

PULMONARY FIBROSIS

INNOVATION CHALLENGE

THREE LAKES
FOUNDATION



TLF Incubator Tentative Curriculum Sep 28 - Nov 13 (6 weeks)

1: Week of October 5

Understanding the Problem-Solution Fit:

- Connecting innovator teams with members of the PF stakeholder community to better dissect key problems and challenges in disease management
- Patient/Caregivers Testimonials: Winners of Perspective Challenge (roundtable with specific questions determined in advance)

2: Week of October 12

Defining the Value Proposition

- Identifying key aspects of the value proposition story that require deeper understanding
- Targeting the key technical or commercial aspects of the solution that require more in-depth evaluation

3: Week of October 19

Engaging with Experts

- Engage with SME's and stakeholders that can provide an understanding of how technologies are launched, adopted, and scaled.
- Pressure test assumptions around key aspects of the value proposition

4: Week of October 26

Developing the Plan

- Define the key experiments that need to be tested in the next 6mos, and the game-plan for execution
- Pressure-test the value of your experiments, the endpoints, and the plan with commercialization experts

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5: Week of November 2

Re-engaging with the PF Community

- Present a revised story of your solution to end-users

6: Week of November 9

Crafting the Story

- Developing your pitch/story-telling

Final Pitch: Week of November 16