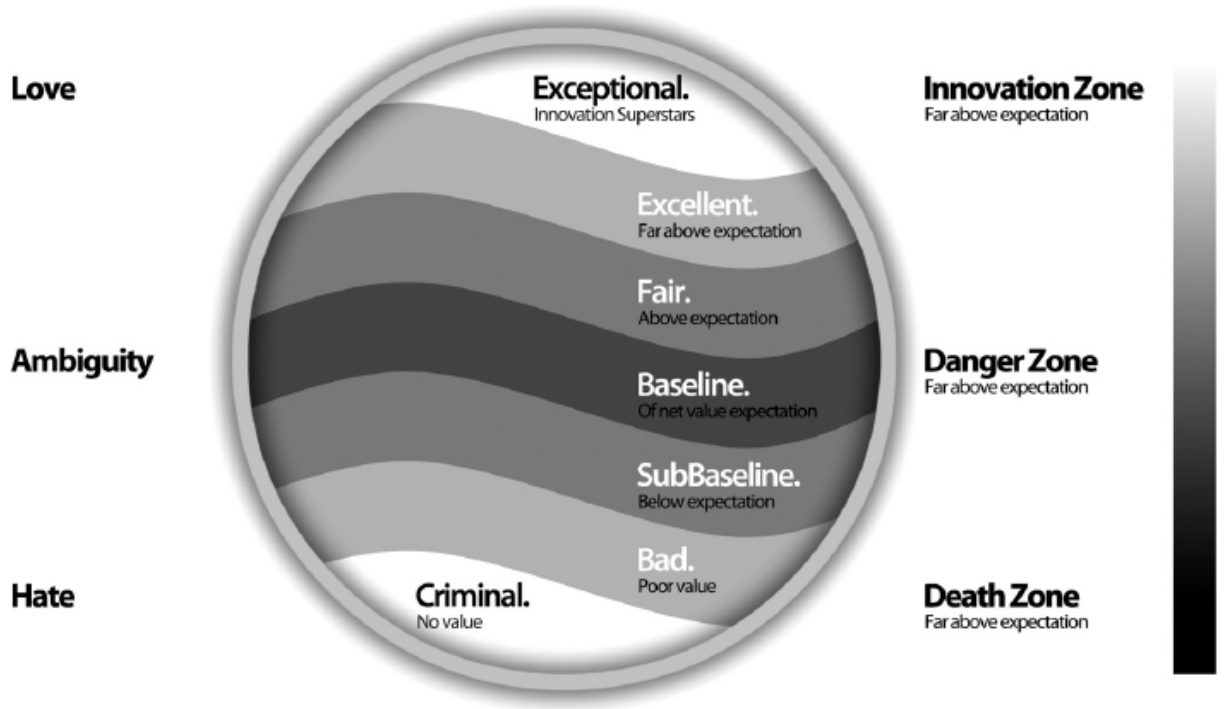


THE INNOVATION PLAYBOOK

A REVOLUTION IN BUSINESS EXCELLENCE

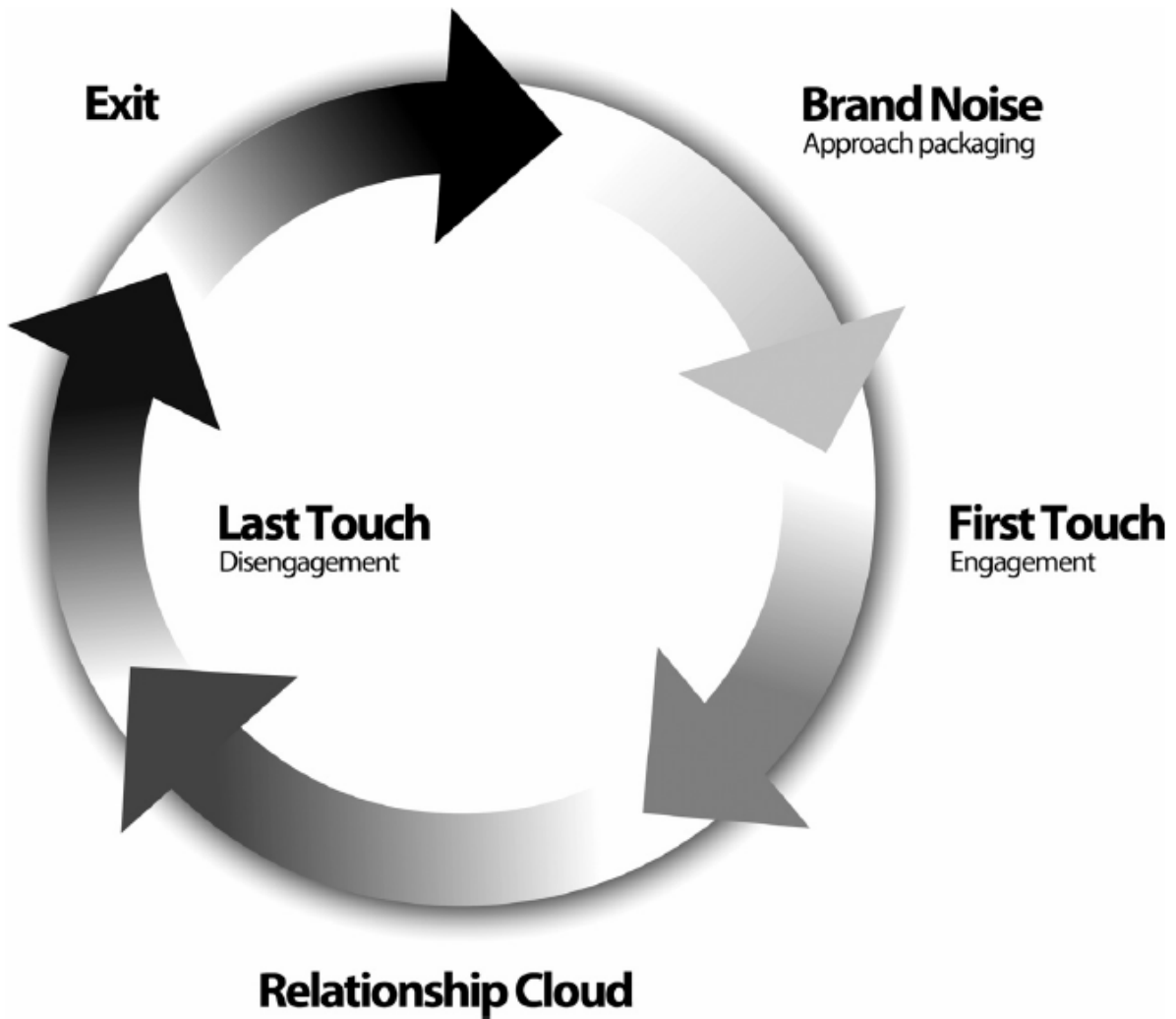
BY NICHOLAS J. WEBB

Figure 6.1: Net Customer Value Strata



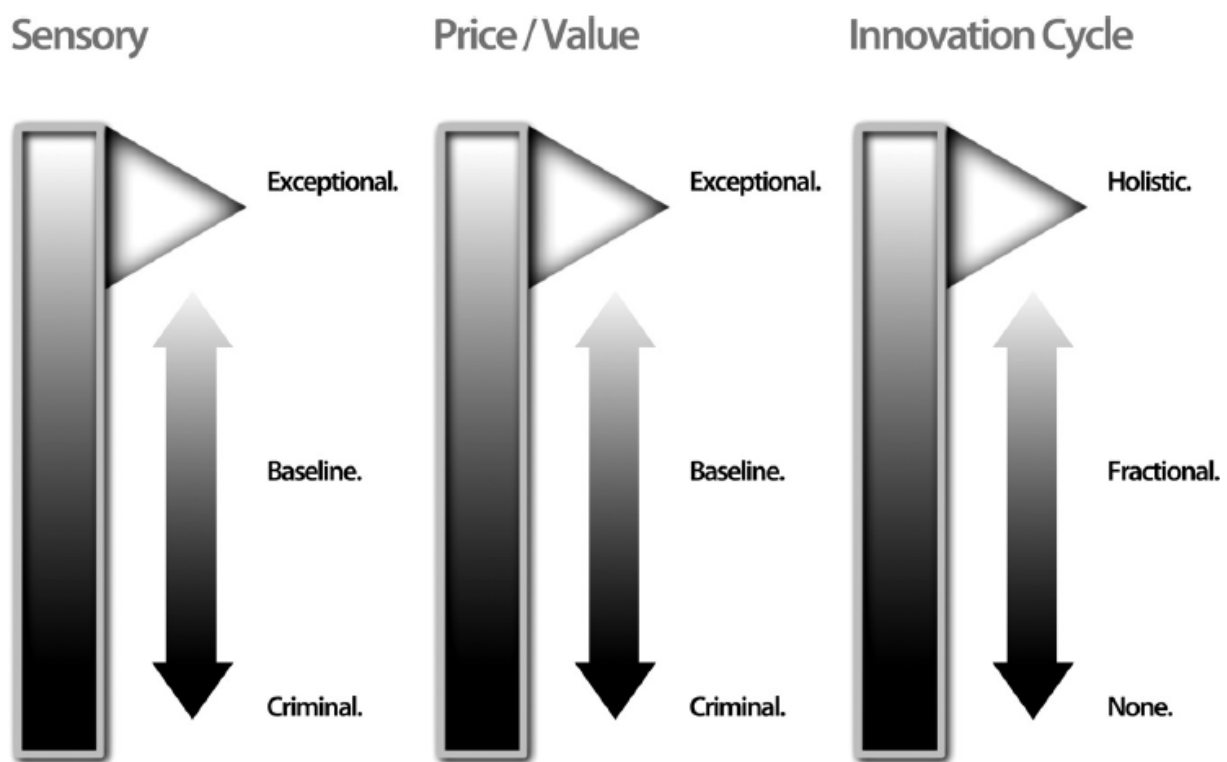
Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 6.2: The Innovation Cycle



Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 6.3: Experiential Sliders



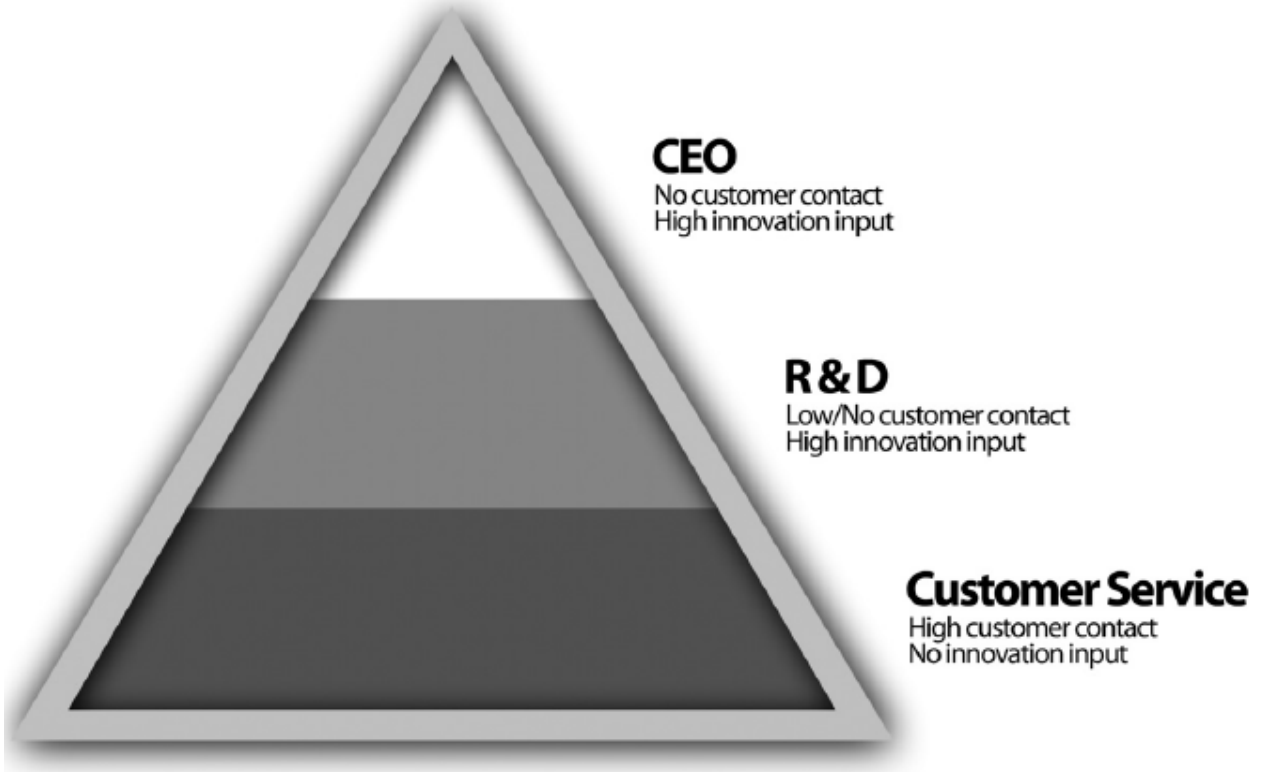
Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 6.4: The Webb Triangle



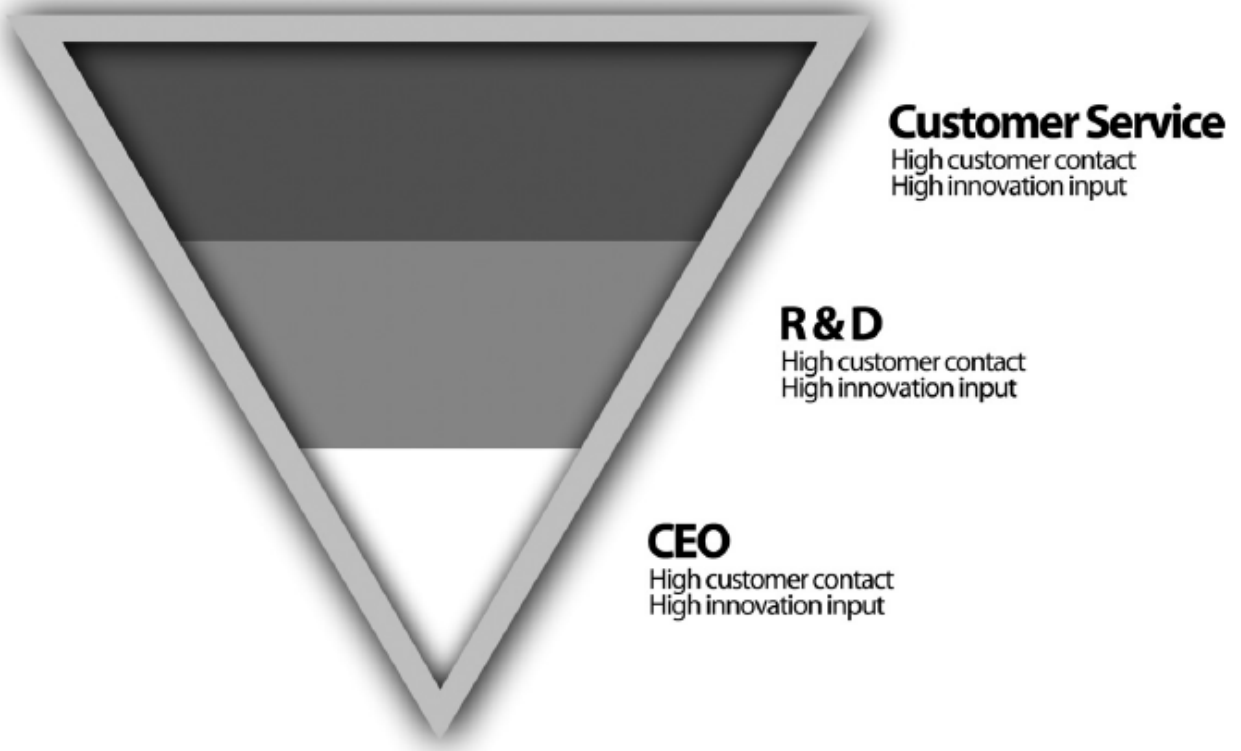
Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 7.1: The Typical Pyramid



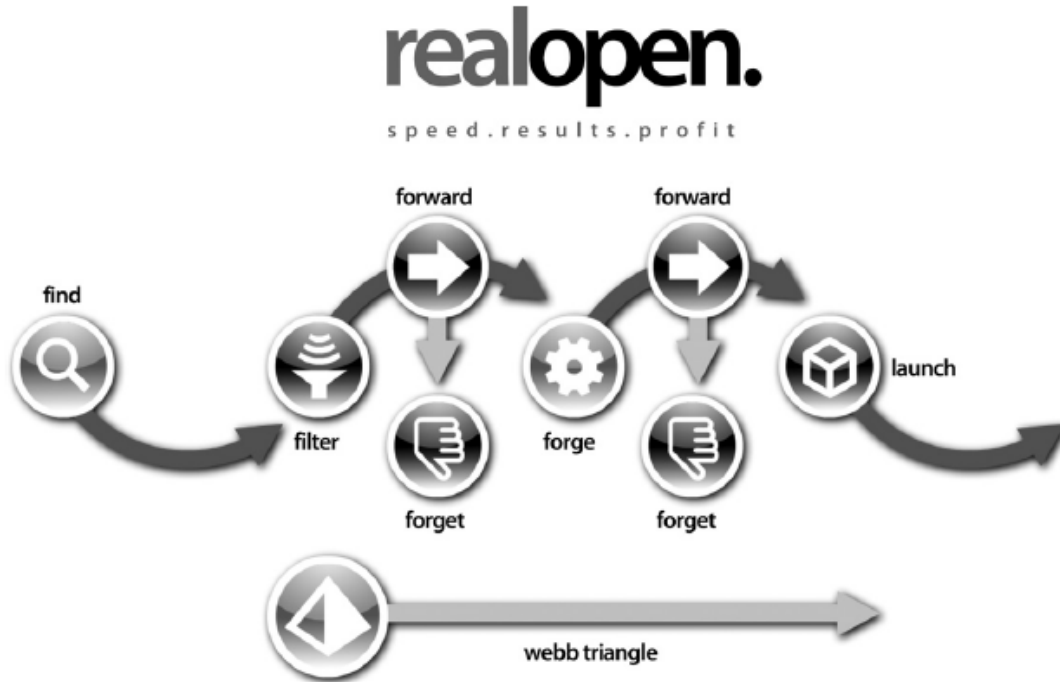
Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 7.2: The Inverted Pyramid



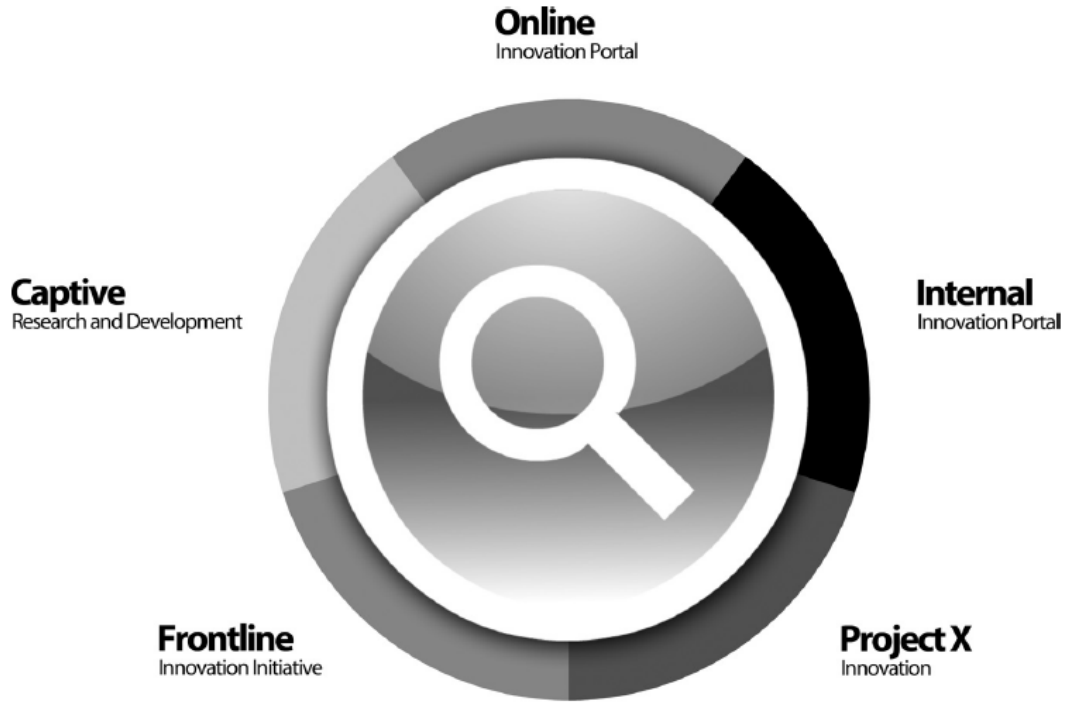
Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 8.1: The RealOpen Framework



Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 8.2: The “Find” Stage



Copyright 2010 by Lassen Scientific, Inc. All rights reserved.

Figure 8.3: XYZ Medical Innovation Portal Innovation Submission Questionnaire

Thank you for contacting XYZ medical. Our goal is to connect with the world's best innovators to develop strategic partnerships to deliver world-class medical innovations. Therefore we have provided an online innovation submission portal that allows you to easily submit your innovation without disclosing the details of your idea. This process actually pre-screens innovations to verify that they comply with our innovation platform. Once you've submitted your innovation you will receive an instant response indicating that we either have no interest or would like additional information. This approach eliminates the runaround many companies put inventors through. In order to provide additional value to our external inventors, we also have a free e-book called "successfully commercializing your medical idea," which gives you valuable step-by-step information you can use to take your product to market in the event that it doesn't meet our current needs. You can also sign up for our monthly online newsletter that provides ongoing tips and market trends. On behalf of the entire XYZ medical team, we sincerely appreciate that you are considering us as your marketing partner.

1. *Type of Device.* XYZ medical is currently looking for Class I exempt, Class I and Class II medical devices. Is your product a class I or class II device?
Yes No
 2. *Stage of development.* XYZ medical is looking for products that have proven feasibility and functionality. We are currently not accepting concepts or unproven technologies. Have you verified the products feasibility and functionality?
Yes No
 3. *Patent status.* XYZ medical only accepts products that have a provisional or utility patent pending or issued that has been prepared by a license patent attorney or agent. Do you have a pending patent?
Yes No
 4. Did you conduct a formal novelty search and/or market clearance search through a licensed patent attorney or patent agent?
Yes No
 5. Are you a physician or healthcare practitioner?
Yes No
 6. Have you conducted market and competitive research?
Yes No
 7. Has the product been the subject of a white paper or other published article?
Yes No
 8. What is the current stage of the technology?
 - a. Concept validated
 - b. Concept prototype ready for production in
 - c. Production currently in the market
-

Figure 8.3 (continued)

-
9. Is the product a single use sterile disposable or is it reusable?
 - a. Single use
 - b. Reusable
 10. Do you have revenue projections for the subject technology?
Yes No
 11. Do you have a cost of goods sold of the subject technology?
Yes No
 12. Does the product have a reimbursement (CPT) code? If so what is the number? ...
and the list can and usually does go on, to perhaps 20 or 30 questions.
-

Figure 9.1: The Innovation Focus Model



Copyright 2010 by Lassen Scientific, Inc. All rights reserved.