

# Business Models

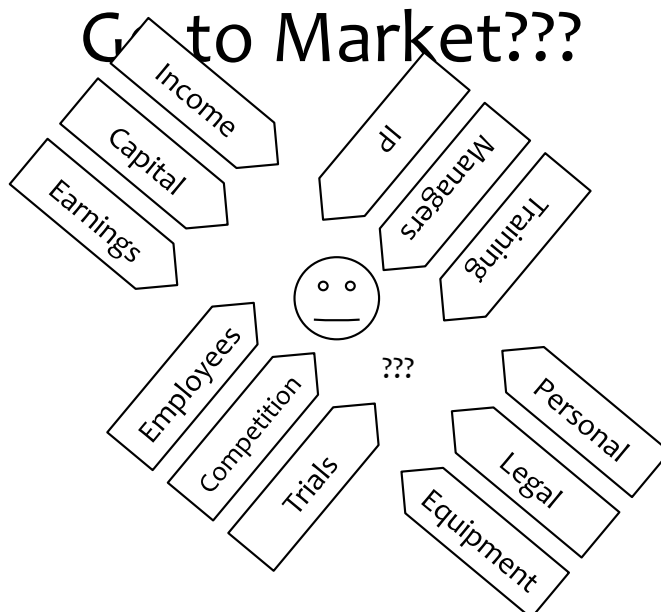


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## Go to Market???

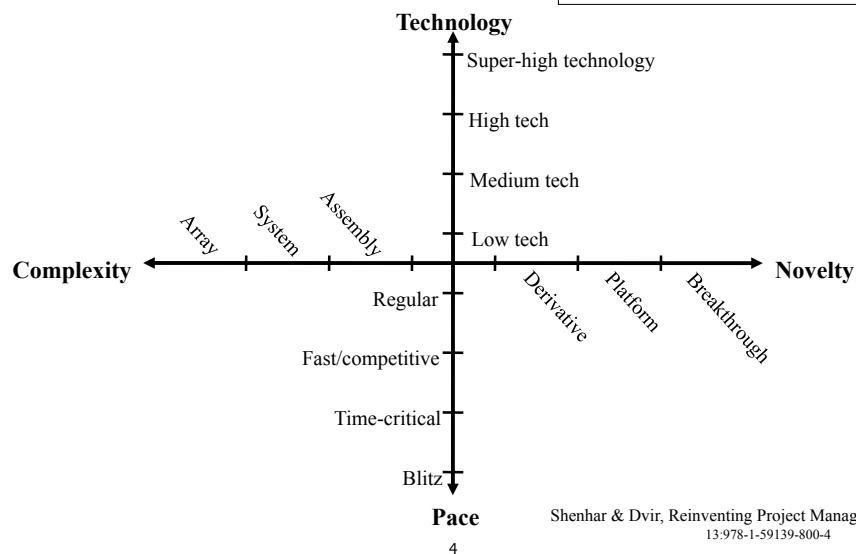


# Business Models

Capital Equipment  
Direct Sales  
Sale Through  
Service

Fee based  
Re-useable  
Disposable  
Implantable

## Risk in Development



## The Devil is in the Details --- *not easy*

Project - Mystic	Week No.											
Position	1	2	3	4	5	6	7	8	9	10	11	12
MD	1	1	1	1	1	1	1	1	1	1	1	1
Nurse				1	1	1	1	1	1	1	1	1
Clinical Advisor						1	1	1	1	1	1	
Electrical Engineer			1	2	2	2	2	2	2	2	2	2
Materials Engineer	1	1	1	1	1	1						
Chemical Engineer				1	1	1	2	2	2			
Mechanical Engineer							1	1	1	1		
SW Engineer				2	2	2	2	3	3	3	3	3
Manager	1	1	1	1	1	1	1	1	1	1	1	1
Admin Asst					0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Technicians				4	4	4	4	6	6	6	6	6
Sales person			1	1	1	1	1	1	1	1	2	4
Mktg Analyst	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Assemblers								2	2	2	4	

Continues

## Payback Assessment

