# Talking Point Ideas & Examples

## Walk & Talk Facility Tour

*Capture a visualization of the product/technology and the Company culture/team.*

**Key Idea**

* During the walk and talk tour, we focus on key visuals, which are discussed in more detail during the round table interview. This is a chance to bring the product/technology and the culture/team forward with the power and beauty of film.
* One of the round table guests (typically the CEO) should "host" the walk and talk as if they are giving a facility tour. The walk and talk will begin with a brief welcome and introduction from the host Matthew Boyd.
* The remainder of the tour will target 3-5 additional interviews with employees, called "*stand-up*" Interviews. Each employee will be asked questions about their work in a stand-up interview at their typical workstation. The locations and employees should be determined and prepared in advance.
* A product demonstration should be done during one of the stand-up interviews if this is feasible.

**Examples of Visuals**

* Product/Technology
* Design & Engineering (Engineering, Product Development)
* Lab Space (Research, Development, QC)
* Advanced Manufacturing (Process Automation, Robotics, Complex Assembly, Smart Manufacturing)
* Production Workforce (Production Staff, Workstations)

**Key Interviews**

* Executive
* Operations
* Design / Engineering
* Product Development
* Quality
* Production Staff

**Example Questions**

* What is your name and title?
* Can you describe your role and responsibilities?
* Can you talk about a topic related to your role?
* Can you tell me what you love about your company?

## Innovation & Startups

Discuss technology innovation and the startup environment.

**Big Ideas**

* The pace of technological advancement has put enormous pressure on companies to prioritize innovation and speed to market.
* Product portfolios have exploded in size and diversity due to the convergence of new technologies, which requires multidisciplinary capabilities. This includes advanced materials, flexible hybrid electronics, advanced sensors, miniaturization, 3D printing, and robotics.
* The availability of new technologies has led to a period of extraordinary market fragmentation, which has disrupted traditional operations, and now businesses require more agility and adaptability.

**Example Questions**

* Can you give us some context about the origin of this innovation and why you decided to pursue it?
* How did you recognize this market need?
* What is the big problem you are going to solve? How will that change or disrupt the current standard of care?
* What were the critical first steps you took in pursuing it?
* Who were the most critical ecosystem partners you worked with early on?
* What are the most important technologies that enable your innovation/product?
* How have you attracted investors to this business?
* What does success look like?

## Healthcare & Life Sciences

Discuss healthcare and life sciences today.

**Big Ideas**

* In some contexts, such as biologics and advanced materials, every conceivable product design requires a unique manufacturing process. Therefore designers cannot do their jobs without deeply understanding the process choices available to them.
* In the biotechnology industry, advances in molecular biology and genomics have opened the door to personalized medicine. Today, these therapies are still in their infancy. They are mainly used to treat late-stage patients who are severely ill and have limited other options. However, soon these medicines will be predictive and curative.
* The development of home testing kits has a potential impact beyond the fight against COVID: bringing biology into the home, the way that personal computers in the 1970s brought digital products and services - and an awareness of microchips and software code - into people's daily lives and consciousness.
* Doctors have fled the administrative headaches of private practice to work directly for hospitals. And hospitals have shifted primarily to value analysis committees for purchasing decisions. As a result, Healthcare is becoming more disincentivized to change and adopt new technologies.

**Example Questions**

* What is the current patient experience like, and how will you change it?
* Is Healthcare inherently disincentivized to change?
* How are you succeeding in introducing your innovation to the market? Are there challenges associated with changing the standard of care?
* Given all of the inherent regulatory and commercialization challenges, how have you attracted investors to this business?
* How have advances in new technologies enabled your innovation and changed how we can address your clinical application?
* How does transitioning from large hospitals into more distributed care settings impact your technology?
* What does success look like?

## Commercialization Process

Discuss your path to commercialization.

**Big Ideas**

* The availability of new technologies has led us into a period of extraordinary market fragmentation. How corporations capture value has shifted from product-centric (mass-market) to customer-centric (masses of markets). This enables platform technologies and personalized therapies.
* The awareness of supply chain risk and the importance of manufacturing as a component of the innovation feedback loop potentially impact how products are analyzed and reimbursed.
* Personalized medicine is disruptive to traditional business operations, including clinical trials, design and development, and commercial operations.

**Example Questions**

* Where are you in the commercialization process, and how are you approaching - clinical trials, design and development, commercial manufacturing? What are the next milestones you are working toward?
* What does your company's innovation feedback loop look like? In other words, how do you connect design, engineering, manufacturing, and clinician feedback?
* How will using real-world data or accessing patient connectivity accelerate your innovation pipeline?
* What is the focus of your innovation pipeline over the next five years?
* What are the most important roles you are trying to fill at the company over the next five years?

## Advanced Manufacturing

Discuss advanced manufacturing.

**Big Ideas**

* Manufacturing is a critical component in the commercialization of R&D-based innovation. It supports prototyping, pilot production, demonstrating and testing products, and early-stage small-run production during commercial scale-up.
* Innovation also occurs as a manufacturing-led activity. Production technologies, new processes, and products themselves can emerge from the experience of manufacturing. The relationship between learning and making is a vital iterative part of the innovation process. Next-generation products are developed with input from manufacturing.
* Manufacturing is a critical pathway to developing a larger workforce. It is an entry point into the industry - and not just in the "production moment" - but in all the additional value chain inputs and outputs that support manufacturing.

**Example Questions**

* Do you see a link between your manufacturing capabilities and your capacity for future innovation?
* Can you explain how advanced manufacturing contributes to your capacity for innovation as a company?
* The importance of supply chain stability and domestic manufacturing is in the spotlight because of the disruptions we experienced during the pandemic. Can you explain when and why you began manufacturing your products domestically?
* Can you describe your workforce needs?
* What are the most essential skills you need in your workforce to continue to grow?