

Product Profile: Digital Health

A product profile provides a structure for the scientific, technical, clinical, and market information that is required to achieve a desired commercial outcome. It provides all stakeholders with a clear vision of the product objectives and helps guide research and development decisions. It is a dynamic strategic document that should be reviewed throughout the development process.

Lean LaunchPad's business model canvas (below) should be utilized to guide development of your digital health technology. Information on how to fill out can be viewed here:

<https://classroom.udacity.com/courses/ep245/lessons/48743167/concepts/487381500923>. Registration and viewing is free.

PI Name:

Product Name:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	