## PRODUCT DEVELOPMENT

### **IDEA SUBMISSION**

Completely fill out the enclosed form and submit it to the Bard contact as indicated on the Idea Submission form. Bard will respond within 30 days.

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# 7 STAGES



Perform preliminary analysis to determine if your idea aligns with BARD objectives.

BUSINESS ANALYSIS
Expand your idea into a

concrete business proposal

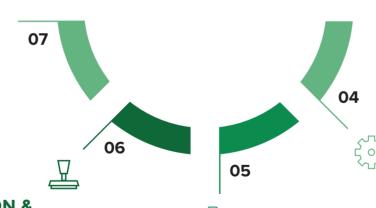
that includes product features

based on marketing research

and a development plan for



Launch product in full scale production, marketing, and sales, committing company and inventor resources and reputation.



## DEVELOPMENT

Fine tune your idea, concept, or prototype into a demonstrable and producible product.

the product.

# CLINICAL VALIDATION & REGULATORY APPROVAL

Perform clinical studies that may be required for some products to demonstrate safety and efficacy. Obtain regulatory approval.



Perform laboratory and commercial experiments to substantiate earlier business judgements and evaluations.