

Yale Center for Biomedical and Interventional Technology (CBIT)

presents

"How to Understand the Customer and Market for your Biomedical Innovation"

Thursday, April 2, 2015

12:00 pm – 1:00 pm

Hope 110 - 315 Cedar Street, New Haven, CT

Learn how to understand your customer deeply so that you can design the right product to satisfy their needs. Also, learn how to define the "beachhead market" where you can target early adopters for your new product.



Michael K. Dempsey

Entrepreneur in Residence

**Center for the Integration of Medicine and
Innovative Technology (CIMIT)**

Director, CIMIT Accelerator Program

Mike Dempsey leads the CIMIT Medical Device Accelerator Team, which supports Biomedical Innovation throughout New England. CIMIT has granted over \$60M over 10 years to support medical device and health IT start up ideas in addition to providing mentorship by successful biomedical entrepreneurs. Previously, he co-founded Radianse, a venture-backed company that develops indoor positioning systems for hospitals.

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