

HITLAB

Ignite MVP

Startup Strategy Sprint

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Introduction



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Why Market Insights Matter

- **DEFINITION:**
 - Beyond trends → Unmet Needs, Latent Demand, Behavior
- **WOMEN'S HEALTH BARRIERS:**



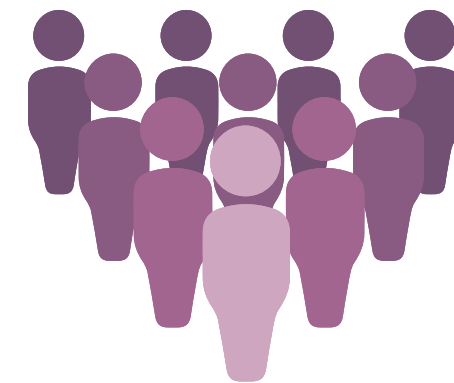
**Funding
Disparities**



**Regulatory
Barriers**



Stigma



**Underserved
Populations**

Framework Overview

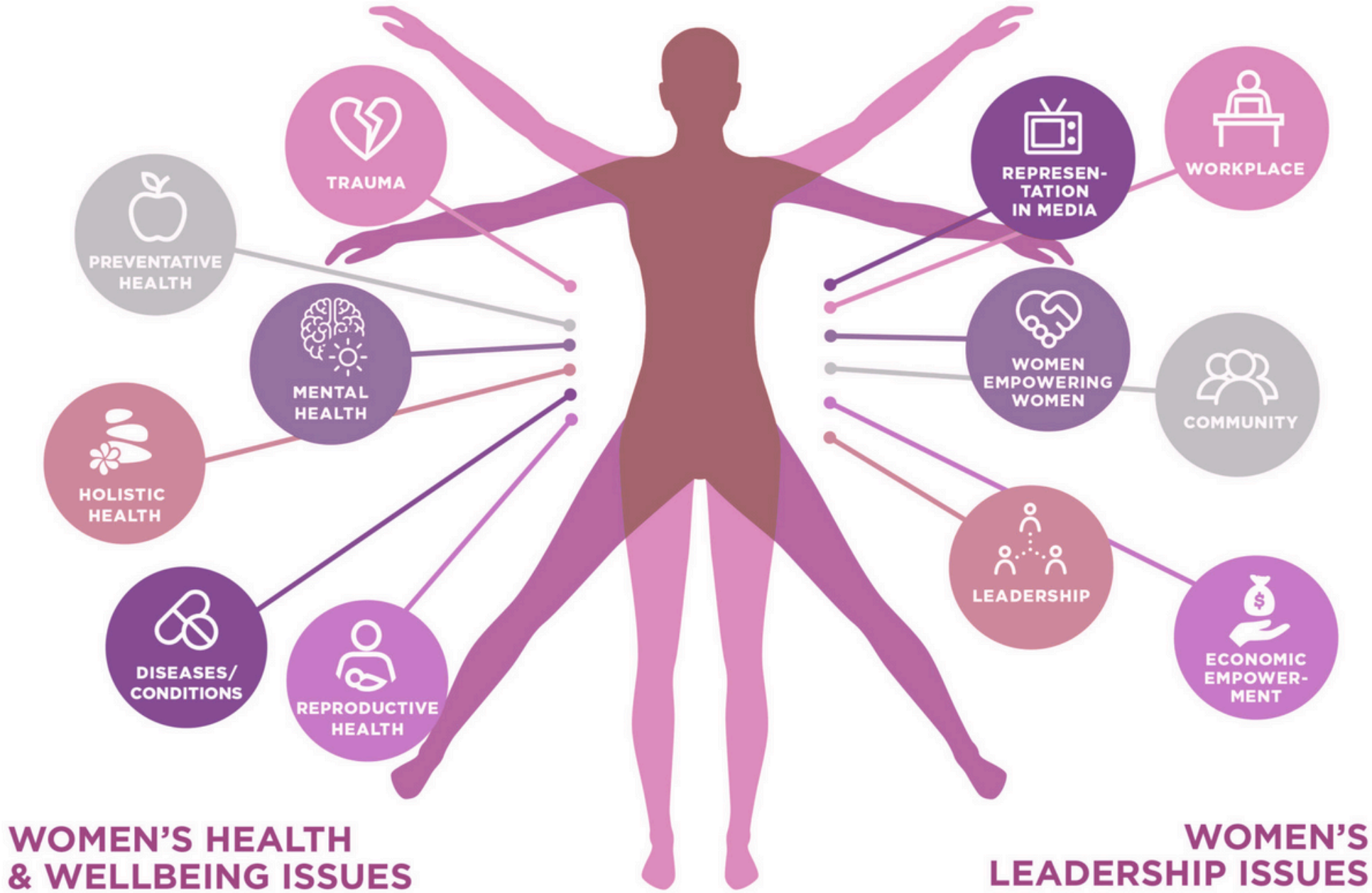


Market Opportunity

GOAL: IDENTIFY UNDERSERVED NEEDS & SIZE YOUR MARKET

KEY QUESTIONS:

- Unsolved problems for women today?
- Size of the addressable market?



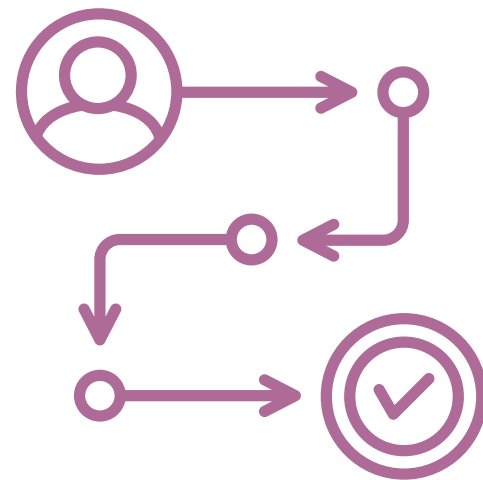
Value Proposition - Why?

GOAL: PROVE YOUR SOLUTION DELIVERS DIFFERENTIATED VALUE

KEY QUESTIONS:

- What Alternatives Exist?
- How do users describe current solutions?

METHODS:



Journey Mapping



Product Testing



Competitive Analytics

Viability

GOAL: TEST LONG-TERM BUSINESS SUSTAINABILITY

KEY QUESTIONS:

- Best-fit business models?
- Willingness to pay (patients, providers, payers)

METHODS:



Case Studies



Financial Modelling



Go-to-Market Testing

Feasibility

GOAL: ASSESS TECHNICAL, REGULATORY, OPERATIONAL FIT

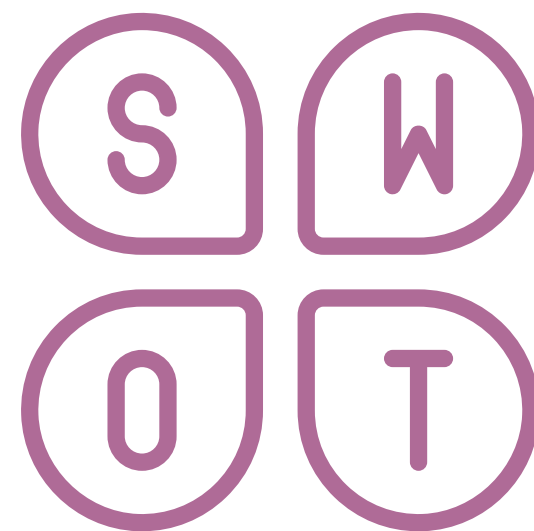
KEY QUESTIONS:

- Constraints (Tech, Data, Validation)
- Regulatory complexities (HIPAA, FDA)

METHODS:



Interviews



SWOT Analysis



Pilot Testing

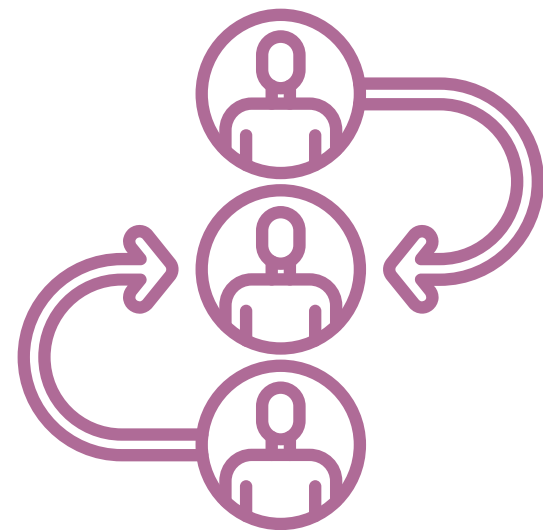
Scalability

GOAL: CAN THE SOLUTION SERVE LARGE NUMBERS EFFECTIVELY?

KEY QUESTIONS:

- Bottlenecks in Process, Data, or Support?
- Localization needs for new markets?

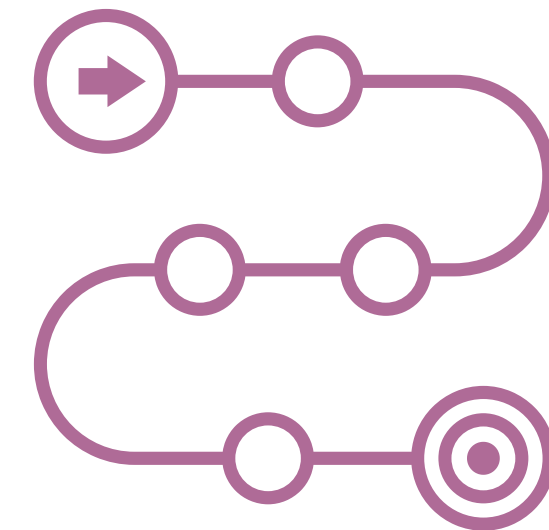
METHODS:



Dependency Mapping



Adoption Barrier Research



Process Mapping

Integrating Insights & Avoiding Pitfalls

DISCOVERY

VALIDATION

LAUNCH

SCALE

PITFALLS

- Relying too much on anecdotes
- Overlooking regulatory requirements
- Mistaking enthusiasm for actual buying intent

BEST PRACTICES

- Combine quantitative + qualitative methods
- Include diverse user perspectives
- Build continuous insight-gathering processes

Breakout Activity

- Introduce yourself and your startups.
- What did you identify as the problem you are solving?
 - How did you finetune your position in the market?
- What were the challenges that you faced when refining your product?
- What were some tips you utilized to show your value?

Thank you



FOR MORE INFORMATION CONTACT
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