

**2018 Michigan C3i (Coulter College Commercializing Innovation) Planning Program**

**Objectives:**

The objective of the Michigan C3i Program is to help Coulter proposal applicants build their full proposal and pitch deck, as well as answer three fundamental questions:

**1) Does their envisioned product address a true unmet clinical need that health care providers and payors are willing to solve?**

**2) Is there a viable business opportunity?**

**3) Will the proposed research de-risk the project to the point of generating investor or industry interest in the product concept?**

These are the same questions that the Coulter Oversight Committee will have in mind in May 2018 when evaluating project pitches for funding at the Coulter Project Selection Meeting.

***C3i is designed to provide Coulter Proposal Teams with the specialized business frameworks and essential tools for successful translation of biomedical technologies from lab to market.***

Teams are guided through a series of lectures and interactive exercises, pressure-testing commercial viability of ideas using universal business criteria as well as the unique requirements of medical product commercialization. Teams will also work with medical device industry mentor expert advisors, investors, and outside consultants who provide insights into the market sector, new product planning, IP, regulatory, and reimbursement requirements specific for their projects. As part of this process, Coulter will be commissioning market and regulatory pathway assessments which will be completed in time for use during the program.

**Eligibility:**

Coulter proposal project teams selected to present at the Coulter Selection meeting in May will participate in the C3i program. Project Teams include clinician and engineer co-PIs. A commitment from both PIs to engage or provide significant input during program is required. Other team members will include Post-Docs and graduate students who will be working on the proposed project. Expectations are for at least one Co-PI to attend weekly meetings.

**Timing:**

C3i will run for 8 weeks starting March 14, 2018 through the week of May 07, 2018, and will involve two group meetings with all project teams, and separate individual weekly meetings with coaches and mentors. The Kick-off and final Dress Rehearsal meetings will be in person for project teams, with videoconferencing opportunities for industry mentors to participate. Other meetings will be held via videoconferencing only.

**Format:**

Teams will refine their target product profiles, and “killer experiments”, while preparing for their Coulter Project Selection Meeting presentations through a series of homework assignments and information gleaned from mentors, market analysis, regulatory reviews, and market research interviews with key stakeholders. Industry veterans with medical device and diagnostic business development experience, and angel/venture capitalists will serve as mentors to guide teams as they complete each homework exercise. The homework assignments are designed as commercialization planning exercises that follow industry standards in new product planning and development.

Industry and venture capital members on the Coulter Oversight Committee will also participate as mentors and provide an opportunity for teams and OC members to become acquainted prior to the Project Selection Meeting.

Teams will present the deliverables from the previous week’s homework at the start of each weekly team meeting. During that time, coaches and industry/OC mentors will provide feedback.

**Online platform:**

An online cloud system (M+Box) will be used to house resources and files related to the program, and will be utilized to capture mentor comments on team homework presentations before and after meetings. The cloud system will also be used for teams to capture key stakeholder interview findings.

**Coulter Investment:**

**The Michigan Coulter program will invest up to $15,000 to support the commercial planning of each project. Investments will include hiring external experts to complete one or more of the following:**

* **Patentability assessment**
* **Competitive landscape assessment**
* **Primary market research interviews with target audiences for envisioned product**
* **Regulatory roadmap**
* **Reimbursement assessment**

**We will be commissioning outside consulting experts to conduct competitive landscape assessments, primary market research, and regulatory roadmaps the week of March 5, 2017. The Coulter team will be setting up meetings with project teams in early March to discuss materials and information required to run each assessment project. Reports will be available by early April to ensure commercial planning materials are available for use throughout the program.**

**LOGISTICS: (Tentative Dates)**

Kick-off Meeting: Wed, March 14, 2018: 5:00 pm – 7:00 pm, NCRC (Location TBD)

Weekly Team Meetings: Week of March 26 – Week of May 7, Teams determine times, BlueJeans calls

Final Presentation Dress Rehearsal meeting: Wed, May 9: 4:00 pm – 7:00 pm, (Location TBD)

**TOPICS:**

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| 1 | Feb 21: | Pitch Meeting/ Team Selection |
| 2 | Wed, March 21 | Kick-Off Meeting |
| 3 | Week of March 26 | Unmet Medical Need Assessment |
| 4 | Week of April 2 | Target Market Analysis |
| 5 | Week of April 9 | New Product Planning |
| 6 | Week of April 16 | Target Product Profile/ Unique Value Proposition |
| 7 | Week of April 23 | Killer Experiment/ De-risking Validation |
| 8 | Wed, May 09 | Dress Rehearsal Pitches |

Please refer to the C3i Syllabus document for more details.

**CONTACT:** Please contact Thomas Marten, Coulter Program Director, at [tmarten@umich.edu](mailto:tmarten@umich.edu) or (734) 647-1680 if you have any questions.

**Role for Mentors:**

Industry and OC Mentors will be assigned to project teams and act as business advisors speaking from their voice of experience in the trenches and on the front lines. Mentors will be called upon to provide both subject matter expertise in their particular domain area as well as business advice from their deep well of experience with biomedical technology commercialization, fund raising, and investing in new technologies.

**Time Commitment for Mentors:**

We are requesting mentors to spend 1 to 2 hours per week supporting assigned project teams, and engage in activities including attending as many weekly meetings via BlueJeans or Web Ex as their schedule allows, provide comments on homework assignments, and if not available for team meetings, make themselves available for at least one hour “office hour” sessions with teams each week during the program to provide advice or give feedback on materials developed for the homework presentations. We understand that mentors may not be able to commit to attending all of the group weekly meetings.