

URL: <https://stvp.stanford.edu/clips/what-is-the-biodesign-process>

Josh Makower, director and co-founder of the Stanford Byers Center for Biodesign, explains the philosophy behind the biodesign process, which focuses on deeply understanding people's needs as a path to health technology innovation.



Transcript

- Innovation is a disciplined process that you can teach.. 00:00:07,340 You can learn it, you can practice it, and you can get really good at it.. And if you just keep on focusing on adhering to the process, trusting the process of this need finding, to need statement, to need specification, to onwards onto invention, and then screening, et cetera, that that's gonna lead you on your path.. And that's exactly what it is.. We call it the Biodesign process now, and this is it, exactly what I've been talking about.. Very rigorous, looks simple.. It's a lot harder than you think, but anyone can do it.. Anyone can do it.. And that's really the power of it, and now I'll show you that we've proven that that's true.. We can teach this and if you dedicate yourself to the process, you can learn it..

And truthfully, that need is the DNA.. The need is if you get the need right.. If you characterize it right, and you only accept a solution that meets it, then you will be successful...