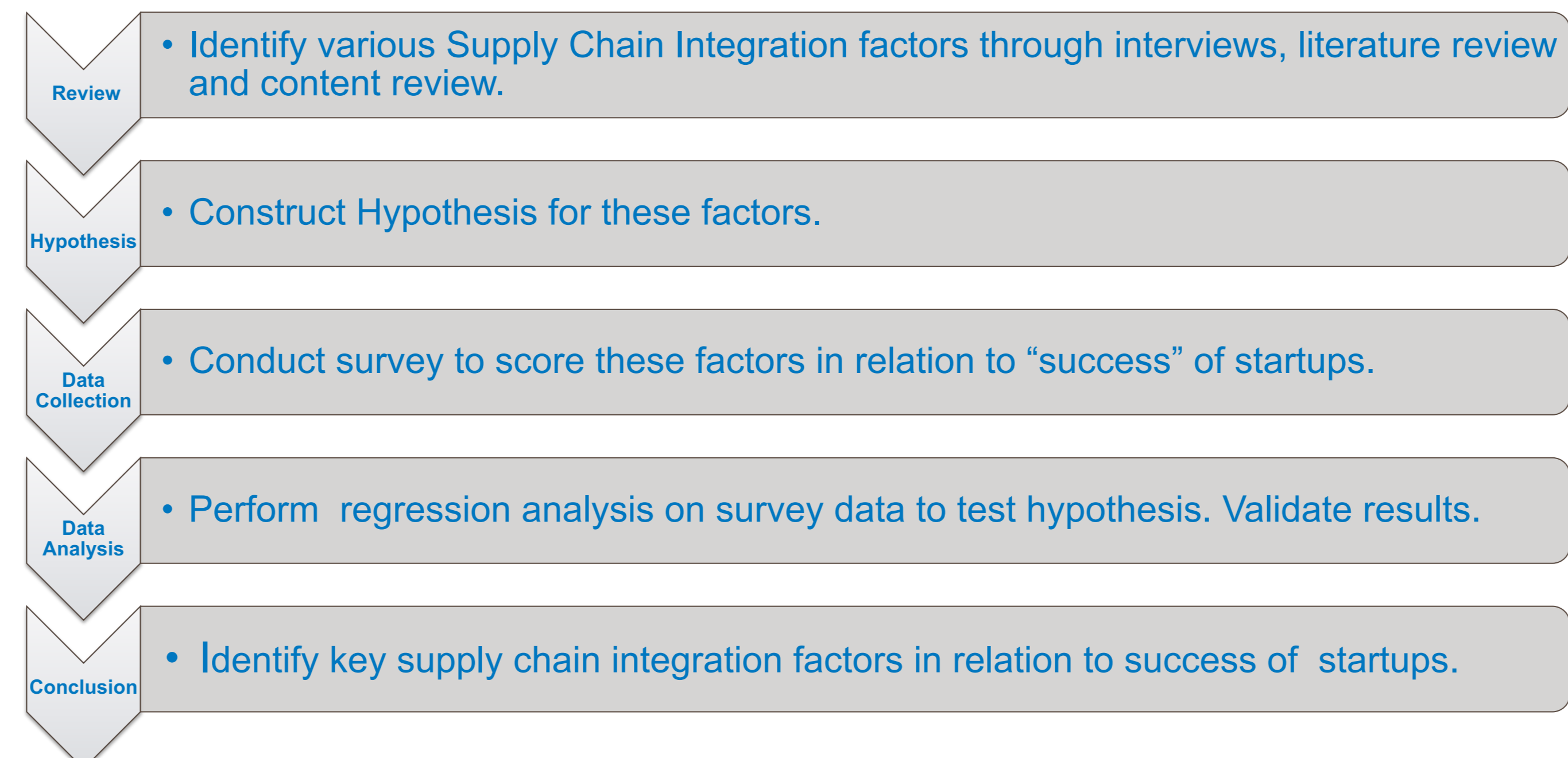
Relevant Literature

- World Health Organization (2010). Medical devices: Managing the Mismatch (An outcome of the priority medical devices project)
- Song et al (2008). Success Factors in New Ventures: A Meta-analysis
- AdvaMed and Deloitte Report (2017). Out of valley of death: How can entrepreneurs, corporations, and investors reinvigorate early-stage medtech innovation?

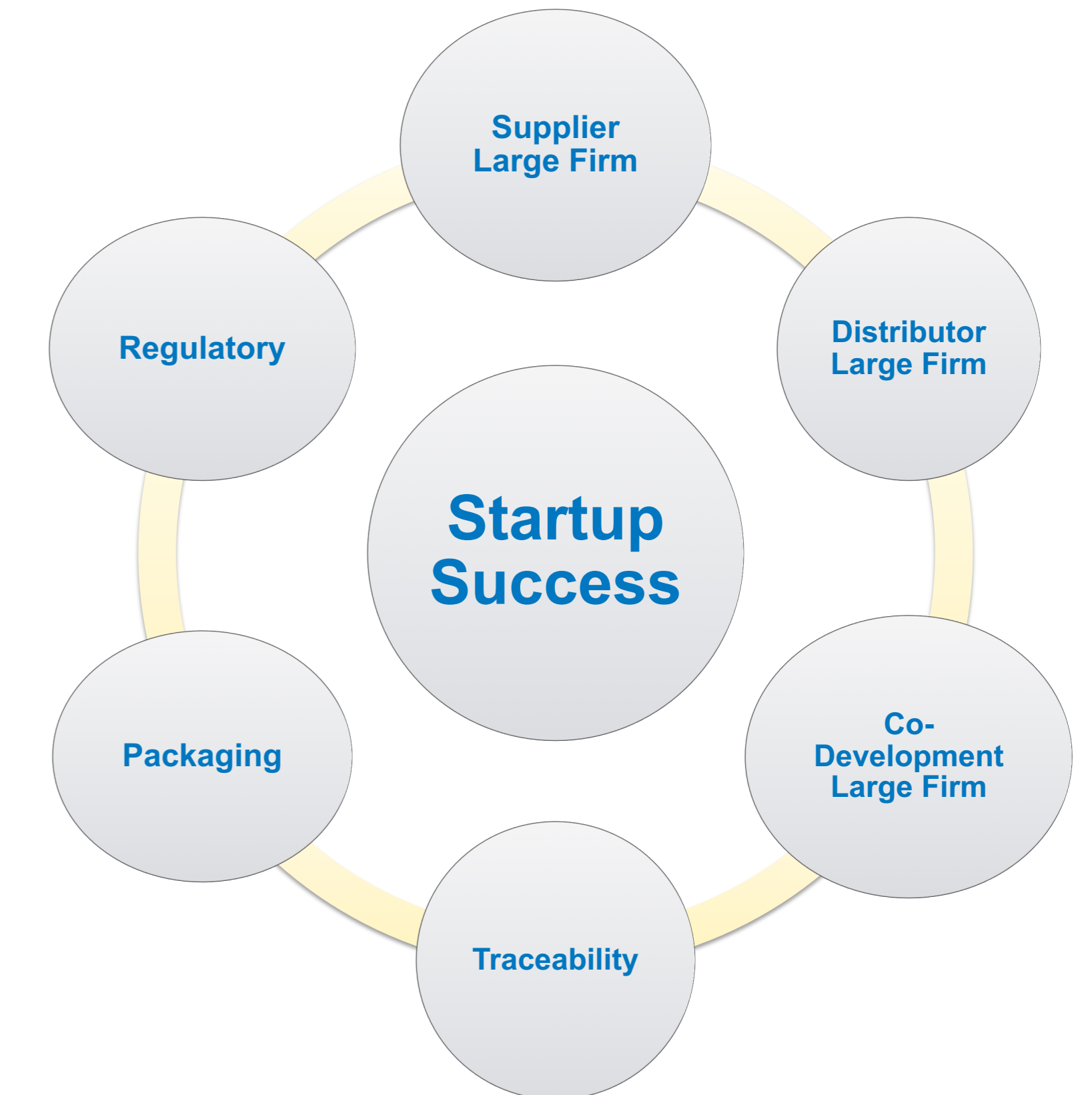


Methodology

Interview and Survey based approach



Initial Results



Expected Contribution

- Guidance to commercialization of Medical Device Startups
- Reduce failures of Medical Device Startups
- Bring life saving medical innovations to market place
- Apply key learnings to Startups in other industries

