
WEEKLY SPONSOR COMMUNICATION

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DATES COVERED IN THIS COMMUNICATION: FEBRUARY 15, 2016 TO FEBRUARY 21, 2016
WEEK NUMBER: 3 OF 15

Overview

This week we focused on assigning tasks to be completed for our midterm presentation, which is the week of March 7th. We utilized a Gantt chart to define the crucial topics as the following: industry, company, and project description; mission statement; intellectual property research; standards research; customer needs; and target specifications. We then assigned each topic to 1-2 team members and reviewed the crucial components of them. While this week was primarily spent organizing action items and building a foundation, we believe this structure will help us develop a more efficient and innovative product.

Accomplishments

1. In preparation for our midterm presentation, we outlined the topics our presentation shall cover in the form of a Gantt chart, which is displayed in the Appendix. Listed below is a summary of the areas we will focus on and who is responsible for each topic:
 - Industry, Company, and Project Description: Cassie Obzud
This section will include background information on the medical industry in which the device will be used, on Aesculap, and why there is a need for the device we are developing. Furthermore, it will explain the opportunity that exists for this medical device, both within the company and the medical industry. Much of the research that will be included in this portion was already conducted when we familiarized ourselves with Aesculap, as well as the information you gave us at the site visit.
 - Mission Statement: Brian Loughran
Our mission statement will consist of the description of the product and the opportunity for the product, as well as identify both the goal of the product and the primary and secondary markets for it. We will strengthen our mission statement by also including the constraints of the product and the stakeholders of the product. Thus far, Brian has examined various medical device company's mission statements as examples and has begun developing one for our project.

- Intellectual Property Research: Christian Davis
This topic will cover an overview of the patent landscape surrounding spinal distractors. Any additional elements we add to the design (hinges, ratchet system, etc.) will also be evaluated for issues of infringement and patentability. Information on several spinal distractors we have already researched were included in last week's brief.
 - Standards Research: Christian Davis and Alexis Haupt
This category will evaluate ISO standards related to our design (7151:1988, 7153-1:1991, 7153-1) and include any necessary ASTM testing standards that we will use for mechanical testing. The research done in this portion will primarily be conducted on an as-needed basis. Christian has begun researching ISO standards that apply to our product.
 - Customer Needs: Alexis Haupt and Cassie Christman
This section will identify the customers and end users of the product and clarify their product needs including that for form, fit, function, features, and finances. The information depicted in this topic will be based upon interviews and meetings with both customers and end users. Alexis and I have begun reviewing proper interview conduct and appropriate questions to ask customers to obtain useful answers.
 - Target Specifications: Jadon Sargeant
This topic will utilize a needs metrics matrix as a visual representation of our problem solving process to display the customer's and end user's needs and our possible solutions. In the end, the chart will have many possible potential metrics for each need, so we can then select the best combination of solutions for each need. The completed needs metrics matrix will be sent in a brief in the near future.
2. In lecture this week, we discussed the steps of prototyping and the resources available to us at Lehigh. Although this isn't applicable to our project at the moment, once we finish conducting background research and brainstorm practical ideas, these resources will be extremely helpful in creating mock-ups and working models.

Next Steps

1. Our goal for this week is to begin accomplishing some of the tasks needed for our midterm presentation. In doing so, we will use the information gathered from our research on each topic to aid in not only with creating our presentation, but also to better understand what our next steps should be in the development of our device.
2. We will also be touring a number of the labs on campus to learn more about the resources available to us and their capabilities.

Project Related Questions

1. Do you have ISO standards for surgical instruments or ASTM testing standards that we could have access to?

Appendix: Gantt Chart

2/17/2016	Jan'16	February'16					March'16				April'16				May'16		
Aesculap 1	25th	1st	8th	15th	22nd	29th	7th	14th	21st	28th	4th	11th	18th	25th	2nd		
Industry /Company /Project Description - Cass																Start	
Industry Research:																Completed	
Company Research:																To Be Determined	
Project Context:																Delayed	
Opportunity Research:																Category Heading	
Mission Statement - Brian																	
Project Description																	
Value Proposition																	
Key Business goals																	
Primary and secondary markets																	
Assumptions and constraints																	
Stakeholders/End-users/Gatekeepers																	
IP Research - Christian																	
Design Patents - Primary																	
Design Patents - Secondary																	
Standards Research - Alexis and Chrstain																	
Industry Standards																	
Company Standards																	
Engineering Standards																	
IPD Class Administrative Tasks																	
Budget Planning																	
Weekly Briefs																	
Notebook Progress																	
Benchmarks Research																	
Status Quo																	
Internal benchmarks																	
Competitive benchmarks																	
Customer Needs - Cassie and Alexis																	
Customer interviews																	
Form, Fit, Features, Function and Finances																	
Needs ranking																	
Target Specifications - Jadon																	
Needs Metrics/units, value																	

Midterm individual contribution																			
Final Presentation																			
Graphical and Written Summaries																			
Final notebook review																			
Final Individual contribution																			
Mockups and Prototype Development																			
Analytical Models																			
Physical Models																			
Component																			
Comprehensive																			
Business Model Development																			
Value Proposition																			
Market Segment																			
Distribution and sales channels																			
Customer relationships																			