



### 1-11 General questions

**12. Executive summary** max 1000 characters

**13. The Problem**

Please describe the problem to solve (clinical or other), and why a new solution is needed.

**14. Current solutions**

Please describe how the problem is addressed today. Provide information and links to current solutions and products.

**15. Proposed Solution**

Please describe your proposed solution. We recommend adding sketches, drawings, photographs, videos of your proposed solution under "Upload Documents" section.

**16. Application Area** (Drop down selection)

**17. Unique Value Proposition**

What are the main advantages of your solution? Why should a customer use your product over a competing product? What value is predicted for patients? For the AO? What is the health-economic benefit that healthcare systems will gain by adopting this solution?

For proposals leading to a commercial product:

**18. Market assessment** What is the number of patients affected annually by the disease you intend to treat? What is the number of patients do you estimate could be treated annually with your proposed solution?

**19. Regulatory Assessment** Provide a preliminary classification of the proposed product under MDR for EU countries and under FDA rules for US.

**20. Reimbursement Assessment** Provide a preliminary reimbursement strategy for your solution in the US market and other markets where you plan to launch your innovation.

For proposals resulting in new/improved AO activities

**21. Define sustainability after the AO Innovation Funding**

How will the project be sustained after the funding by AO? Who will own the outcome and pay for further development/maintenance etc.?

**22. Project status**

Please indicate at which stage your product development project is:

- Idea/Concept Stage (Initial idea, market research, problem-validation phase)
- Prototype/MVP Developed (A functional hardware prototype, working software or a defined service model exists)
- Product in Testing (Product is undergoing lab testing, formal Verification & Validation, or user/beta testing)
- In Clinical / Pilot Studies (Project is being actively tested in a clinical setting or with pilot customers)
- Ready for Market Launch / Regulatory Submission (Final preparations for commercial launch or submission to regulatory bodies like FDA, EMA, etc.)
- Commercial Stage / Revenue Generating (Product has received necessary approvals, is generating revenue)
- Other (please specify)

**23. Project Execution**

Please indicate the envisioned project structure: team, roles, advisors, main work packages, list related milestones and activities, and the expected measurable outcomes.

**24. AO Role**

Clearly state the expected contribution from the AO and what yours will be

Intellectual Property (If relevant)

**25. Has the idea ever been disclosed publicly?** Disclosures include Publications in scientific or other journals, Presentations at conferences or workshops, Patent applications, press releases etc.

**26. Please indicate if a patent was filed** (with reference number).



*Financials*

**27.Total Project Budget (CHF):**

**28.Funding requested from AO (CHF):**

**29.Total funding secured from other parties? (Amount in CHF)**  
*Cofunding models and sharing financial risks is highly encouraged*

**30.Project Duration (Months)**

*Please also specify timeline for the main regulatory approvals or first-in-human clinical trials, whichever is applicable*



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**31.Upload files** *If available, upload relevant documents supporting your project proposal below. We highly encourage you to share business plans or pitch decks, in whichever stage they may be in. To upload multiple files, please select all files at once and upload.*