

## **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.

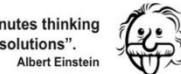
### **Key Points:**

- 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.

## PROBLEM FRAMING CANVAS

“If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions”.



<p><b>First-cut problem statement:</b> Whose problem is it? (a human being) What is the need? Why is this a problem?</p>	<p><b>Is there a problem behind the problem?</b> Any insights from the 5 whys?</p>	<p><b>Problem framed as an opportunity question - How Might We....?</b></p> <p>Question that has the potential to spark at least 10 ideas about potential responses</p>	<p><b>What type of problem is this?</b></p>  <p>Source: thecynefin.co/</p>
<p><b>Draw out the problem - create a rich picture</b> What is the story of this problem? How does the problem 'work'?</p> <p>What does this picture reveal about how you 'see' the problem?</p>	<p><b>Frame the problem in three different ways:</b></p> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px;"></div>	<p><b>Who cares about the problem enough to act on it? Who has a stake in the problem or its resolution?</b></p> <p>Does anyone benefit from the problem as a problem?</p>	<p><b>Any changes to your first cut problem statement?</b></p>
<p>Based on my knowledge + experience, my top of mind three 'best guess' answers / solutions to the problem are:</p>			<p><b>What does success look like for responding to this problem?</b></p>
<p><b>Assumptions:</b></p>	<p><b>Assumptions:</b></p>	<p><b>Assumptions:</b></p>	<p>Developed by Ingrid Burkett, Griffith Centre for Systems Innovation, Griffith University</p> 
<p><b>Low Cost Test:</b></p>	<p><b>Low Cost Test:</b></p>	<p><b>Low Cost Test:</b></p>	

- 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](#)