

Commercial Advice

Cambridge & UK

**NHS**  
National Institute for  
Health Research

**Brain Injury**  
Healthcare Technology Co-operative

 **UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School

Development of Commercialisation Toolkits for the NHS Entrepreneurs and Health Tech Startups in association with Judge Business School and NIHR



### Project Description

HTS worked with the National Institute for Health Research (NIHR), Brain Injuries Med Tech Cooperative, Judge Business School and the University of Cambridge to support NHS entrepreneurs, health tech startups and SMEs to take their ideas and embryonic technologies to market.

The aim of the assignment was to provide a clearly set out Toolkit that inform, educate and support Healthtech startups and SMEs at various stages of their development and to provide the necessary foresight to plan and access the expertise and skills needed at the right time in their development.

The project was supported by the NIHR's Brain Injuries Medtech and In vitro diagnostics Co-operative (MIC), who are mandated to act as a centre of expertise and bring together patients, clinicians, researchers, commissioners and industry.

The assignment was carried out in collaboration with Judge Business School, University of Cambridge and a number of Cambridge-based product development, legal and business consultancy organisations.

### HTS' Role

HTS provided expert advice and support in development of a Healthtech Commercialisation Toolkit through rationalising and organising the necessary activities in 3 disciplines and 18 workstreams throughout 10 stages of a typical life cycle for commercialisation of new products and solutions. These included:

- 1. Commercial:** Business strategies and plans, development and protection of IP, building and supporting the right skills and teams, funding, go to market and exit strategies.
- 2. Technical:** Design and development of products and services, manufacturing, regulatory and quality, technology partnerships and advisory boards.
- 3. Clinical:** Clinical needs and validation, clinical trials and ethics, patient engagement, commissioners and entry into clinical pathways.

HTS remains involved in ongoing adviser capacity with the stakeholders.

**Outcome:** Commercialisation Toolkit