

Invention Machine Goldfire

Driving Sustainable Innovation for Life Sciences

“Goldfire offers functionality to help us model solutions for new products and do root cause analysis to speed up our ability to resolve issues. It supports our formal design control processes very well.”

– **Dr. Lyle Sinor**
VP of Research & Development
Immucor, Inc.

Ever-evolving scientific and technological advancement have led to incredible leaps in medical progress. As customer demands for improved healthcare continue to rise and regulatory pressures increase, industry players with competitive, efficient innovation practices will reap the rewards of more market opportunities than ever before.

Invention Machine Goldfire is a unique software solution that transforms ideas into commercial products, making innovation a repeatable and sustainable process.

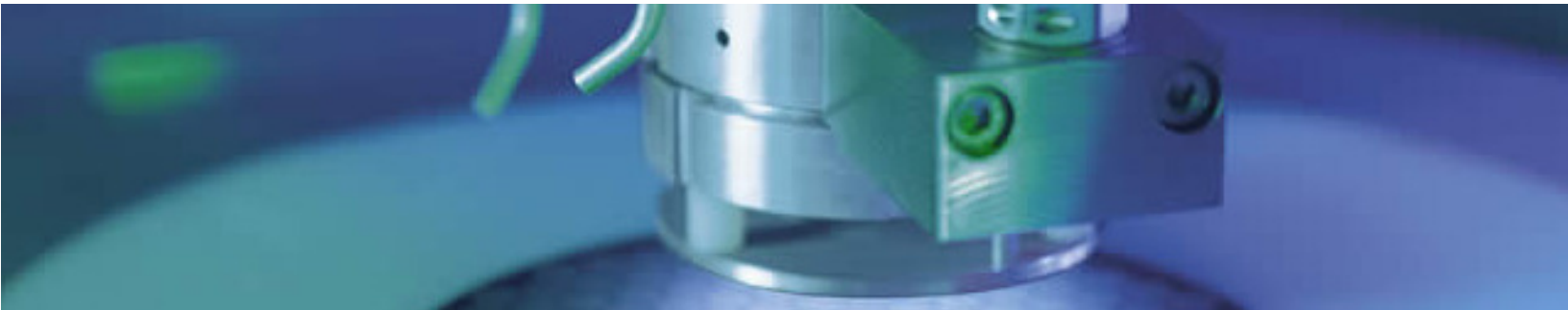
Designed with engineers, scientists and researchers in mind, Goldfire automates more than a dozen critical innovation tasks spanning a product’s lifecycle—from identifying a new market to developing a new product to improving existing products.

Fusing proven innovation tools and methods with precise access to corporate and external knowledge, Goldfire systematically guides users through every day innovation tasks to bring structure and uniformity to inventive problem-solving, concept discovery, and idea generation and validation.

Leading life sciences companies—including Immucor, Medtronic, Baxter Healthcare, Abbott, Biomérieux, and WelchAllyn—are using Goldfire to:

- Improve and accelerate high-value product introductions
- Improve product quality and reliability
- Enable fast response to fix problems
- Better meet risk analysis and mitigation requirements
- Improve manufacturing process efficiencies to reduce costs and accelerate delivery
- Circumvent blocking Intellectual Property
- Create and protect new Intellectual Property
- Promote efficient information sharing throughout the organization
- Enable better, more informed go-to-market product strategies.





INNOVATION TASKS with Invention Machine Goldfire

>> ANALYZE A MARKET

Quickly Understand a Technology Space
Technology Driven Evolution of Product
Technology Landscaping
What do I know about X?

>> DEVELOP A NEW PRODUCT

Design a New System
Design a Hybrid System

>> IMPROVE A SYSTEM

Capture Design Intent of a System
Diagnose a Product Failure
Fix a Product Defect
Improve Product to Achieve a Specific Goal
Resolving a Contradiction or a Trade-Off

>> RISK MANAGEMENT

Predictive Failure Analysis

>> LEVERAGE IP

Finding a New Market for an
Existing Technology
Patent Busting

SNAPSHOT OF PAST LIFE SCIENCES PROJECTS with Invention Machine Goldfire

- Improve microinfusor mechanisms to alert patients of improper delivery of insulin injection.
- Rapidly develop a more competitive, next-generation bandage product.
- Improve system for mixing and delivering medication via endoscopic needle injection.
- Improve design of metered dose inhaler (MDI); maintaining or increasing ease of use while decreasing the size of the container.
- Develop improved catheter with advantages of MRI and fluoro compatibility, low profile, ease of deliverability, and an ergonomic handle.
- Improve handle on stent deployment mechanism to solve problems of existing handle which is not easy to use and can result in partial or misplaced stent delivery.
- Reduce the cost and complexity of current methods for radio-frequency heart tissue ablation via electrodes within a catheter.
- Improve the design of a glucose meter to reduce size and cost of the current device, and to make it easier to use (less steps) and less painful for the patient.
- Supersede and circumvent a competitive patent for an ophthalmic illumination probe.

A leading medical device company leveraged Invention Machine Goldfire to improve the safety and effectiveness of an existing cardiac device. With Goldfire, the manufacturer realized an increase in ideas generated by an average of over 110 percent – this with 75 percent fewer resources compared with prior brainstorming sessions.

A leading provider of innovation software, Invention Machine drives sustainable innovation by empowering global organizations to translate ideas into market-leading products, consistently and rapidly.

Global 2000 manufacturers in more than 25 countries rely on Invention Machine Goldfire for product innovation, process improvement and market expansion. Its unique software fuels sustainable innovation across numerous industries, including aerospace and defense, automotive, consumer, technology, energy and environment and life sciences. For additional information, please visit invention-machine.com.