

2025

U.S. MARKET VALIDATION STUDY PROGRAM

for Korean SMEs and Startups

Validation Study Overview &
Scoping Document Instructions



Validation studies provide insights that lead to next steps

A validation study is ...

A key hypothesis a startup is seeking to validate to drive critical decisions, advance market readiness and catalyze potential next steps

10 weeks

Matched with a validation partner

Tests a discreet business question

You are responsible for driving the study forward. Because it is a short time span it is important to use every meeting effectively - this means developing a timeline, coming to calls with the study partner with an agenda, materials and questions ready and being proactive.



Validation studies unlock key insights by addressing fundamental questions



Examples of past validation studies...

Consumer and provider willingness to pay and adopt a novel diagnostic test

Testing usability or adoption in a novel population

Integration of clinical workflows for both in-office and at-home innovative oral health solutions

Cost benefit analysis of implementing a preventative screening offering

Your Validation Study Scoping Document will outline 6 key components of your proposed study

- 1 Validation Study Statement**
What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?
- 2 Insights**
What are the qualitative or quantitative insights coming from the validation study that you are using to further your business or solution?
- 3 Outcomes**
What is the next step you are hoping for?
- 4 Target Validation Study Format**
How will you execute your validation study? You can propose 2-3 formats.
- 5 Target Industry Partner Type**
What kind of industry partner would help deliver the most insights from your validation study? (*e.g. medical payer, dental provider*)
- 6 Ideal resource(s)/expertise a partner could provide**
What would you like an industry partner to provide during the 10-week program for your validation study?

Do not exceed 1 page. Please send your completed scoping document to olyvia@matter.health by 5PM ET on July 31, 2024.

Startup logo – Startup name			
Startup Description			
Validation Study Statement	#1	#2	#3
What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?	We want to learn ____ because ____ so that we can ____	We want to learn ____ because ____ so that we can ____	We want to learn ____ because ____ so that we can ____
Insights What are the quantitative insights coming from the validation study that can be used to further your business or solution?			
Outcomes What is the next step you are hoping for?			
Target Validation Study Format How will you execute your validation study? You can propose 2-3 formats.			
Target Industry Partner Type What kind of industry partner would help deliver the most insights from your validation study? (e.g. clinician, health system <u>IT</u> , dental provider)			
Ideal resource(s)/expertise a partner could provide What would you like an industry partner to provide during the 4-6-week program			

1 Validation Study Statement

- Create up to three (3) separate hypothesis statements about what you would want to learn.
- Utilize the format we have to the right.

Validation Study Statement

Hypothesis

We want to learn _____

because _____

so that we can _____.

2 Insights

- What are the insights you would hope to gain?
- These may be quantitative or qualitative elements.

Examples:

- Key metrics
- Prototype iteration
- Go-to-market strategy
- Validation of product-market fit
- Validation of payment model
- User journey
- Data Insights
- Custom



3 Outcomes

- What is the next step you are hoping for?
- You should moderate your response and not say “investment” or “a full pilot”; think about how answering this question can support your broader efforts.

Examples:

- Path to pilots
- Marketing or scaling plan
- Understanding product distribution strategy
- Relationship building
- Proof of concept in a new application
- Custom



4 Target validation study format

- How will you execute your validation study? You can propose 2-3 formats.

Examples:

- Focus group
- Clinician survey
- Clinical workflow assessment
- Product Testing
- Time study
- Market size analysis
- Claims/EHR data analysis



5 Target industry partner

- What kind of industry partner would help deliver the most insights from your validation study? (*e.g. medical payer, dental provider*)

Examples:

- Health System – clinician
- Health system – staff
- Health system – IT or operators
- Medical Payer
- Dental Payers
- Distributors



6 Ideal resources/expertise

- What would you like an industry partner to provide during the 10-week program for your validation study?

Examples:

- Data and analytics
- Business subject matter expert
- Clinical subject matter expert
- Access to clinical setting
- Market research
- Research & development



EXAMPLE *Validation Study Scoping Document*

Remote imaging and diagnostic solution to increase access to and efficiency of teledentistry exams

1	<p>Validation Study Statement <i>What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?</i></p>	<ol style="list-style-type: none">1. We want to learn how our solution scales to different patient populations outside of orthodontics2. because we want to expand our reach and potential market3. so that we can increase access to broader dental & systemic care and grow our business
2	<p>Insights What are the qualitative or quantitative insights coming from the validation study that you are using to further your business or solution?</p>	<ol style="list-style-type: none">1. Adoption rates in novel patient populations (e.g., children in Head Start)2. Minutes saved per patient3. Effectiveness of the scan4. 70%+ satisfaction with clinicians and patients
3	<p>Outcomes What is the next step you are hoping for?</p>	Pilot with potential partner on expanding to more locations & populations
4	<p>Target Validation Study Format How will you execute your validation study? You can propose 2-3 formats.</p>	<ol style="list-style-type: none">1. Time study – Go into a clinic setting and time how long the solution takes with a new patient population2. Surveys – how satisfied are clinicians and patients with our solution
5	<p>Target Industry Partner Type What kind of industry partner would help deliver the most insights from your validation study? (<i>e.g. medical payer, dental provider</i>)</p>	Dental provider with access to diverse population
6	<p>Ideal resource(s)/expertise a partner could provide What would you like an industry partner to provide during the 10-week program for your validation study?</p>	<ol style="list-style-type: none">1. Clinical SME – to provide guidance on new patient population2. Access to office setting and clinicians for time study





THANK YOU