**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.

**7 STAGES**

1. **IDEA SUBMISSION**
2. **EVALUATION & SCREENING**
   Perform preliminary analysis to determine if your idea aligns with BARD objectives.
3. **BUSINESS ANALYSIS**
   Expand your idea into a concrete business proposal that includes product features based on marketing research and a development plan for the product.
4. **DEVELOPMENT**
   Fine tune your idea, concept, or prototype into a demonstrable and producible product.
5. **TESTING**
   Perform laboratory and commercial experiments to substantiate earlier business judgements and evaluations.
6. **CLINICAL VALIDATION & REGULATORY APPROVAL**
   Perform clinical studies that may be required for some products to demonstrate safety and efficacy. Obtain regulatory approval.
7. **COMMERCIALIZATION**
   Launch product in full scale production, marketing, and sales, committing company and inventor resources and reputation.

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