

**GREATER
ZURICH
AREA**

Scaling MedTech in Greater Zurich

GZA Webinar – November 19, 2020

8 am PST / 11 am EST / 5 pm CET

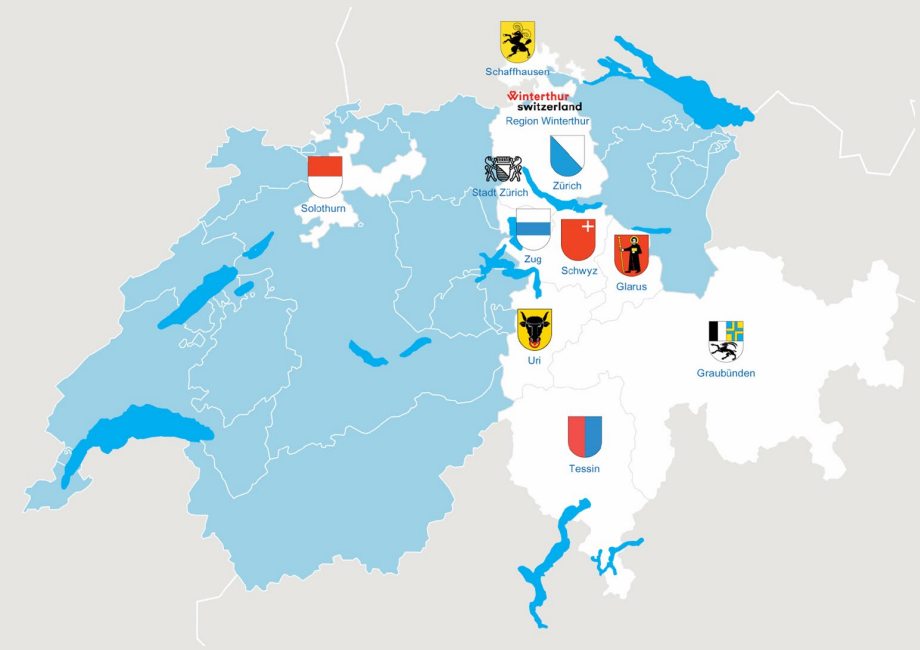
with 41Medical, Swiss M4M Center, Mind Machine LLC



Greater Zurich Area Ltd.

A successful Public-Private-Partnership

Supported by more than 30 companies,
11 local governments and Switzerland's leading
universities including ETH Zurich & University of Zurich.



amag

BARANDUN
LEGAL & TAX

CHAMgroup

CREDIT SUISSE

eawag
aquatic research

EBP

ETH zürich

EMPA

FLUGHAFEN ZÜRICH

FRORIEP

Glärner
Kantonalbank

Graubündner
Kantonalbank

IQEQ
Know how Know you

IWG
International Workplace Group

LafargeHolcim

MME
Legal | Tax | Compliance

packimpex
tailoring relocation solutions

Schaffhauser
Kantonalbank

Schnopp & Partner

SCHWEIZER LUNCH-CHECK
DIE LECKERSTE WAHRUNG DER SCHWEIZ

Schwyz
Kantonalbank

STEINER

SwissLife

SWISS PRIME SITE

Swiss Re

TECH
CLUSTER
ZUG

UBS

Universität
Zürich

VISCHER
SWISS LAW AND TAX

ZÜRCHER
HANDELSKAMMER

Zürcher
Kantonalbank

Zuger Kantonalbank

ZURICH

Alfred Niederberger, CEO, 41medical

Roles

- Current: CEO, 41medical
- Development Engineer for Mathys Medical
- Development Engineer, Product Manager and Tech Fellow for DePuy Synthes
- Worked in Switzerland, the USA and Austria, projects in China, Japan and Australia

Academia

- Certified Mechanic
- Engineering Degree Technical and Business (Dipl. Ing. FH)
- Doctor of Medical Science (Dr. sc. med.)

Email

alfred.niederberger@41medical.com



Taking ideas into the market

Support, facilitate or realize innovative MDD / MDR / FDA approved medical devices
class I-III

For Startups, SME & international MedTech companies

Focused in the field of musculoskeletal disorders

1. Overview of Switzerland's Medtech
2. The Valley of Death
3. Services of 41medical
4. How to conquer the Valley of Death

Innovation, education & know-how are Switzerland's resources

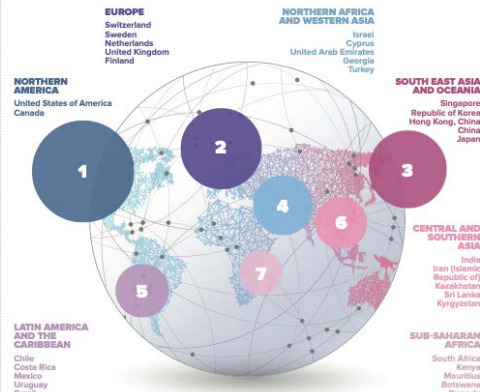
GLOBAL LEADERS IN INNOVATION 2019

Every year, the Global Innovation Index ranks the innovation performance of nearly 130 economies around the world.

THE TOP 5 GLOBAL INNOVATION LEADERS

- 1 SWITZERLAND
- 2 SWEDEN
- 3 UNITED STATES OF AMERICA
- 4 NETHERLANDS
- 5 UNITED KINGDOM

THE TOP 5 INNOVATION ECONOMIES BY REGION



THE TOP 5 INNOVATION ECONOMIES BY INCOME GROUP

HIGH INCOME	UPPER-MIDDLE INCOME	LOWER-MIDDLE INCOME	LOW INCOME
1. Switzerland 2. Sweden 3. United States of America 4. Netherlands 5. United Kingdom	1. China 2. Malaysia 3. Bulgaria 4. Thailand 5. Montenegro	1. Viet Nam 2. Ukraine 3. Georgia 4. India 5. Mongolia	1. Rwanda 2. Senegal 3. United Republic of Tanzania 4. Tajikistan 5. Uganda

WIPO.INT/GII
#GII2019



Switzerland showcases a strong medtech industry (Swiss Medtech 2020)



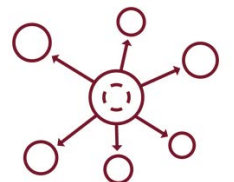
1'400
companies



63'000
employees



19.52
Billion \$
Turnover



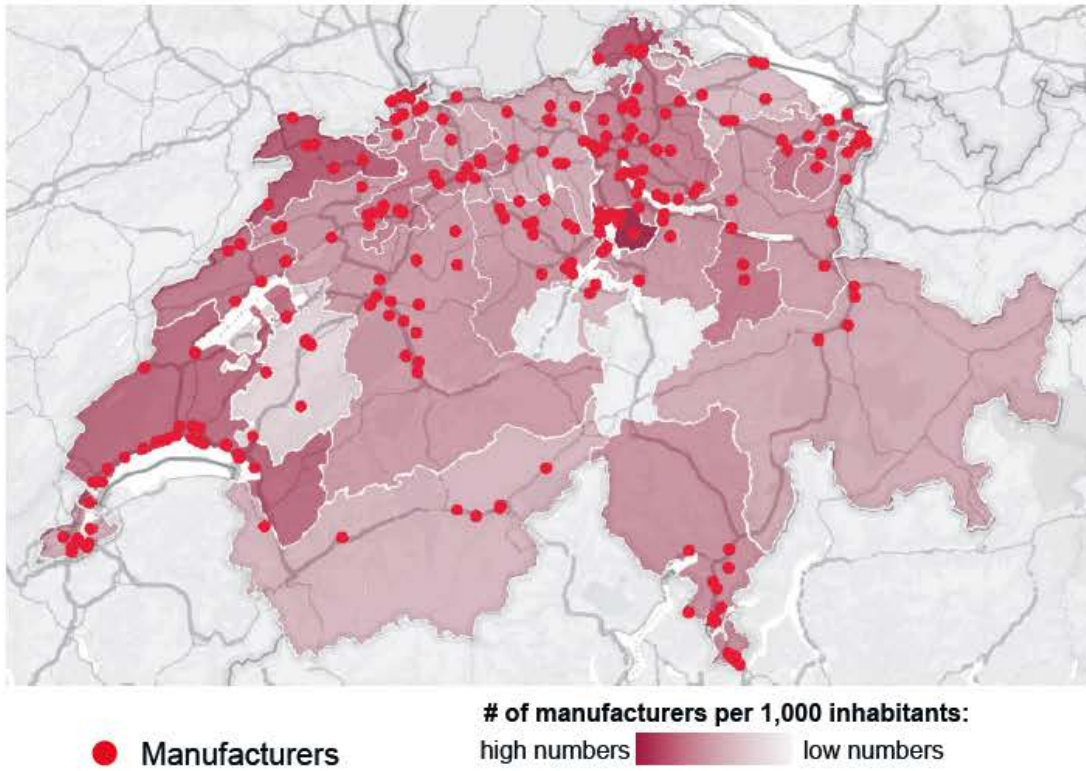
13.09
Billion \$
Export

Medical Devices, a long and successful history

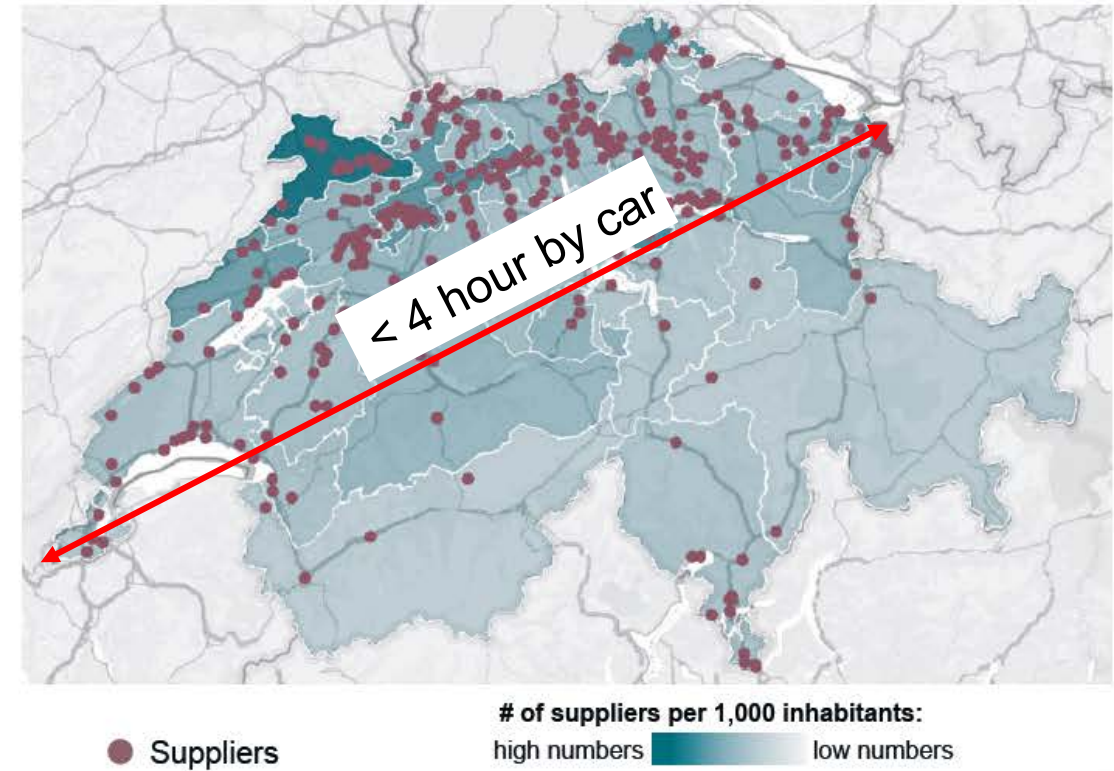
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The huge and very broad expertise in medical devices makes Switzerland a hot spot and one-stop-shop for the MedTech industry

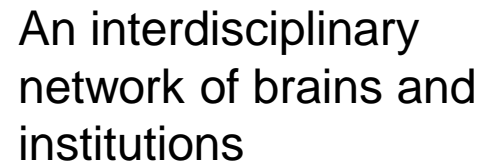
Manufacturer locations



Supplier locations



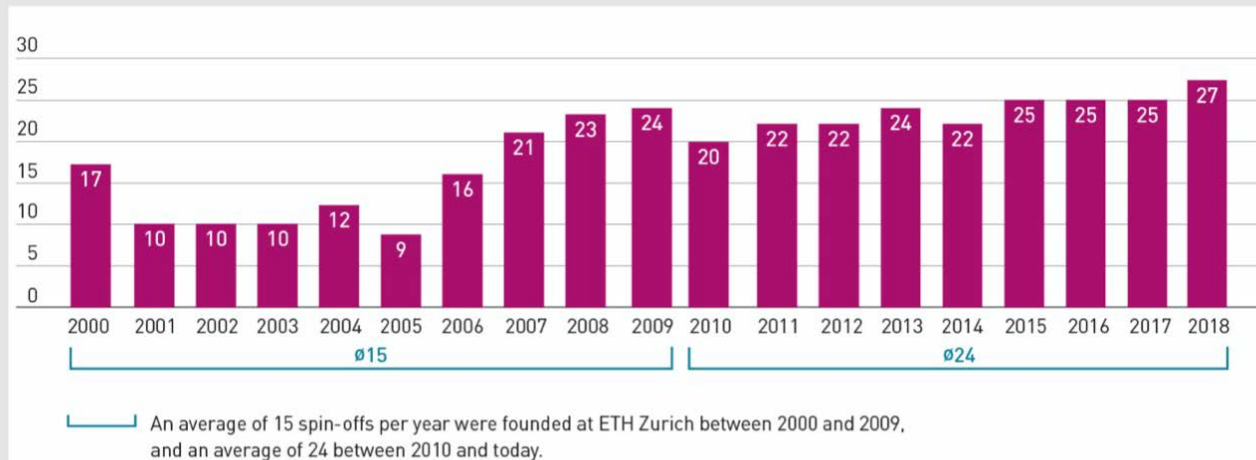
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Switzerland is very active in creating and supporting Startups

41medical

Spin-off companies founded at ETH Zurich since 2000



© 2019 ETH Zurich

Many startups are in the area of Medical Devices

ETH Zürich

 Wyss Zurich



University of
Zurich ^{UZH}


ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

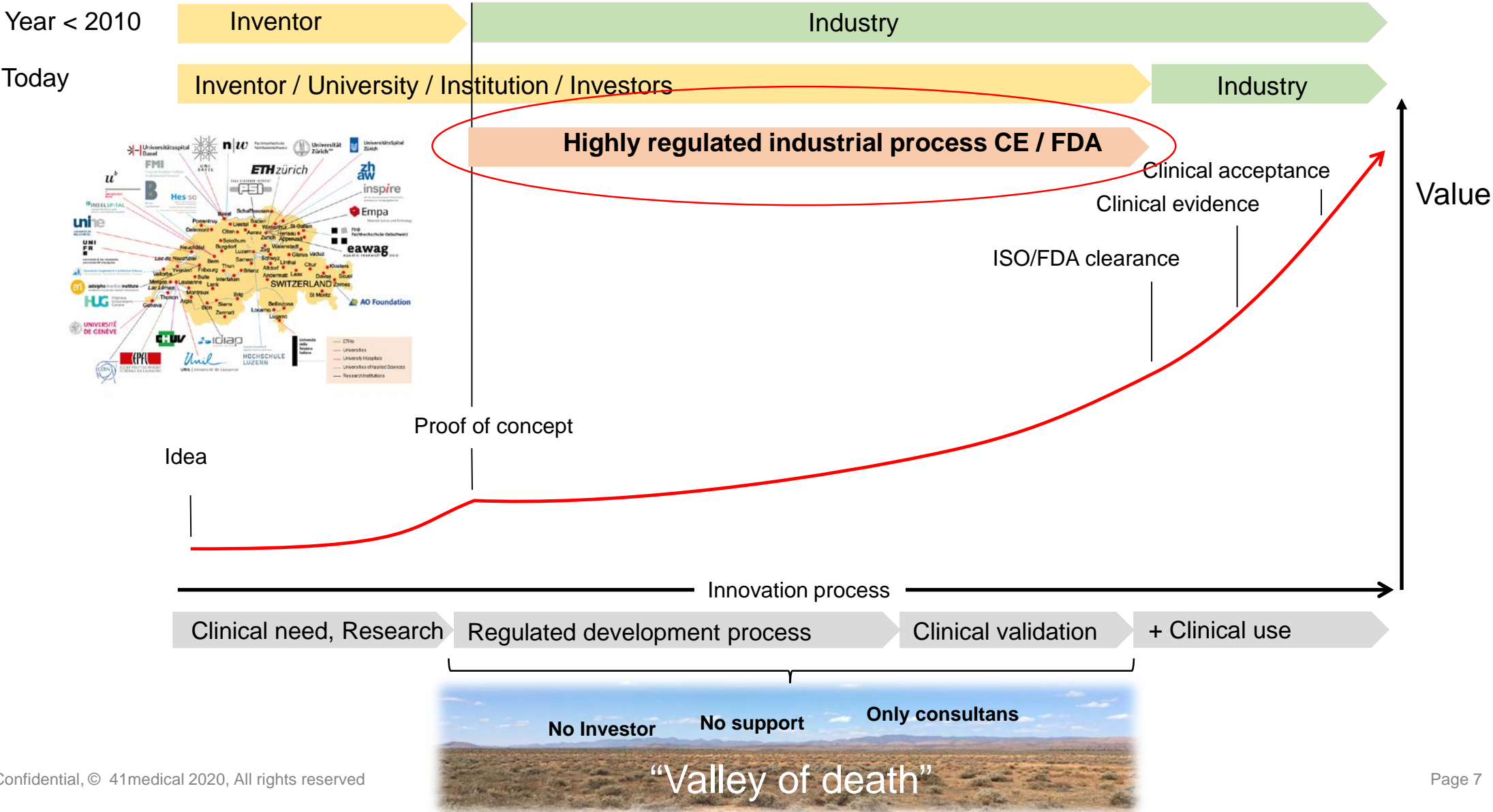


Empa

Materials Science and Technology

Increased regulation leads to the industrialization of innovation process of medical devices

Ownership & value creation during the Innovation process



The pillars of 41medical

41medical



Product Development

Proprietary and contract development from clinical need to approved products



Licensing

Licensing of different proprietary developments



Manufacturing & Additive Manufacturing

Prototyping and ISO 13485 contract manufacturing



Incubator

Mentoring for R&D, project management and quality system

Our customers when it comes to product development

41medical

Orthopedic Start-Up

Location: Australia
Founded: 2019
Employees: 2
Turnover: not disclosed
Collab. since: 2019

Services provided:

- Complete development of an novel orthopedic plate
- Development of supply chain
- 41m acts as Legal Manufacturer including all obligations

We work for the very small ones! Because we know how to develop and manufacture a medical product in full compliance with all regulatory requirements.

We work for the very big ones! Because they know we vast experience in product development combined with efficient and safe processes to get the product faster to the market.

Endoscopes and electronics

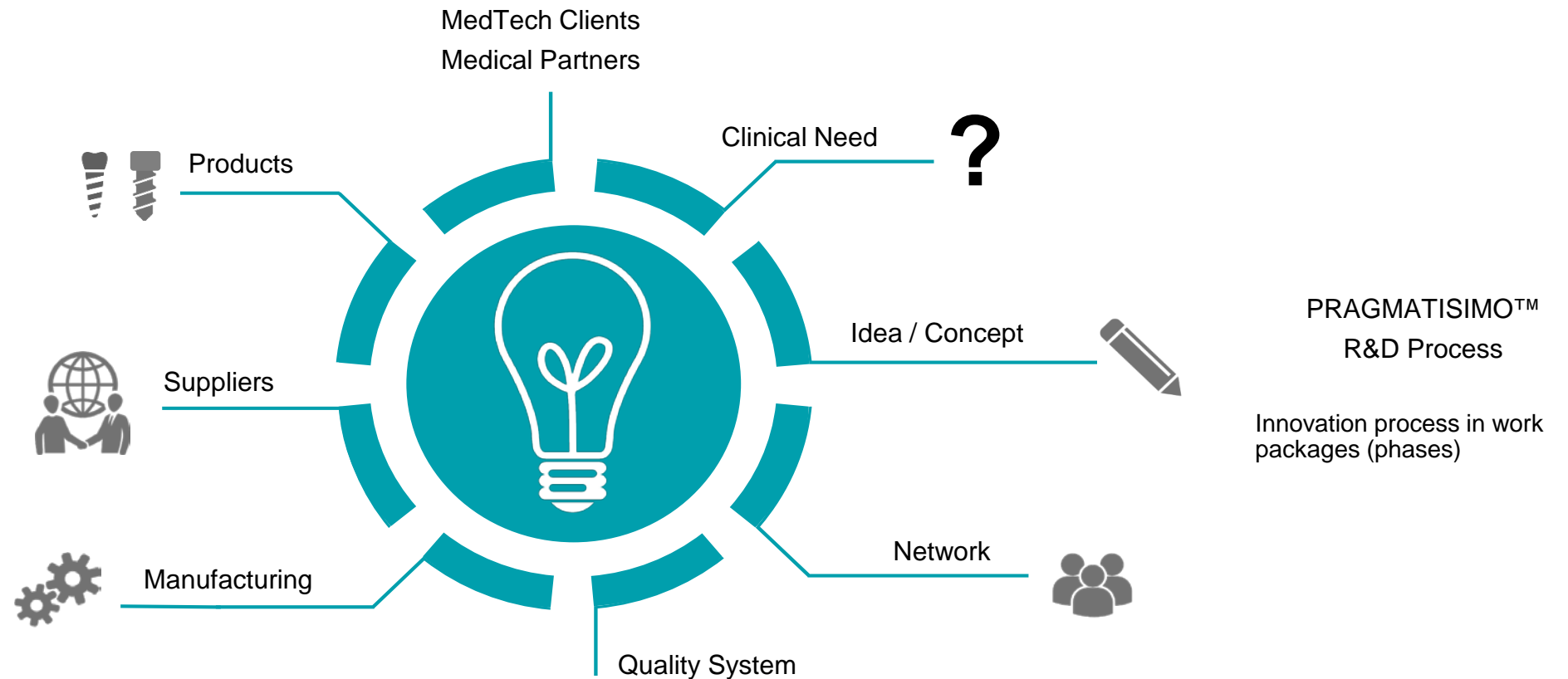
Location: Germany
Founded: 1945
Employees: 8000
Turnover: 1.75 B€
Collab. since: 2016

Services provided:

- Development of Sports Medicine Implants and associated instruments
- Development of supply chain
- 41m acts as Legal Manufacturer including all obligations

An industrial partner to bring ideas to CE / FDA approved products

41medical



A certified legal manufacturer of medical devices class I-III 41medical

SWISS MADE  ENGINEERING

41medical

**ZERTIFIKAT**

Hiermit wird bescheinigt, dass das Unternehmen
41medical AG
Föhrenweg 7
2544 Bettlach
Schweiz

ein **Qualitätsmanagementsystem** eingeführt hat und anwendet.

Gebietsbereich:
Entwicklung, Herstellung, Einführung und Vertrieb von nicht-aktiven Skelettimplantaten sowie
nicht-aktiven chirurgischen Instrumenten, Entwicklungsbereitstellung sowie Anfertigung
von nicht-aktiven Implantaten und chirurgischen Instrumenten.

Durch ein Audit, dokumentiert in einem Bericht, durchgeführt von DQS Medizinprodukte GmbH,
wurde der Nachweis erbracht, dass das Managementsystem die Anforderungen des folgenden
Regelwerks erfüllt:

EN ISO 13485 : 2016

Zertifikat Registrierungs-Nr. 520368 MP2016
Zertifikat-ID 170712623
Gültig ab 2018-09-07
Gültig bis 2021-09-06
Fristdatum am Man, den 2018-09-27

DQS Medizinprodukte GmbH

Dr. Thomas Fritsch
Leiter der Zertifizierungsstelle


DQS Medizinprodukte GmbH
Alteisenstrasse 21, 40475 Frankfurt am Main
Tel. +49 69 94 47-100, medprod.dqs@medprod.dqs.de

**EG-ZERTIFIKAT**
(Vollständiges Qualitätssicherungssystem)

Hiermit wird bescheinigt, dass das Unternehmen
41medical AG
Föhrenweg 7
2544 Bettlach
Schweiz

ein vollständiges Qualitätssicherungssystem für jede Phase von der Auslegung bis zur
Endkontrolle der Produkte eingeführt hat und anwendet.

Durch ein Audit, dokumentiert in einem Bericht, durchgeführt von DQS Medizinprodukte GmbH,
wurde der Nachweis erbracht, dass dessen Qualitätssicherungssystem die Anforderungen gemäß
**Anhang II – ohne Abschnitt 4 der Richtlinie 93/42/EWG des
Rates über Medizinprodukte**
bezüglich folgender Medizinprodukte erfüllt:
Acetabulum RRP (Acetabulum Reinforcement Plate), Klasse II

Der Hersteller unterliegt der Überwachung nach Anhang II, Abschnitt 5. Die CE-Kennzeichnung
mit der Kennnummer der Benannten Stelle (2017) darf an den auf dem Zertifikat genannten
Produkten angebracht werden. Für das Verbringen von Klasse II-Produkten ist eine
EG-Produktbaueingangsprüfung nach Anhang II, Abschnitt 4 notwendig. Das Zertifikat
bezieht sich für Produkte der Klasse II (CE) - Produkte der Klasse I, die in denselben Zustand
in Verkehr gebracht werden, ausschließlich auf die Herstellung im Zusammenhang mit der
Benennung der Aufsichtsführung der Stelle. Das Zertifikat beschränkt sich für Produkte
der Klasse II (CE) - Produkte der Klasse I mit Messfunktion ausschließlich auf die
Herstellung im Zusammenhang mit der Kennnummer der Produkte mit den mindestens
Anforderungen.

Zertifikat Registrierungs-Nr. 520368 MP2
Zertifikat-ID 17025419
Gültig ab 2018-07-21
Gültig bis 2020-09-06
Fristdatum am Man, den 2018-07-21

DQS Medizinprodukte GmbH

Dr. Thomas Fritsch
Leiter der Zertifizierungsstelle


DQS Medizinprodukte GmbH
Alteisenstrasse 21, 40475 Frankfurt am Main
Tel. +49 69 94 47-100, medprod.dqs@medprod.dqs.de
Das DQS Medizinprodukte GmbH ist benannte Stelle gemäß der Richtlinie 93/42/EWG
des Rates über Medizinprodukte mit der Kennnummer 2017.

**EG-Auslegungsprüfbescheinigung**
Richtlinie 93/42/EWG Anhang II Abschnitt 4

Hiermit wird bescheinigt, dass der Hersteller
41medical AG
Föhrenweg 7
2544 Bettlach
Schweiz

das bei (den folgenden) Produkt(en)
Acetabulum RRP (Acetabulum Reinforcement Plate)

in seiner (ihrer) Auslegung mit den Grundlegenden Anforderungen des Anhangs I der
Richtlinie 93/42/EWG des Rates über Medizinprodukte entspricht (entsprechen).
Diese EG-Auslegungsprüfbescheinigung ist nur gültig in Verbindung mit dem gültigen
Zertifikat Nr. 520368 MP2 des DQS Medizinprodukte GmbH. Änderungen an der geprüften
Auslegung bedürfen der erneuten Anerkennung durch die Benannte Stelle.

Prüfungsdatum: 0000013485_57ED vom 05.01.2018
0000013485_57ED vom 27.09.2019

Weitere Prüfungsdaten sind im nachstehend benannten Bericht und
den zugehörigen Dokumenten und Aufzeichnungen aufgeführt.

Prüfbericht: 411_158_Bericht_Prüfungsauslegung_Zertifikat_V10 vom 21.07.2018
12_411_158_Sonder_Prüfungsauslegung_Zertifikat_V2.docx
vom 01.10.2019

Die Ergebnisse der Begutachtung sind detailliert im oben aufgeführten
Bericht und den dort benannten mitgelieferten Dokumenten enthalten.

Zertifikat Registrierungs-Nr. 520368 MP2
Zertifikat-ID 170712624
Gültig ab 2019-10-01
Gültig bis 2023-07-20
Fristdatum am Man, den 2019-10-01

DQS Medizinprodukte GmbH

Dr. Thomas Fritsch
Leiter der Zertifizierungsstelle

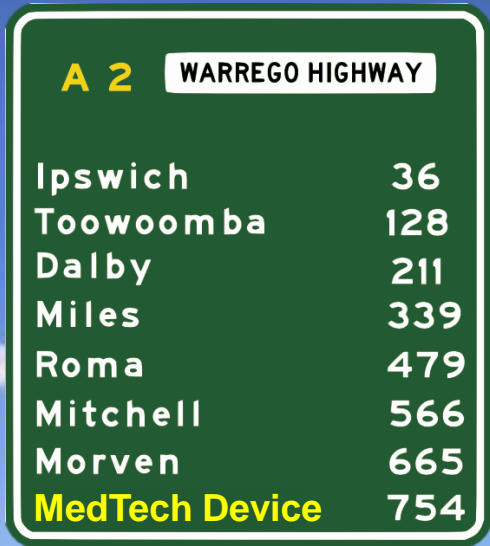

DQS Medizinprodukte GmbH
Alteisenstrasse 21, 40475 Frankfurt am Main
Tel. +49 69 94 47-100, medprod.dqs@medprod.dqs.de
Das DQS Medizinprodukte GmbH ist benannte Stelle gemäß der Richtlinie 93/42/EWG
des Rates über Medizinprodukte mit der Kennnummer 2017.

41medical is not only **ISO13485** certified, we are a **Legal Manufacturer** according to the Medical Device Directive for low to high-risk medical devices.

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Robert Frigg 41medical

Page11



A 2 WARREGO HIGHWAY	
Ipswich	36
Toowoomba	128
Dalby	211
Miles	339
Roma	479
Mitchell	566
Morven	665
MedTech Device	754

The role of 41medical

Driving a project through the valley of death



MedTech Project

A 2 WARREGO HIGHWAY

Ipswich	36
Toowoomba	128
Dalby	211
Miles	339
Roma	479
Mitchell	566
Morven	665
MedTech Device	754

MedTech innovation process

41medical provides you the road ...

MedTech Project



A 2 WARREGO HIGHWAY

Ipswich	36
Toowoomba	128
Dalby	211
Miles	339
Roma	479
Mitchell	566
Morven	665
MedTech Device	754

MedTech innovation process

41medical provides you the road ...

... and the essentials you need for the journey

Post Market Surveillance

Clinical Access

Notified Body

Legal Manufacturer

Validations

Entire Supply chain

Risk Management

Certified Quality System

MedTech Project

Watch the fuel!

A 2 WARREGO HIGHWAY

Ipswich	36
Toowoomba	128
Dalby	211
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MedTech innovation process

41medical provides you the road ...

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Post Market Surveillance

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Entire Supply chain

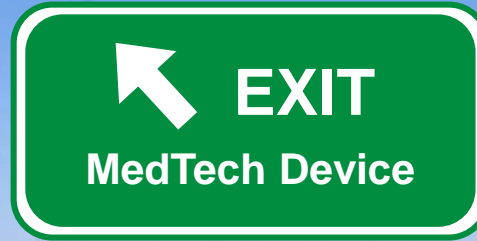
Risk Management

Certified Quality System

**You can be the driver
You can learn how to drive
Or we can drive you!**

MedTech innovation process

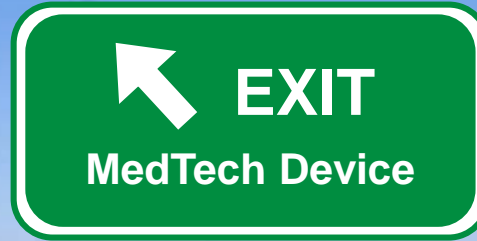
With the increase of Innovation traffic, new infrastructures, supplier, **know-how** will be built to streamline MedTech innovation!



Successful MedTech innovation



41medical working model is Fee for Service
41medical is not an Investor



Successful MedTech innovation



41medical projects and development partners



UriControl® is expected to significantly improve existing treatment due to its remote control functionality.



Active Implants

SYNOSTE



ZuriMED



Sport Medicine



Dental

Patient specific implants

Johnson & Johnson

Radius Nail



Heart valve



Our supplier, MedTech industry, research and clinical network

41medical

41medical has contracts with over 60 qualified MedTech supplier

Startups

DISRAD

bonebridge
swiss trauma implants

ZuriMED®
Innovative Orthopedics

WOVEN
ORTHOPEDIC TECHNOLOGIES

41hemiverse™
glenoid preserving solution

Novostia

41hemiverse™
glenoid preserving solution

SYNOSTE

AO
AO Ex-Fix

DI MELIORA

Industrial customers

KLS martin
GROUP

oerlikon

citieffe®
Essential moves in Trauma

im+ Implantica

stryker

STORZ
KARL STORZ — ENDOSKOPE

DePuy Synthes
COMPANIES OF Johnson & Johnson

WYSS CENTER

FISSO
Swiss Made

edacta
International

Nobel
Biocare™

Incubator-Partner

ETH zürich

ieLab
Innovation and Entrepreneurship Lab

AO
AO Development Incubator

Wyss Zurich
TRANSLATIONAL CENTER

Universität
Zürich UZH

balgristcampus

PARACELSUS
MEDIZINISCHE PRIVATUNIVERSITÄT

BALGRIST BETEILIGUNGS AG

Expert-Partner

Empa
Materials Science and Technology

CADS develops software
CAD and 3D software for professional use.
More than 1,000 users worldwide work with CADS solutions.

RMS

Our subsidiary and technology partner

41medical

61medical

Brisbane Australia

From the idea to an ISO certified product:

61medical acts as a developer, producer and legal manufacturer of CE approved or FDA cleared medical devices class I-III

- For the MedTech industry
- For inventors
- For Startups



Same location as 41medical

ISO conform technology center: from the design, to an implantable medical device (Ti, Stainless Steel)



> 40 industrial and validation partners along the entire process chain

Thank you for your attention

41medical



Nicolas Bouduban, CEO, Swiss m4m Center

Roles

- Current: CEO, Swiss m4m Center
- Current: Head of Marketing at 41medical
- Development Engineer at Synthes and DePuy Synthes (J&J)

Academia

- Bachelor in Micro and Medical Technology
- M.Sc. in Biomedical Engineering from the University of Berne
- Executive MBA, EPFL

Email

nicolas.bouduban@41medical.com



A grayscale photograph of a man in a white protective suit and helmet, working with a 3D printed part inside a machine. The man is wearing a white protective suit and a clear face shield. He is holding a 3D printed part, which appears to be a mechanical component with a complex, porous structure. The background shows a laboratory or industrial setting with various equipment and a person in the distance.

swissm4mcenterTM

Additive Manufacturing for the MedTech Industry

Company Presentation, November 2020

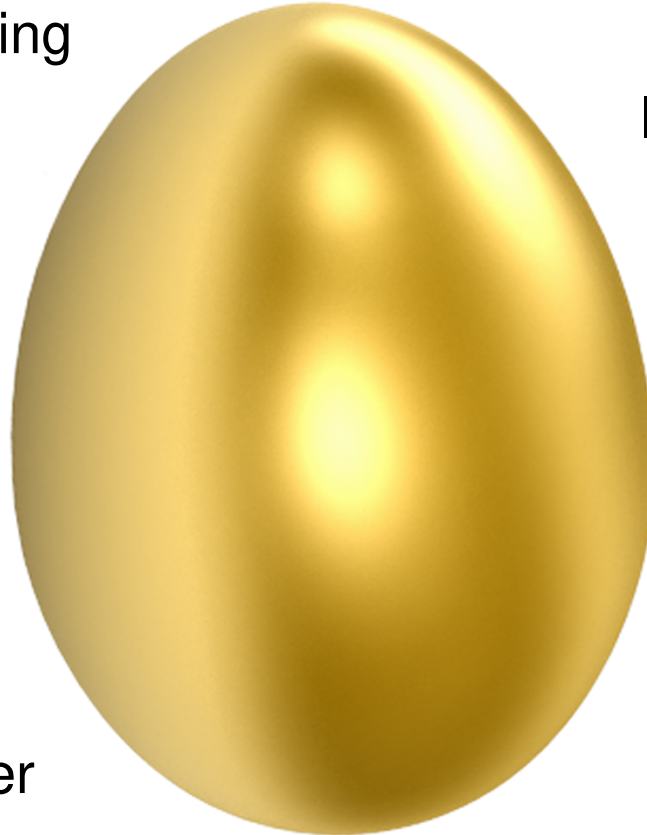
Additive Manufacturing is a Golden Egg

We will digitalize everything

We will be more efficient

We will be better

We will be faster



It is a new industrial revolution

We will enter new markets

We will produce everything...
...including organs...

A lush, dense tropical forest scene with various types of green foliage, including palm leaves and broad-leafed plants. Sunlight filters through the canopy, creating a dappled light effect. Several thick tree trunks are visible, some with moss or vines growing on them. The overall atmosphere is vibrant and natural.

Quality

Mechanical properties

Powder management

Validation

Standards

Safety

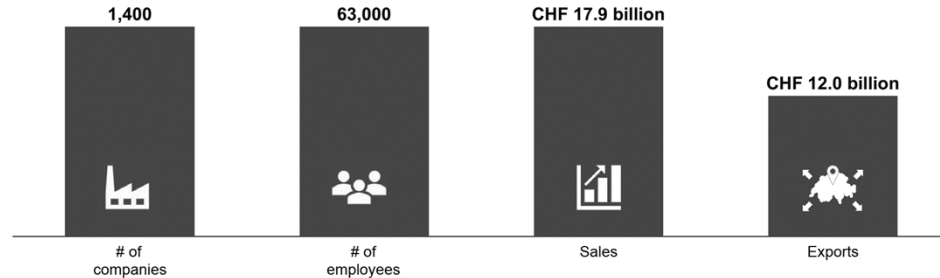
Process

Cost structure

Machine characteristics

The Swiss MedTech Industry

Key Figures



Top Trends and potential threats

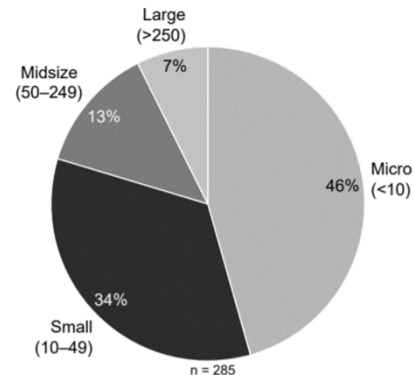
Manufacturing method

1	Manufacturing processes	Industry 4.0, digitalisation of industrial production, automation and robotisation, etc..
2	Substitution technology	3D printing, dematerialisation, digitalisation, miniaturisation, batch size 1, etc.

Over 20% of manufacturers also consider top trends as possible entry points for new competitors!

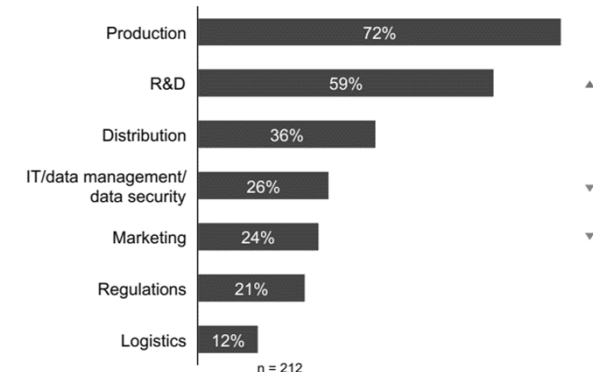
Industry Ecosystem

Company size by number of employees²⁾
(in %)



Planned Investment by area

(in % of all responses; manufacturers and suppliers)



The MedTech AM Situation in Switzerland



A visible gap between research and the industry.

Research Institutions

New materials, processes monitoring, AI, ...



ETH zürich



Empa



n | **w**

Fachhochschule Nordwestschweiz
Hochschule für Technik

EPFL

Multinational Companies

Custom devices, mass production



stryker®



DePuy Synthes

PART OF THE *Johnson & Johnson* FAMILY OF COMPANIES

edacta
International 

straumann

The MedTech AM Situation in Switzerland



A visible gap between research and the industry.

Research Institutions

New materials, processes monitoring, AI, ...



ETH zürich



Empa



Berner
Fachhochschule

n | **w**

Fachhochschule Nordwestschweiz
Hochschule für Technik

EPFL

?

In Switzerland 93% of the
companies are SMEs

Multinational Companies

Custom devices, mass production



stryker®



DePuy Synthes

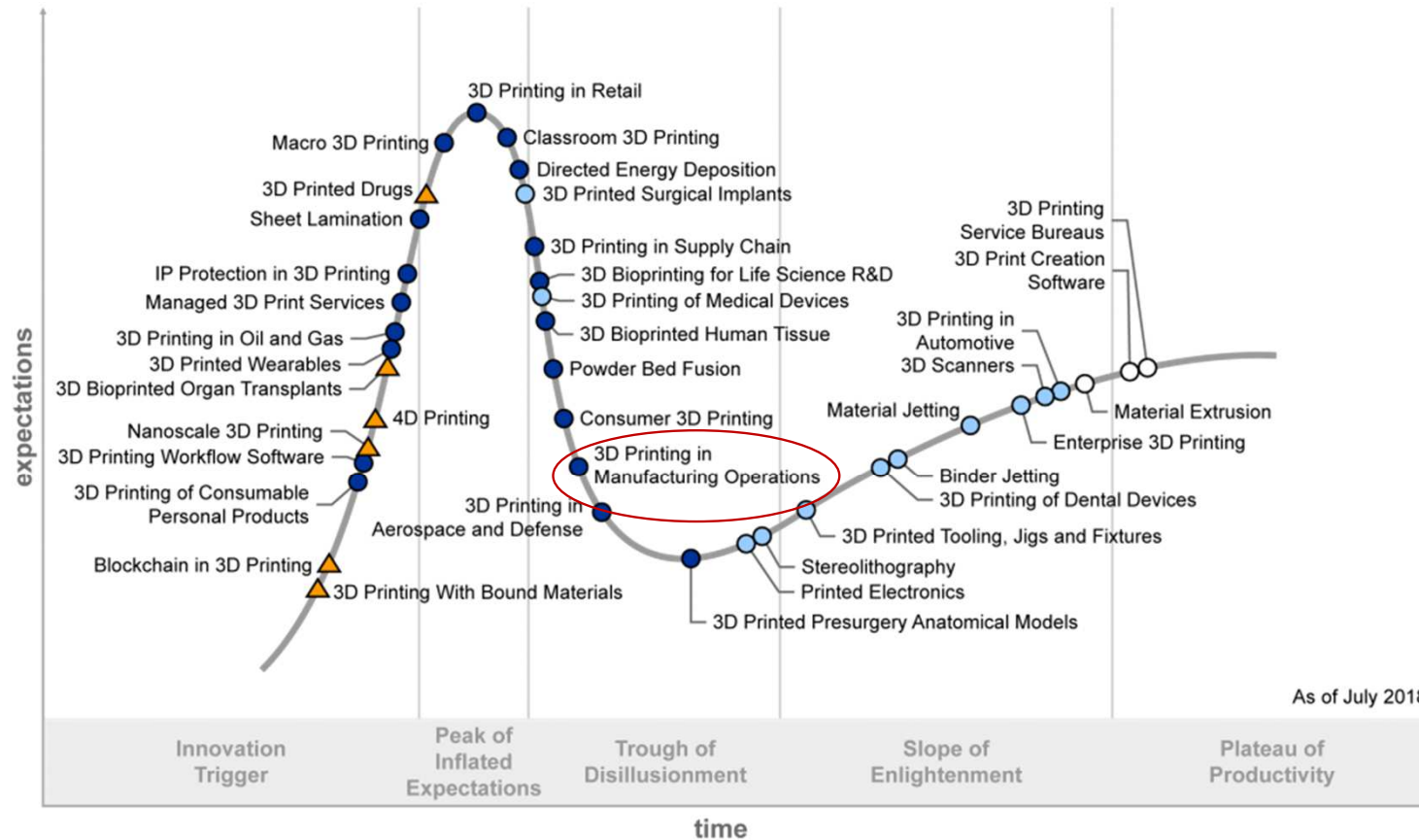
PART OF THE Johnson & Johnson FAMILY OF COMPANIES

edacta
International

straumann

Gartner Hype Cycle for 3D Printing, 2018

The AM adoption pathway



As of July 2018

Plateau will be reached:

○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ✕ obsolete before plateau

Swiss m4m Center

Additive manufacturing for the MedTech industry

Vision: Facilitate the adoption of additive manufacturing in the MedTech industry

Mission: Change the way we think and operate

Swiss m4m Center Creation

A successful application process



Action plan for digitalization in the ERI
(Education, Research, Innovation) sector

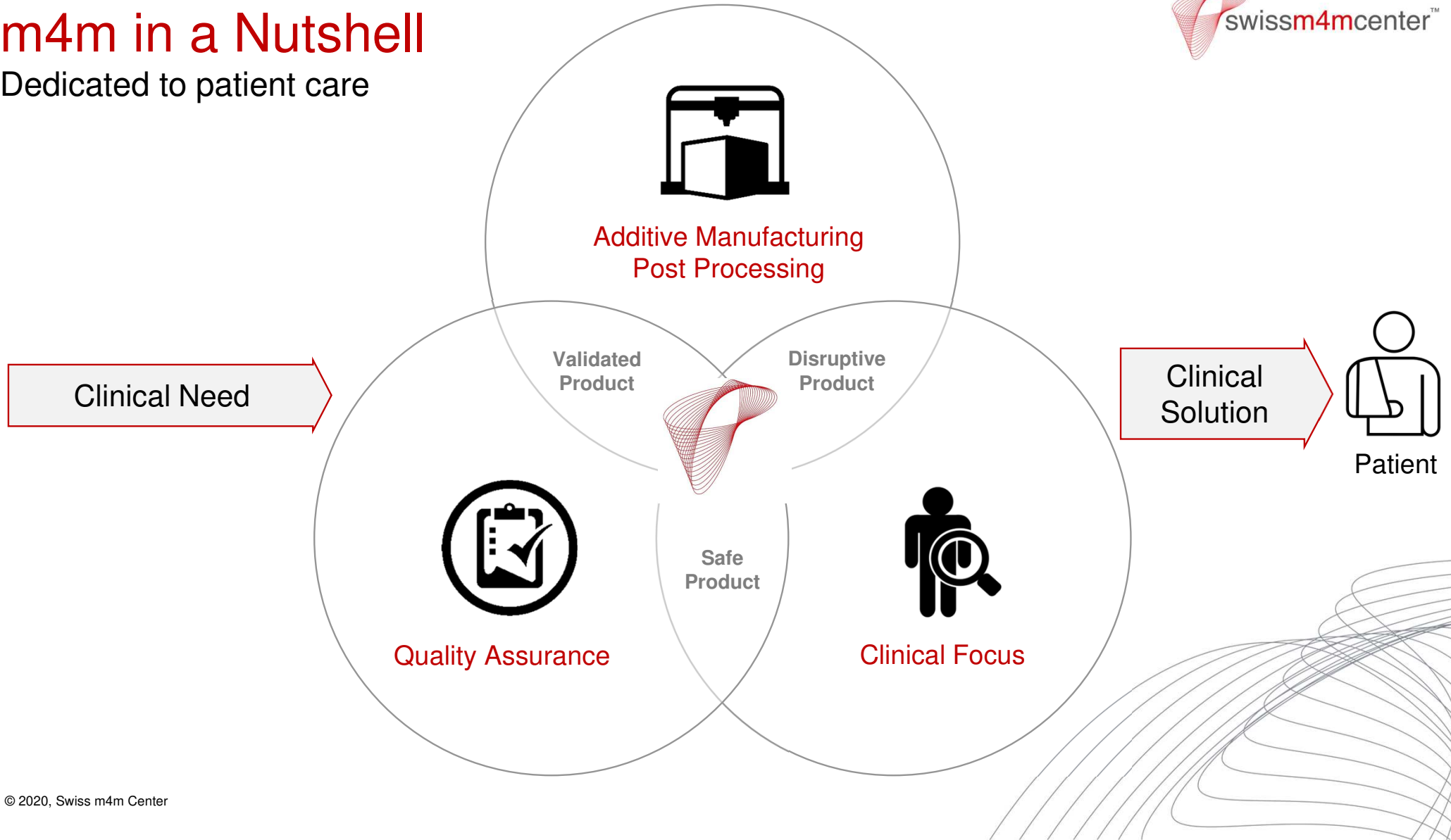
Federal Act on the Promotion of
Research and Innovation
(RIPA), Art. 15 (Contributions to research
facilities of national importance)

Evaluation criteria

- Relevance for the Industry (cutting edge technology)
- Committed and strong partners (collectivity support)
- Non-profit AG: No dividends and reinvested revenues
- Public-Private Partnership (Research & Industry)

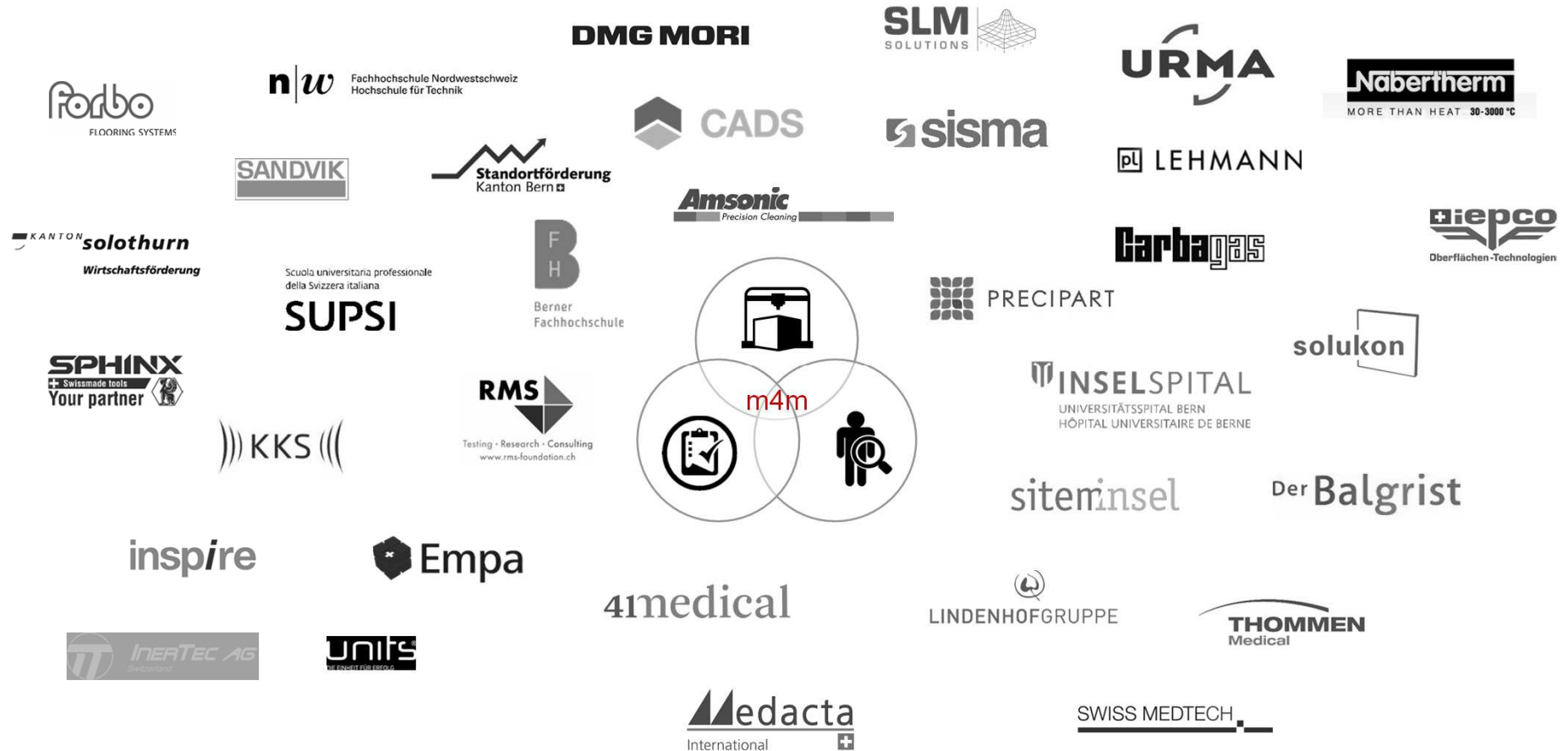
m4m in a Nutshell

Dedicated to patient care



Partnership

Supported by a strong partner ecosystem



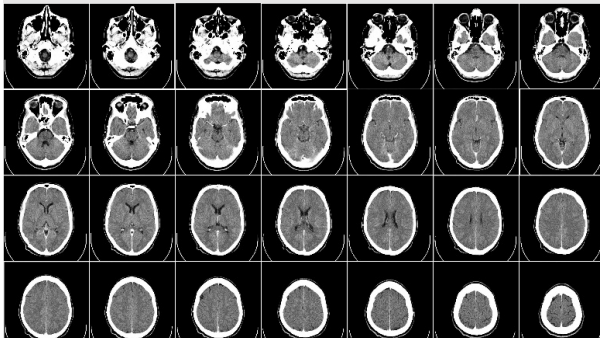
Digitalization

Part of the medical device digitalization process by focusing on additive manufacturing

Digital Medical Imaging



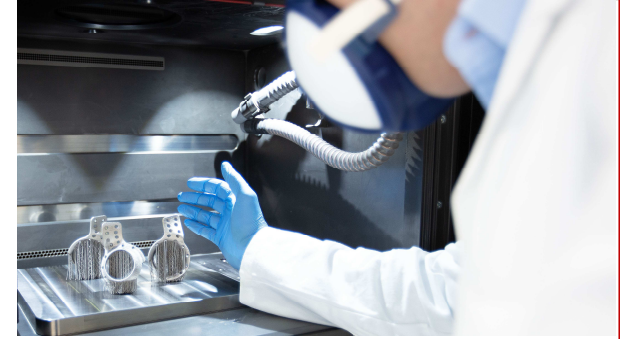
Medical Image Processing



Design of Implants



Manufacturing of Med. Device



Surgery Planning



Surgery and Implantation



Infrastructure

Best in class infrastructure

ISO 13485



Powder Management



Additive Manufacturing (Powder Bed)



Heat Treatment



Post Processing



Surface Treatment



Cleaning & Sterilization



The m4m Five Aims

Develop core competencies in Additive Manufacturing



Develop an integrated efficient and reliable **process chain**



Operate on a new **pilot manufacturing** line



Proof **technology readiness** for the market



Support the **technology transfer** into industrial applications



Train **additive manufacturing** users



Services

We offer four different types of services to address different customers needs



Use of a pilot manufacturing line of prototypes, series or patient-specific medical devices



Development collaborations support by providing necessary infrastructure and know-how



Consulting services for Medtech companies, suppliers and healthcare professionals



Training programs for students and professionals to learn about advanced technologies

Meet the Swiss m4m Center People



Thomas Wahl
Chairman

Founder of TWC Medical
Former VP Operations
Stryker



Prof. Dr. Pierangelo Gröning
Board member

Member of Board
of Directors
Empa



Prof. Dr. Robert Frigg
Board member

Chairman at 41medical
Former CTO
Synthes



Prof. Dr. Emanuele Carpanzano
Board member

Director of the Department of
Innovative Technologies
SUPSI



Andreas Wenger
Board member

General Manager
Precipart



Peter Brunner
Board member

Head of R&D
Berner Fachhochschule



Dr. Raphael Laubscher
Board member

CEO
Laubscher Präzision AG



Nicolas Bouduban
CEO



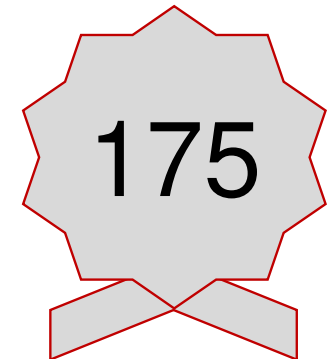
Daniel Frigg
Ass. Project Manager



Patrick Stämpfli
Technician



Alexander Hatt
QA / Project Manager



MedTech Experience

Take Home Message



- 1) At the beginning, Additive Manufacturing is NOT a golden Egg but more a jungle.
- 2) Know-how is the KEY...
- 3) There is a need for an enabling infrastructure to implement Additive Manufacturing.

Do you have questions about Additive Manufacturing...

...contact us...

Swiss m4m Center AG
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2544 Bettlach
+41 32 645 00 24
info@swissm4m.ch

Dean Zikria, CEO, Mind Machine LLC

Roles

- CEO, Mind Machine LLC & DZ Advisors
- Formerly CEO, Spirosure (formerly Spirometrix)
- J&J: Head of Global Marketing
- Pfizer: Head of Strategy & Innovation
- McKesson: VP Strategy & Business Development

Academia

- B.S., Biology, Rutgers University
- MBA, Rutgers University

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mind machine

VIEWPOINT

GZA Webinar: MedTech

NOVEMBER 19, 2020

Agenda

- Dean Zikria: Background
- Company
- Zurich / GZA History
- Thoughts on MedTech
- Q&A

Background

Background

Education

- BS Biology: Rutgers University (New Jersey)
- MBA: Rutgers University (New Jersey)

Work Experience

- Columbia University: College of Physicians & Surgeons
- Accenture (pharmaceutical & medical products practice)
- Biophyzica (biopharmaceutical startup)
- Deloitte Consulting (Braxton Associates – Healthcare Strategy Practice)
- McKesson (VP of Software Strategy & Business Development)
- Pfizer: Head of Cardiovascular Marketing & Sales Org, Strategy & BusDev)
- Johnson & Johnson (Medical Devices, Diabetes)
- Spirometrix/Spirosure (Silicon Valley VC backed Startup)
- DZ Advisors
- Mind Machine LLC

Professional Achievements/Groups

- 5 patents (inventor or co-inventor)
- Band of CEOs (Silicon Valley MedTech CEO Peer Group, 50 members)
- Alliance of CEOs (San Francisco CEO Peer Group, 300 members)



Company

Company Information/Details

Vitals

- Location: Silicon Valley
- People: 27

Offerings

- Launch planning and execution
- Startup pitch decks, financials
- Branding
- Digital Marketing (SEO/SEM)
- Go To Mkt Strategy
- Market Research/Analytics
- Photography/Video/Story Boarding/etc.
- Public Relations (Crisis Management)
- Graphic Design
- Websites
- KOL Management
- Compliance

Current Status

- Focused on a Client's diabetes device launch in U.S.

Zurich / GZA

Zurich Connection

J&J

- European Medical Device HQ in Zug
- 7 People Reporting there with responsibility across Europe

Spirometrix / Spirosure

- Worked closely with GZA to put European HQ in Zurich area
- Took office in ETH incubator
- Launched first product in Switzerland

Current / Future

- Recommending Zurich as potential European HQ for U.S. MedTech companies (when appropriate/helpful)
- Helping Zurich area companies make inroads into U.S. markets

A MedTech CEO Needs To Do Three Things....

1. Raise Capital

2. Bring a Product
to Market

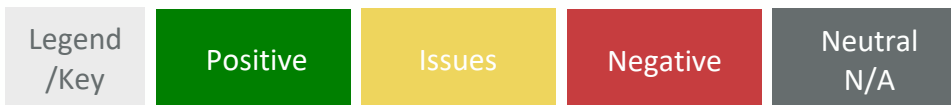
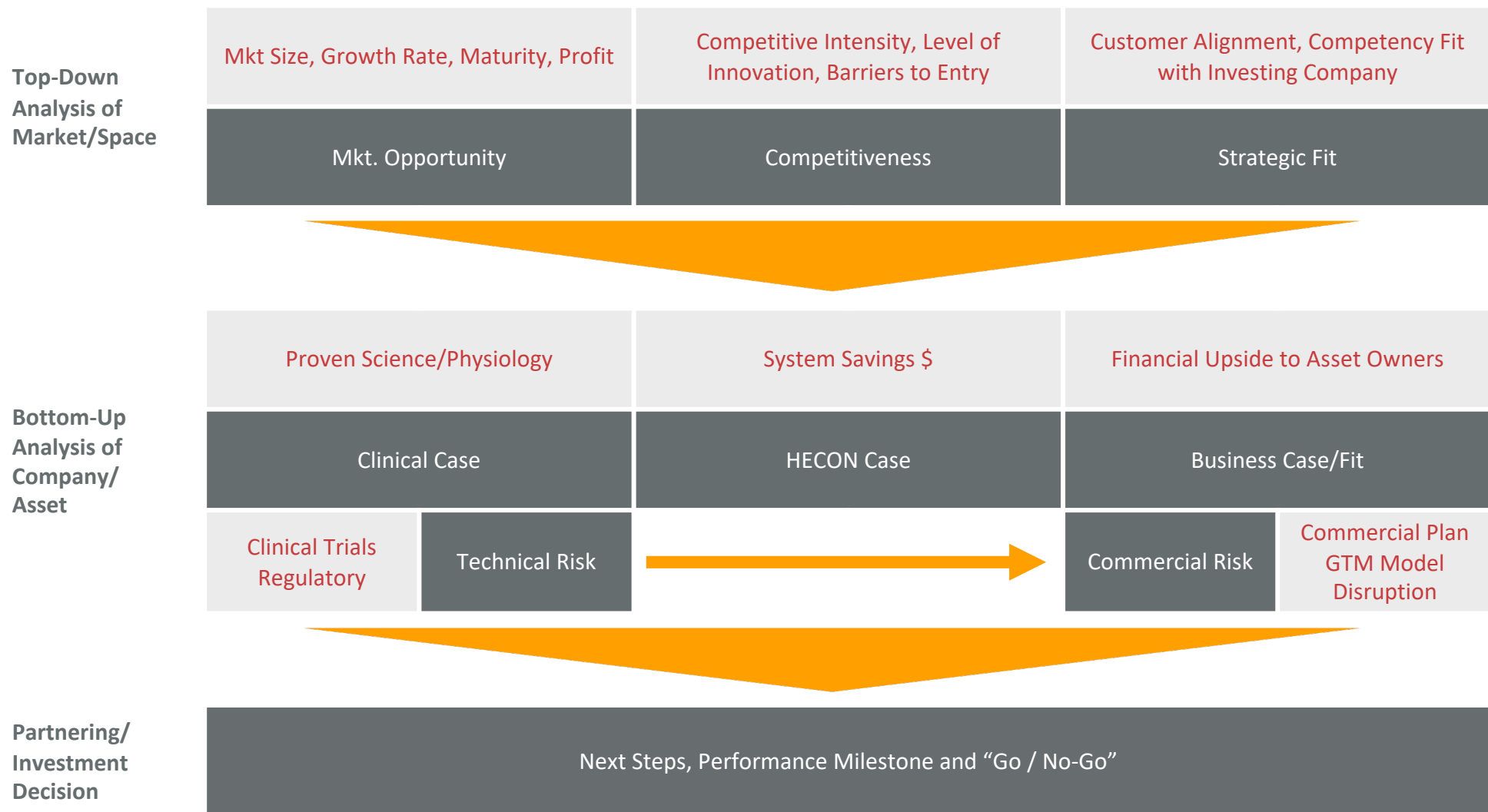
3. Build a Team



Zurich's MedTech Ecosystem Facilitates These Goals

Thoughts on MedTech

The MedTech Investment Analysis Framework



Diagnosing the problem / pain

What are you selling?

Services?

Technical Expertise?

A disruptive medical device??

A medical device at the lowest possible cost?

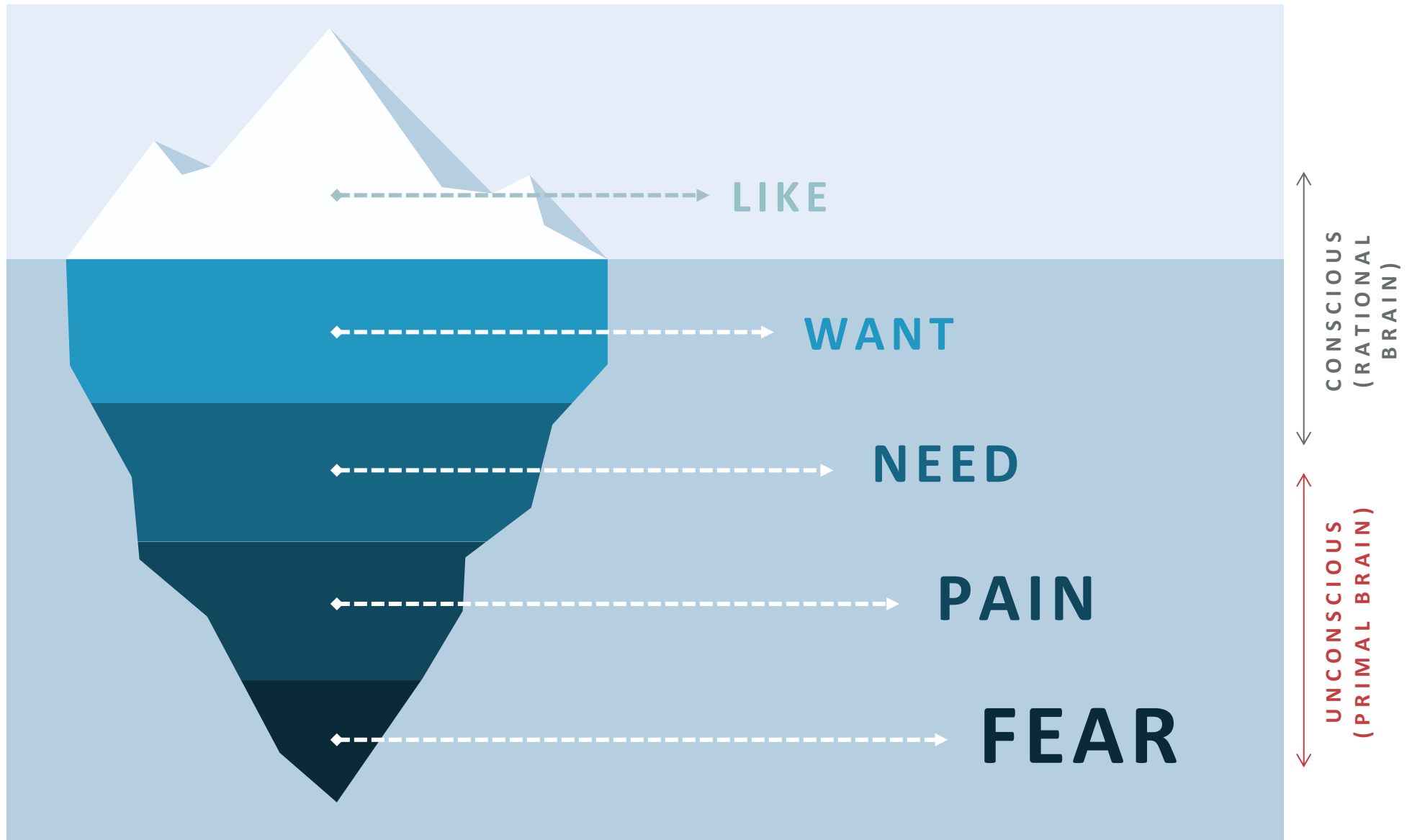
A medical device design history file?

A potential regulatory approval?

Something else?

What Drives Customers' Decisions?

Decision drivers run deep...



After Diagnosing the Pain / Fear

Differentiate you claims

Demonstrate the gain

Delivery to the primal brain

Remnants of the Primal Brain: Four Common Cognitive Biases



anchoring

The first thing you judge influences your judgment of all that follows.

Human minds are associative in nature, so the order in which we receive information helps determine the course of our judgments and perceptions.

Be especially mindful of this bias during financial negotiations such as houses, cars, and salaries. The initial price offered is proven to have a significant effect.



sunk cost fallacy

You irrationally cling to things that have already cost you something.

When we've invested our time, money, or emotion into something, it hurts us to let it go. This aversion to pain can distort our better judgment and cause us to make unwise investments.

To regain objectivity, ask yourself: had I not already invested something, would I still do so now? What would I counsel a friend to do if they were in the same situation?



confirmation bias

You look for ways to justify your existing beliefs.

We are primed to see and agree with ideas that fit our preconceptions, and to ignore and dismiss information that conflicts with them.

Think of your ideas and beliefs as software you're actively trying to find problems with rather than things to be defended.

"The first principle is that you must not fool yourself – and you are the easiest person to fool."

- Richard Feynman



dunning-kruger effect

The more you know, the less confident you're likely to be.

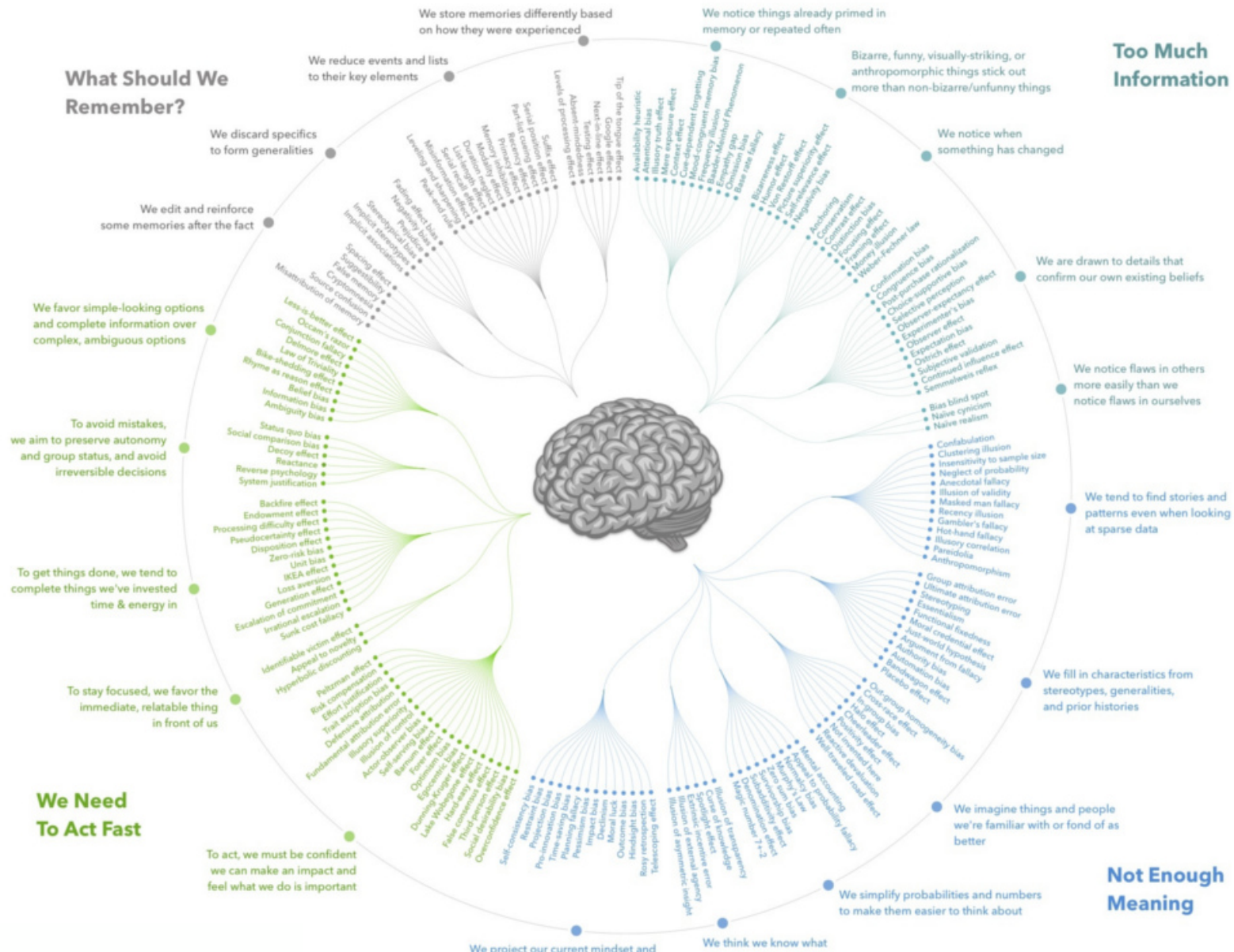
Because experts know just how much they don't know, they tend to underestimate their ability; but it's easy to be over-confident when you have only a simple idea of how things are.

"The whole problem with the world is that fools and fanatics are so certain of themselves, yet wiser people so full of doubts."

- Bertrand Russell

Human Cognitive Bias Codex

COGNITIVE BIAS CODEX



Is There a Way to Address the Most Primal Fear of a MedTech CEO

What is that primal fear?

Failure – to commercialize a viable Medical Device

How can this fear be addressed?



GREATER ZURICH AREA

An aerial photograph of Zurich, Switzerland, showing the city's dense urban landscape, the Limmat river, and the Grossmünster tower in the background. The text "GREATER ZURICH AREA" is overlaid in large, bold, blue capital letters.

*Thank
You*

Where world-
class
technology
meets Swiss
reliability.

Have we left one of your questions unanswered?
Give us a call or send us a message and we'll be in touch shortly.

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