NHS Clinical Entrepreneur Programme - CEP Prep Learning.

Session 2: Researching your innovation – dos and don'ts, and why it's important to focus on the problem

Learning Outcomes:

Problem Definition and Focus

- Understand the problem you are aiming to solve. Clearly define the scope, constraints and objectives.
- Identify key pain points or challenges that your solution should address.

Marketplace and Landscape Research

- Explore the broader market context in which your idea or innovation exists.
- Investigate competitors, trends, and existing solutions.

Customer and User Understanding

- Understand your target audience.
- Conduct user interviews, surveys or usability tests to gather insights.
- Identify user needs, preferences and pain points.

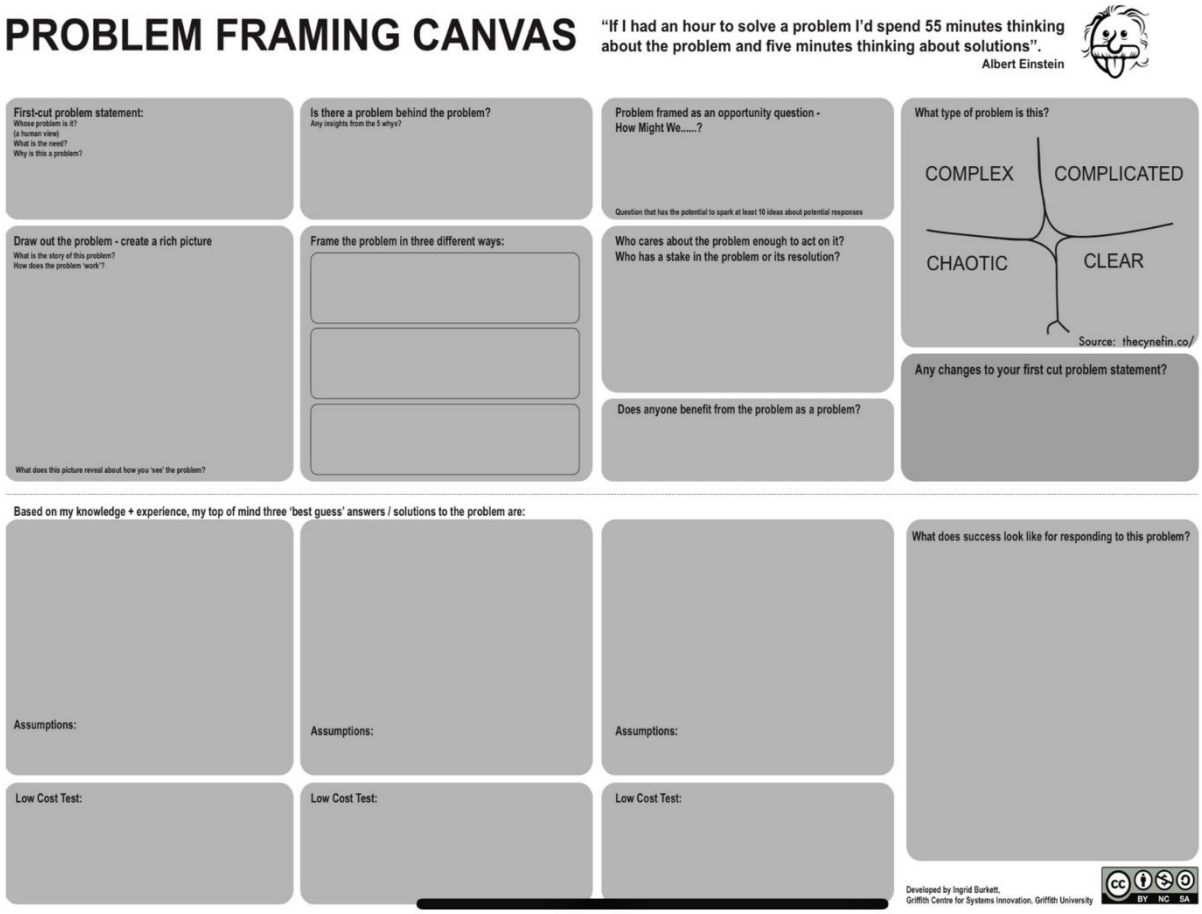
Positioning Your Innovation

- Determine where your idea fits within the market landscape.
- Consider how your solution stands out from competitors.

Key Points:

- Find the problem first rather than the solution, many solutions may fail – understanding the problem will give you understanding into how to pivot and adapt your solution.

- Understand and be upfront with people about competitors and who else is already in this space.
- Start by writing a problem statement – whose problem it is, what is the need, why is it a problem, think through a human case associated with the problem, is there a problem behind the problem, consider who cares enough about the problem to act on it, is anybody benefitting from the problem.



- Understand your background research/patient problem, think through what research you might want to do in the next stage.
- Public patient involvement – increasingly recognised as integral to research and innovation and is important for both moral and practical reasons. It ensures that research is conducted "with" or "by" members of the public, rather than just "to," "about," or "for" them. PPI can help researchers design

relevant, participant-friendly, and ethically sound studies. By involving patients and the public, researchers and innovators gain valuable insights and opinions, which can lead to better problem identification and potential solutions

- Any research, even if it is only on 10-20 people, is useful.
- Consider medical regulations before you start research.

Resources and further reading:

Image from Griffith Centre for Systems Innovation

The MOM test – Rob Fitzpatrick

Good Clinical Practice online course

I4I

RFPB

Innovate UK

SBRI

Clinical Trial Units

The Role of Basic Research in Innovation