## Client Journey and AICE Program Mapping

<table>
<thead>
<tr>
<th>Program</th>
<th>AICE Concepts</th>
<th>AICE Validate</th>
<th>AICE Market Access</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Discovering</strong></td>
<td>Insights into unmet health need and state of the art solutions.</td>
<td>Unmet clinical need identified and validated through secondary research.</td>
<td>State of the art summarized.</td>
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<tr>
<td><strong>2. Ideating</strong></td>
<td>Potential solutions to unmet need described, evaluated, and selected.</td>
<td>Target clinical population identified and characterized.</td>
<td>Idea screening &amp; selection completed.</td>
</tr>
<tr>
<td><strong>3. Conceptualizing</strong></td>
<td>Key component concepts validated in models and value proposition tested.</td>
<td>Technology-adjusted care pathway and workflow described.</td>
<td>Hypothesis and experimental design completed.</td>
</tr>
<tr>
<td><strong>4. Committing</strong></td>
<td>Feasibility of whole solution demonstrated in models and in feedback from stakeholders.</td>
<td>Feedback from ≥5 clinicians or consumers.</td>
<td>Technology-adjusted care pathway and workflow described.</td>
</tr>
<tr>
<td><strong>5. Validating (phase 1)</strong></td>
<td>The potential of the solution to work and create value for all stakeholders is demonstrated.</td>
<td>Investor-ready business plan completed, including costing for manufacturing.</td>
<td>Technology-adjusted care pathway and workflow updated.</td>
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<tr>
<td><strong>6. Validating (phase 2)</strong></td>
<td>Validation of the solution begins with clinical and economic evidence generation and the regulated production of prototypes.</td>
<td>Advisory Board in place.</td>
<td>Use-case scenario developed.</td>
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<tr>
<td><strong>7 Validating (phase 3)</strong></td>
<td>Solution is shown to be effective and its value to all stakeholders validated.</td>
<td>Efficacy trials conducted.</td>
<td>Safety/efficacy validation trials conducted, and endpoints achieved.</td>
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<tr>
<td><strong>8. Scaling</strong></td>
<td>Institutional and regulatory approval received, and sales launched.</td>
<td>Efficacy trials published.</td>
<td>Demo feedback from ≥25 users.</td>
</tr>
<tr>
<td><strong>9. Establishing</strong></td>
<td>The solution is used successfully in day-to-day clinical practice.</td>
<td>Real-world trial conducted and validated economic data and endpoints achieved.</td>
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</tr>
<tr>
<td><strong>10. Leading</strong></td>
<td>The solution is recognized as the Standard of Care.</td>
<td>Solution included in local clinical practice guidelines.</td>
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</tr>
</tbody>
</table>

### Regulatory Compliance

- **Product-Market Fit**
  - Target market identified and characterized.
  - Key stakeholders identified.
  - Envisioned business statements for patients, payers, and providers.
- **Business Readiness**
  - Competitive analysis and competitive positioning completed.
  - Path to payment plan or reimbursement described.
  - Stakeholder management plan developed.
  - Proposed Business Model.
  - Foundational business agreements drafted (i.e., initial ownership and rights).
- **Product Development**
  - “Looks Like” prototype drafted.
  - “Works Like” experiments initiated.
  - Software architecture, usability assessment, and interoperability plan developed.
  - Provisional IP filed & Freedom-to-Operate assessment completed.

### Business Readiness

- **Product-Market Fit**
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### Product Development

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  - Competitive analysis and competitive positioning completed.
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Adapted from the Consortia for Improving Medicine with Innovation and Technology (CIMIT) – Guidance and Impact Tracking System (GAITS) [https://www.gaits.org/](https://www.gaits.org/)