

BRIGHT. INNOVATE



23-25 OCTOBER 2023 | IN-PERSON SEMINAR | HARRY PERKINS INSTITUTE OF MEDICAL RESEARCH (SOUTH)

Designed for digital health companies with a business proof of concept they want to develop within a proven innovation framework, BRIGHT Innovate supports innovators to hear from and work with national and international industry leaders across a diverse range of topics to establish detailed feasibility plans. Participants receive small group coaching, including tailored advice to each specific company and its challenges, from a team of industry experts.

Expert guest speakers will address topics such as user-centred design, voice of user/customer, claims and assumptions, regulatory pathways, intellectual property, business models, the human side of start-ups, evidence-gathering, customer relationships and investment.

KEY TAKEAWAYS

Learn the importance of gathering real-world customer insights in digital health – and how to get it.

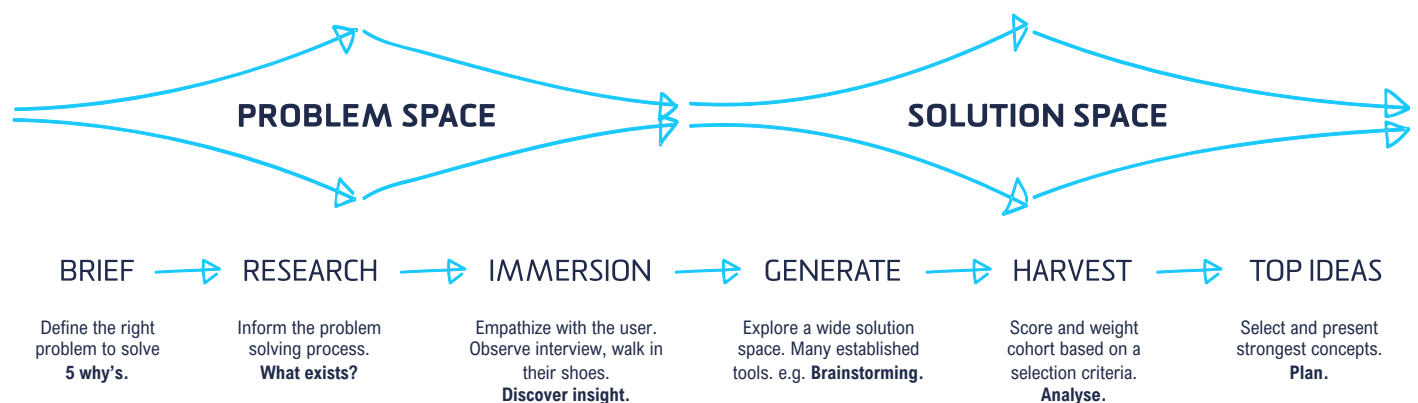
Develop powerful problem-solving skills using the BRIGHT process to navigate common start-up challenges.

Network with and discuss key challenges with global digital health industry leaders.

Articulate your value proposition to customers, users [and investors].

BRIGHT FRAMEWORK

Planet Innovation's BRIGHT framework has twice been voted Australia's Best Innovation Program by the Australian Financial Review.



“A must-attend for entrepreneurs and startup founders, lots of invaluable information on pricing, innovation strategy, business modelling.”

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