PRODUCT – MARKET FIT

Project	Date

Author(s)	Version

VALUE PROPOSITION

CUSTOMER SEGMENTS

Solution
What are you actually selling?

Customer Archetype
Who is the customer?

Unique Features
What advantages set you apart from the competition? How protectable are they?

Job To Be Done
What is the customer problem that you are solving?

Key Benefits
How does the customer benefit from the unique features of the solution?

Customer Workflow
What is the context in which the job arises and your solution is going to be purchased and used?

Current Solutions
How is the job currently done? What are the pros & cons of each alternative?

Designed by João Claro & Alípio Torre

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ADAPTTECH	
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VALUE PROPOSITION

CUSTOMER SEGMENTS

Solution
What are you actually selling?

Socket fitting system for lower limb prosthetics

Solution components:

- **Laser scanner: maps the inside of the trial socket**
- **Wearable sensorized interface: pressure and temperature measurement**
- **Software: merge socket internal 3d mapping and performance measures into visual feedback maps**

Customer Archetype
Who is the customer?

Prosthetic technicians who provide prosthetics for lower limb amputees

- **Small technician owned prosthetic clinics**
- **Larger prosthetic clinics**

Unique Features
What advantages set you apart from the competition? How protectable are they?

Interface parameters measurement

Usage monitoring

Digital fitting records

Job To Be Done
What is the customer problem that you are solving?

The accurate fitting of sample sockets on a single fitting session.

- **The payer entity (insurance or health system) imposes a fixed price per prosthetic (services included) fitted independent of the number of interventions required for the correct fitting of the device.**

Keep parametric data records to support the fitting decision in situations of litigation.

Key Benefits
How does the customer benefit from the unique features of the solution?

Faster and better fitting

Cost reduction: require less fitting sessions

Risk management: record keeping for payer (insurance) / litigation

Customer Workflow
What is the context in which the job arises and your solution is going to be purchased and used?

PURCHASE WORKFLOW

- For small technician owned prosthetic clinics the technician once aware of the solution, tries the system in a real scenario and afterwards orders the solution if satisfied.
- For larger prosthetic clinics, once the technicians test the solution they make the recommendation for inclusion in the acquisition budget to the heads of the clinical and purchase/financial functions. Once these give the approval the order occurs in line with the acquisitions plan of the clinic.

USAGE WORKFLOW

- The patient is received by the technician for stump measurement and casting for the production of the sample socket.
- Once the sample socket is ready the patient returns to be fitted and the socket fine-tuned. The prosthetics is finalized and final fitting is done to the patient.
- The patient returns to extra fitting sessions depending on the experience with the prosthetics during daily usage. These sessions require require the same procedures of the initial fitting session.

Current Solutions
How is the job currently done? What are the pros & cons of each alternative?

	Description	Pros	Cons
Traditional fitting	Iterative correction based on customer feedback, visual inspection and trial and error fine tuning.	Low cost equipment	Experience dependent; Patient dependent; Error prone.
3D scanning	Scanning of the patient stump for better initial sample socket.	Better initial fitting	Higher cost; Still requires fitting.

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