

BRIGHT.

IDEATE IN DIGITAL HEALTH



4 APRIL 2023 | IN-PERSON SEMINAR | AWS PERTH

Add your company's name to the list of the 265 innovators who have completed ANDHealth and Planet Innovation's practical course that helps the digital start-ups of tomorrow commercialise their ventures.

Designed for early-stage digital health innovators who are ideating or developing their prototype. Receive real-world advice on how to address both the technical and commercial challenges of launching a digital-based business.

KEY TAKEAWAYS

Learn how to challenge assumptions and explore different business models.

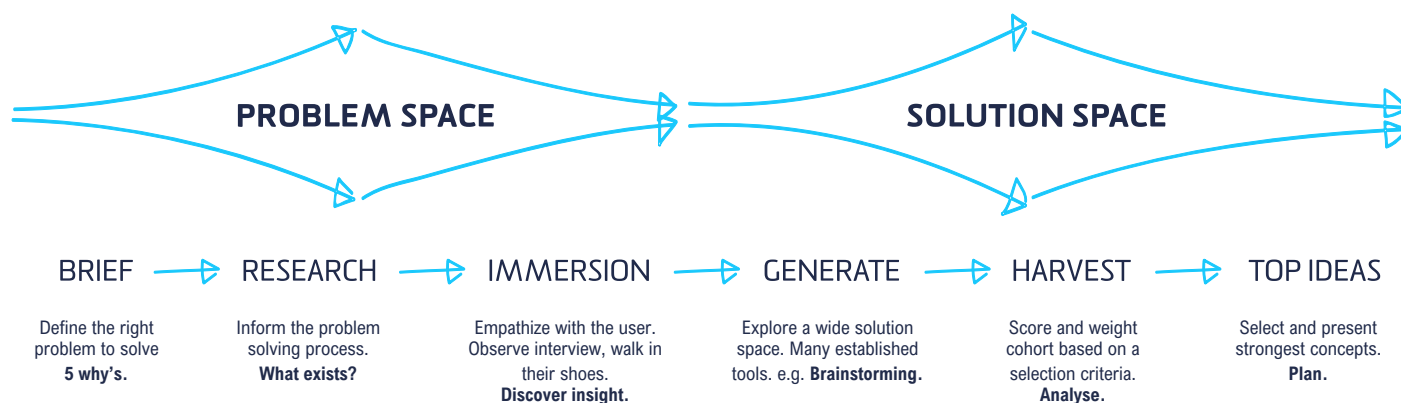
Build problem solving skills through the application of the proven BRIGHT process.

Identify the opportunities & constraints that your new venture will face through digital health case studies.

Create an action list that you can use to take your venture forward.

BRIGHT FRAMEWORK

Planet Innovation's BRIGHT framework has twice been voted Australia's Best Innovation Program by the AFR and will be the backbone of both the 1-Day Seminar and 3-Day Seminar, alongside the digital health expertise from ANDHealth.



“BRIGHT 1-Day helped challenge my way of thinking, provided sound advice for real problems like IP & regulation and put me on the right path for success within my company.”

For more information: www.andhealth.com.au/partners/western-australia

Presented by:



WA Life Sciences
Innovation Hub

