

1 Needs identification

Challenge

Diverse healthcare systems, and **customer needs** in Asia lead to difficulty in defining pain points

Strategy

Find **local partners** to navigate market dynamics and to understand target customer needs and behaviour



2 Developing a successful proof of concept (PoC)

Challenge

Need to consider **differences in willingness-to-pay and payer models, users' perceived value and regulatory barriers**

Strategy

Partner **key opinion leaders** to uncover new use cases and gather data to **build evidence for development of PoC**



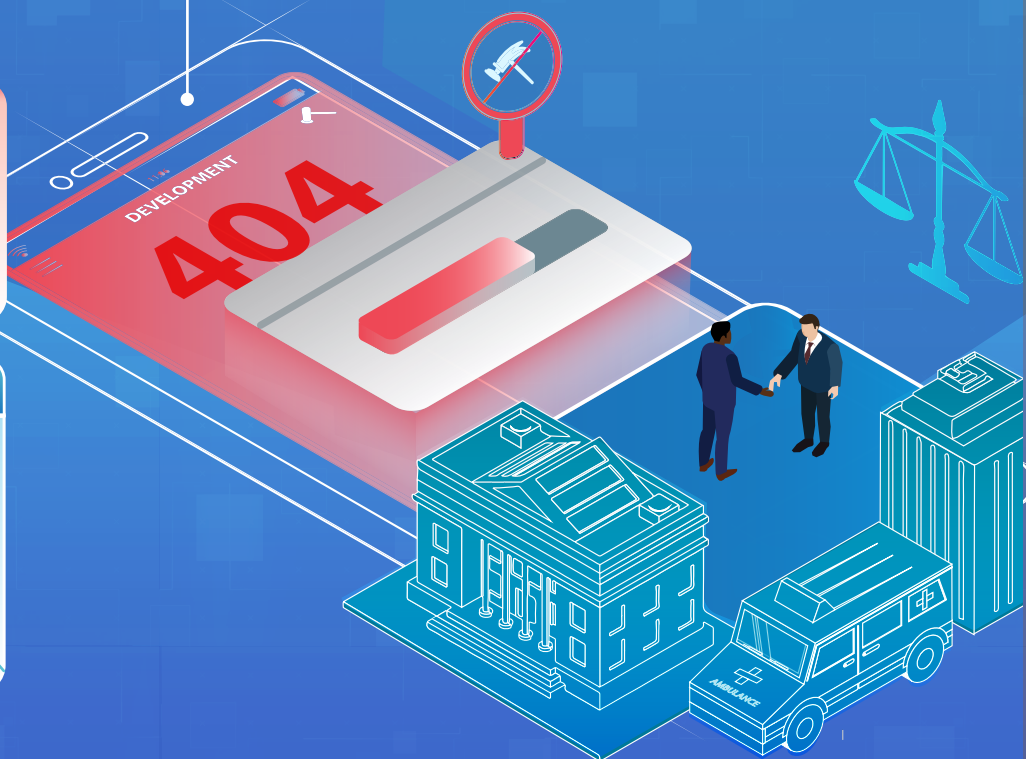
3 Commercial roll-out

Challenge

PoCs may not always translate to commercial contracts, due to **lack of clarity from decision-makers and strategic misalignment between innovators and commercial teams**

Strategy

Seek partners with clear and specific use cases to commercialise successful PoCs; **identify internal champions and key decision makers**; and agree on metrics of success ahead of time



4 Scaling up and out to regional markets

Challenge

Capital and time required to customise solutions to meet varied interests of multiple stakeholders in every target market makes it prohibitive to scale

Strategy

Rely on a network of **in-market partners**, including HealthTech communities, established local incumbents and insurers to accelerate regional adoption

