The “triple win” framework identifies value of an idea from three stakeholder perspectives – Patient, Clinician, and funder. In this exercise, please identify the value add of your idea or product for each stakeholder. See slide two for more information, and for questions that may help you identify these value adds.

### How does your product or idea create a triple win for...?

| ...Patients | XXX |
| ...Clinicians | XXX |
| ...Funder (e.g., CHOP, NSF, Venture Capitalist) | XXX |
Triple win

**Patient needs**
- What is the unmet need?
- How many patients does this idea reach?
- How does it change their lives (is the improvement in outcomes or experience a breakthrough or an incremental improvement)?
- What are current / future alternatives?

**Clinician needs**
- What team members will this idea impact?
- How will their daily work change?
- Will the idea increase efficiency and wellbeing?
- What opportunities does it create (e.g., publications, education, connection to colleagues)?

**Funder needs**
- How is financial value created (direct reimbursement, contractual fees, licensing revenue)?
- Who is the payor (patient, insurance, hospital, pharma, government)?
- How does this impact the brand?
- Will this create career opportunities?

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**Funder needs (e.g., CHOP)**
- Growth
- Financial sustainability
- Expand reputation
- Talent retention

**Clinician needs**
- Extend expertise
- Reduce burnout
- Advance careers

**Patient needs**
- Improve outcomes
- Improve experience
- Increase access

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How does the idea create value for all three stakeholders?