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HST.939 Designing and Sustaining Technology Innovation for Global Health Practice
Spring 2008

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Project Requirements

Each student team completes all common elements as well as chooses two out of four tracks to complete for a final project. Tracks and/or specific elements can be substituted for a formal submission towards a foundation or institutional grant to support a field study, a recognized business plan competition (MIT100K), or development of a formal case study for submission.

1. Title
2. Objectives/Aims of project
3. Country of focus
4. Problem or disease area of focus
5. Current burden of the problem
6. Key stakeholder analysis*
7. Current technology or service solution
8. Proposed new technology or service solution
9. Event diagrams of old and new technology or service based solution*
10. Impact of solution on cost, quality, and access to health care
11. SWOT Analysis. Summary of Strengths, Weaknesses, Opportunities and Threats of Program*

Project Tracks (Select Two)

Track 1: Market Plan (click to expand)

1. Market Background
 2. Future Directions of Market
 3. Market Size/Forecast
 4. Customers/Customer Segmentation
 5. Target Market Segments
 6. Product Description
 7. Pricing
 8. Promotion
 9. Sales and Distribution Strategy
- http://marketplan.us/images/marketing_plan.pdf

Track 2: Entrepreneurship Model and Porter Analysis

1. Entrepreneurship Model e.g. For Profit, Non-Profit, Hybrid, etc.
2. Partnering
3. Staffing Plans
4. Advisory Board
5. Risk Management (analysis of specific risks and address various scenarios)
6. Financial Projections and Resources Required

7. Near Term Milestones and Expenses
 8. Long Term Projections
 9. Porter Industry Analysis*
- http://www.inc.com/guides/write_biz_plan/20660.html

Track 3: Product Design and Diffusion Analysis

1. The Product
 2. Product Definition and Goals
 3. Product Requirements/Specifications
 4. Expected Product Lifecycle
 5. Product Add-ons, Third Party Tool Sets
 6. Follow-on Products
User Profile (Differentiate from buyer)
 7. Job Description
 8. User Skills, Knowledge and Education
 9. Work Style
 10. Concerns
 11. Wants
 12. Requirements
 13. Work Environment
 14. Diffusion Analysis
- Ulrich, Karl, and Steven Eppinger. Product Design and Development. 3rd ed. New York, NY: McGraw-Hill, 2004. ISBN: 0072471468.

Track 4: Clinical Trial/Product Evaluation

1. Rationale
 2. Objectives
 3. Study Design
 4. Participants
 5. Intervention
 6. Primary and Secondary Endpoints
 7. Sample Size (optional)
 8. Anticipate Time Frame for Study Completion
 9. Data collection; Sub-Protocols, Intervals, Encounters, Events
 10. Analysis
- Spilker. Guide to Clinical Trials. Lippincott Williams & Wilkins. August 1991

Track 5: Case Study Development

(Format to be determined with student team)

Final Presentation and Paper Requirements

The oral presentation and the written final report will be reviewed by the course director, co-directors, tutors/supervisors, and lecturers. These group-based assessments will be combined with an individual self evaluation assessment to determine the final grade.

Common Elements 15 Min Total

- Project overview
- Ability to Present Key Stakeholders and Strategic Positioning
- Interaction Diagrams and Day in the Life Scenario
- Impact on Cost, Quality, Access
- SWOT

Tracks 15 Min Total

- Presentation of Results by Track

Q&A 10 Min Total

Handouts (optional)

- Stakeholder Analysis and Interaction Diagram(s)

Final Paper

The final report should be no more than 25 pages in length, not including exhibits and appendices. Grading Summary

- Completeness (all common elements and track details inclusive), clear and concise writing - 40%
- Statement of assumptions (especially where information is lacking) - 20%
- Strength of reasoning of arguments made in the common elements section and tracks - 25%
- Formatting and presentation skills - 15%