<table>
<thead>
<tr>
<th>PRODUCT DEVELOPMENT STAGES</th>
<th>ACTIVITIES</th>
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| **1** FEASIBILITY         | o Identify the use case and patient populations targeted  
 o Develop value proposition(s)  
 o Determine the competitor landscape  
 o Identify the potential payer and willingness-to-pay  
 o Identify main market barriers  
 o Assess global market potential and sizing |
| **2** DEVELOPMENT & VALIDATION | o Refine market assessment  
 o Map key stakeholders  
 o Develop user segmentation  
 o Conduct a need and/or demand forecast  
 o Perform a patient journey analysis  
 o Conduct funding/pricing research and produce willingness-to-pay estimates  
 o Evaluate market barriers  
 o Conduct end-user needs assessment  
 o Shortlist early countries for launch |
| **3** DEMONSTRATION & REGISTRATION | o Refine market assessment  
 o Develop strategic launch plan with uptake targets  
 o Develop pricing strategy  
 o Develop demand-generation strategies and create marketing material |