

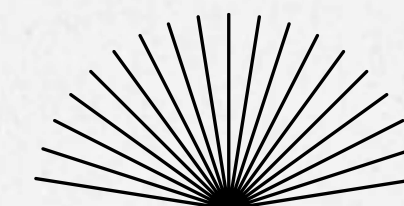


Ivana Popovac
Director, PMO - Hardware

FROM CONCEPT TO COMMERCIALISATION

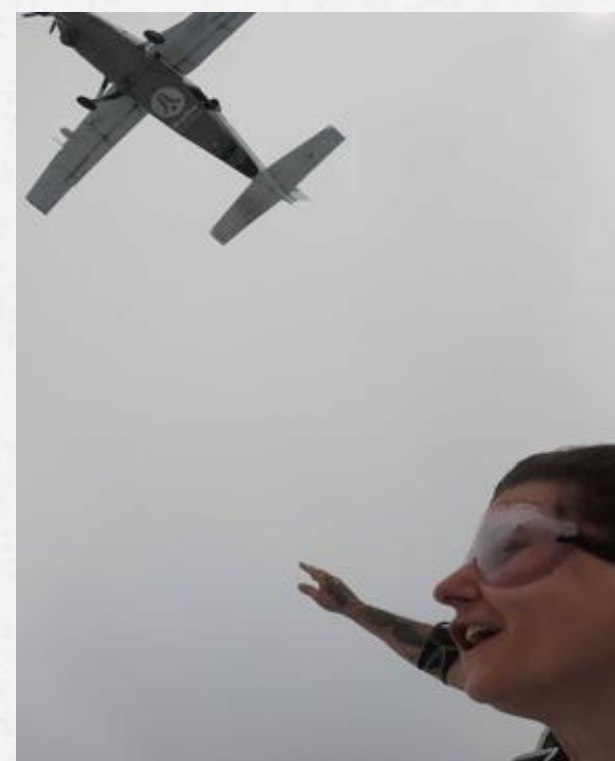
Maximising your impact as an engineer

Women in Engineering Summit 2025



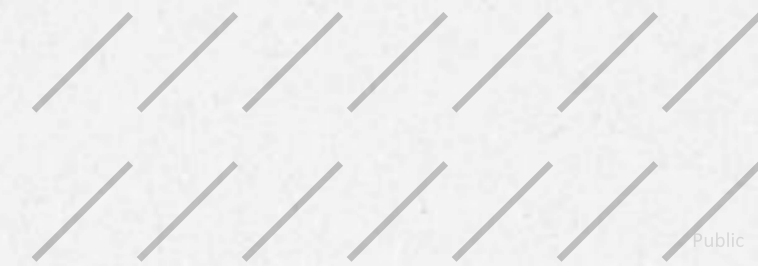


WHO AM I?





03/13

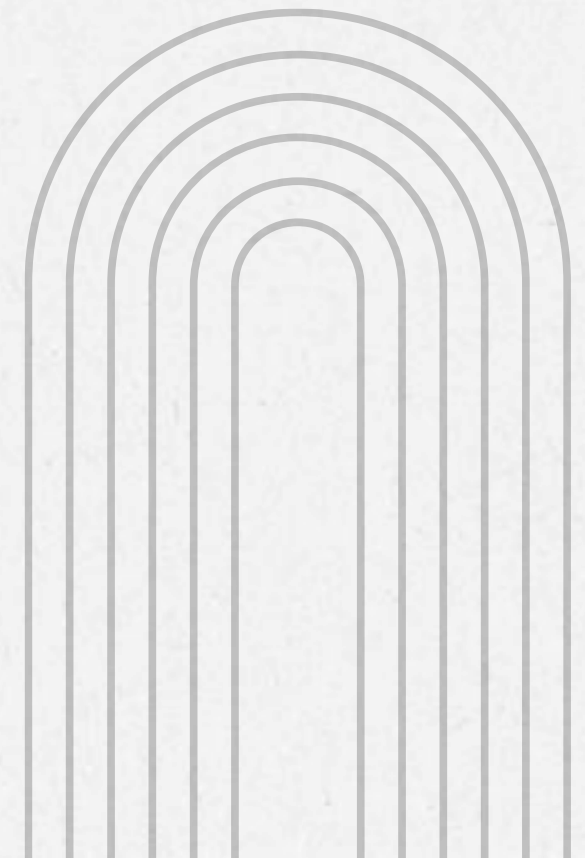




- 01 Why would I buy/choose that?
- 02 Why would I fund your idea?
- 03 Why would I believe that this product is safe enough for me to approve for sale?
- 04 Why do I stay in this job and keep coming to work every day?



WHY?



THE ENGINEERING DESIGN PROCESS

05/13

COMMUNICATE

your solution

ITERATE

to improve
your prototype

TEST

and evaluate
your prototype

DEFINE

the problem

IDENTIFY

constraints on your
solution (e.g. time, money,
materials) and criteria
for success

BRAINSTORM

multiple solutions
for the problem

SELECT

the most
promising solution

PROTOTYPE

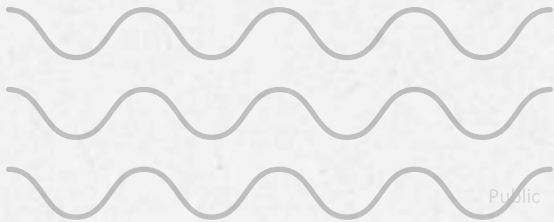
your solution

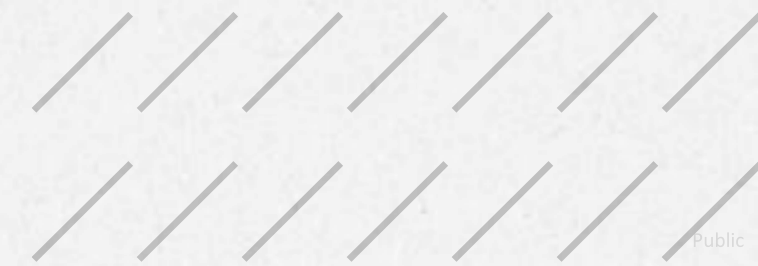
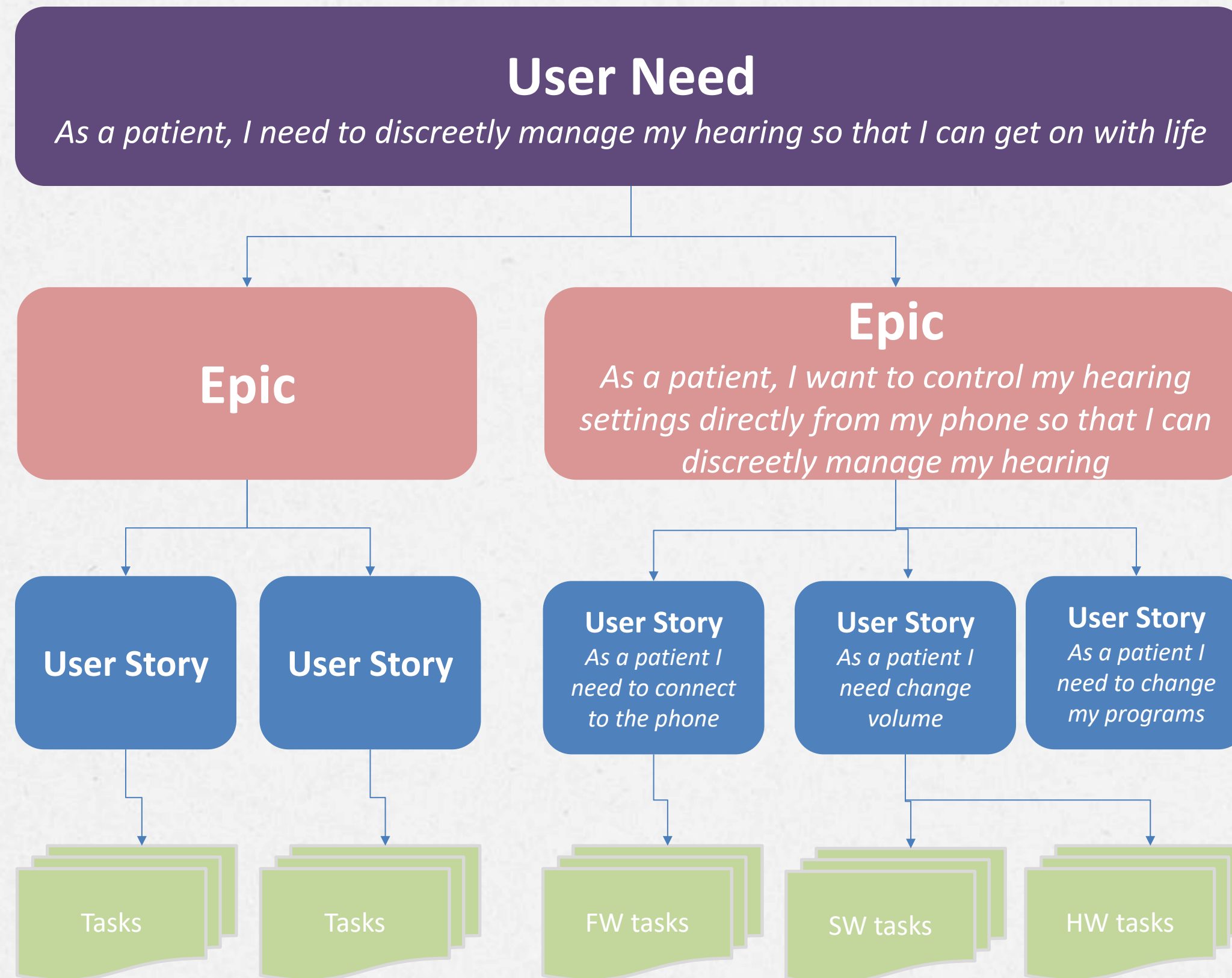


Nucleus 6 Remote Assistant (CR230)



Nucleus 6 Sound Processor (CP920)







The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

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





Canada Medical Device
Regulation (CMDR)



US Food & Drugs
Administration (FDA),
Center for Devices &
Radiological Health (CDRH)



Agência Nacional de
Vigilância Sanitária
(ANVISA)



European Commission
Directorate, Member State



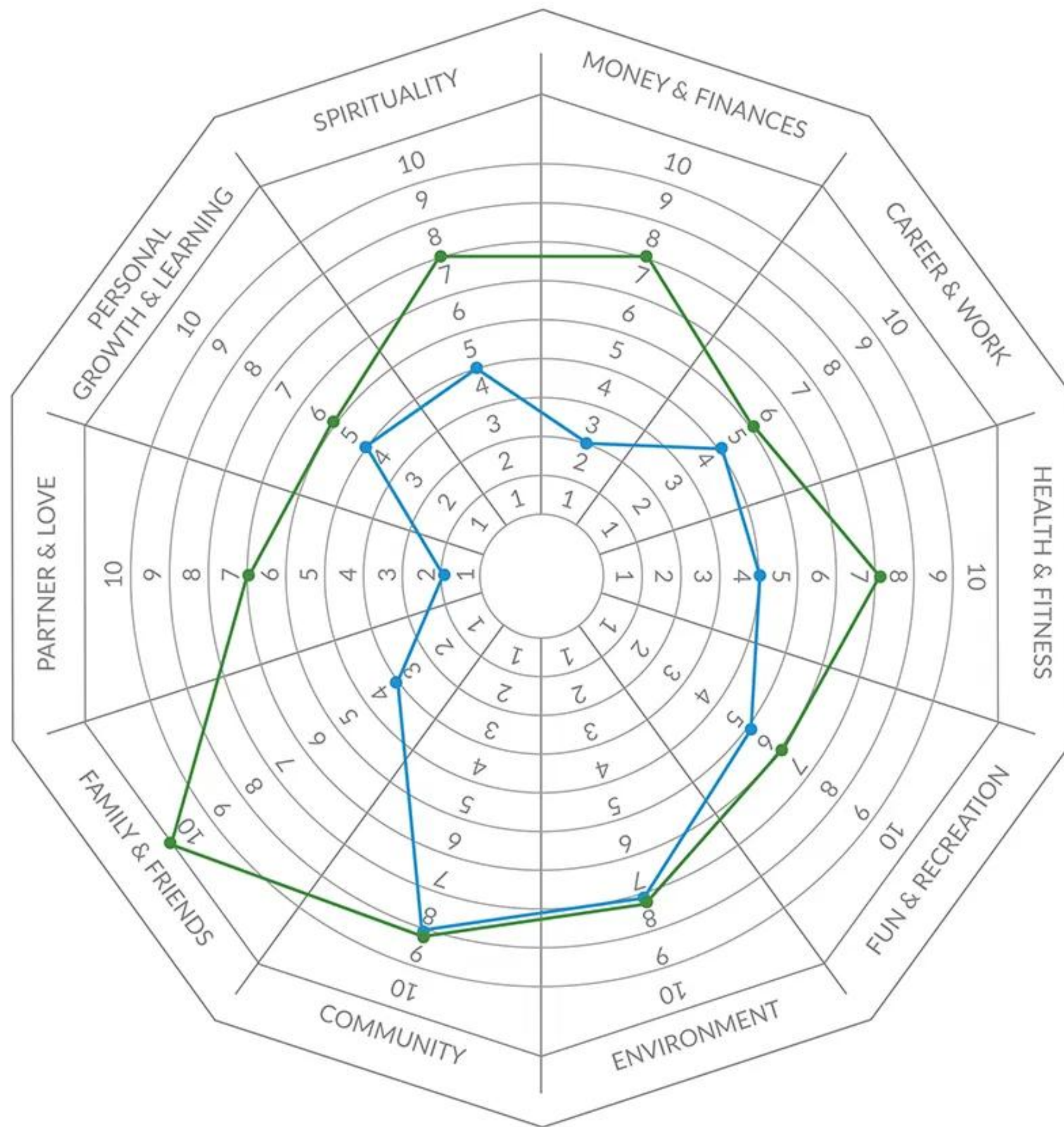
China Food & Drugs
Administration (CFDA)



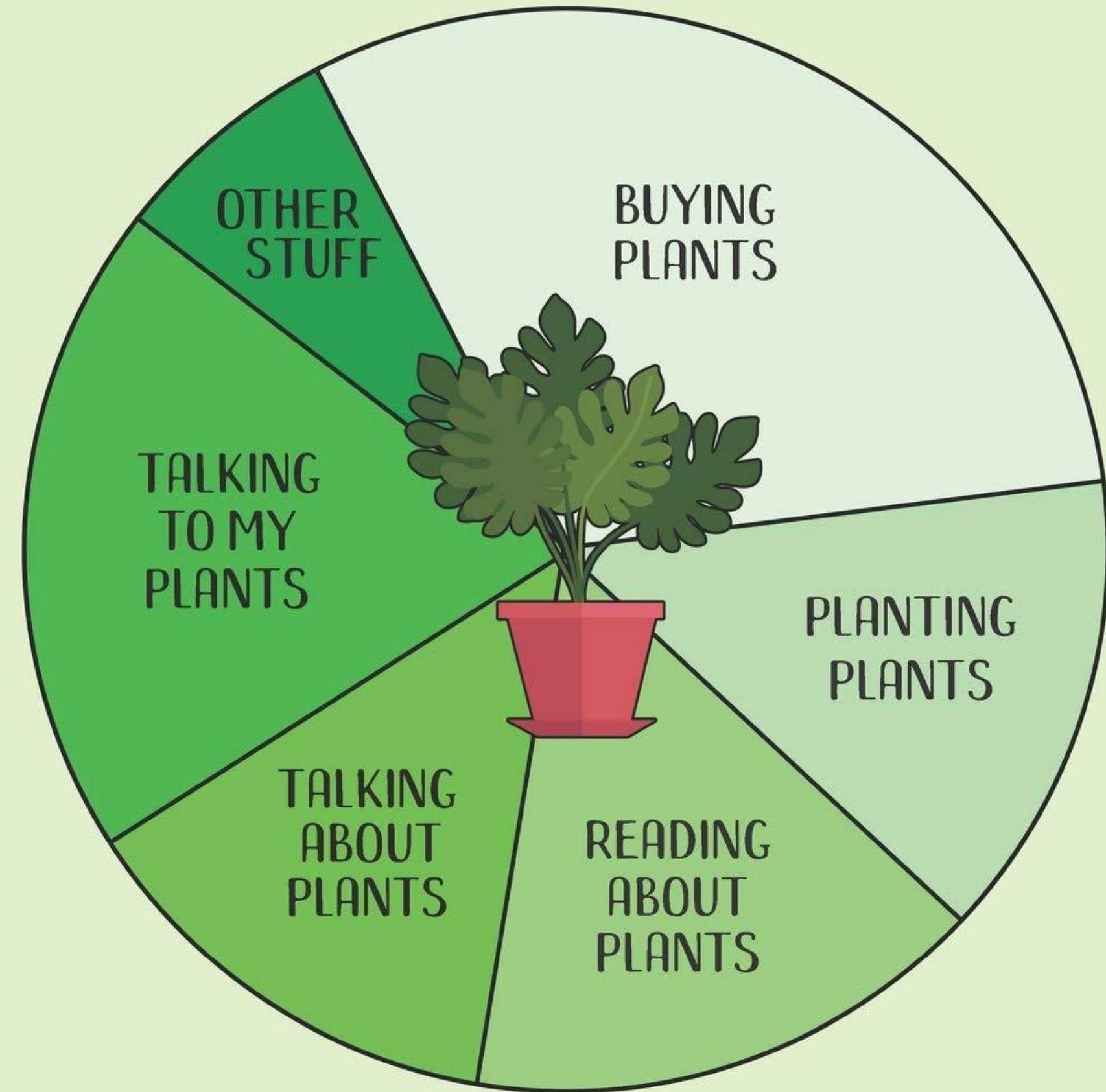
Drug controller General of
India (DCGI), Central
Drugs Standard Control
Organization (CDSCO)



Therapeutic Goods
Administration (TGA)



A PIE CHART OF MY LIFE







Ivana Popovac
Director, PMO - Hardware

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Thank you

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