

## **MedTech Frontiers**

### ***Driving Healthy Habits through Behavioral Product Design***

**Date:** Thursday, February 4, 2016

**Time:** 6:00 – 9:00 pm, presentation begins at 6:45 pm

**Location:** Triple Ring Technologies  
39655 Eureka Drive, Newark

**Speaker:** Sunil Maulik, PhD

**Cost:** The seminar is free, but registration is required for planning purposes



#### **About the Seminar:**

Recent developments in the fields of neurobiology, behavioral psychology, and the science of decision-making have shone new light on how and why we behave the way we do. Product designers in healthcare and elsewhere can now leverage these "behavior design" strategies to create more compelling products and services. If designed appropriately, these can lead to long-term behavior change in their target audience, extended communities, and even society at large. Drawing on the seminar work of B.J. Fogg, Nir Eyal, Stephen Wendel and others, Dr. Sunil Maulik will provide a survey of behavior design and habit formation, as well as practical strategies for designing products that "diffuse" and "scale" into larger communities. Expanding on his thesis work on iterative refinement and model-building of molecular structures, Sunil will show how small, actionable changes and immediate feedback, when repeated numerous times, can lead to significant changes in the large-scale behavior of individuals and groups.

#### **About the Speaker:**

**Sunil Maulik, PhD**, has over twenty-five years of experience in Silicon Valley. He teaches workshops on product design for long-term behavior change in the technology and healthcare industries. He is a mentor and advisor to over 50 startups. He has helped start five companies (two IPOs, two acquisitions, one spectacular failure!) Sunil is a director and advisor at The Innovation Center Denmark, and at Designit, a Danish design services firm with offices in 13 countries. Sunil has guest-lectured at the Stanford d-school, U.C. Berkeley, and at the University of Amsterdam (THNQ.) Sunil founded and ran GeneEd, the first e-learning company for the life-sciences (acquired by Campbell Alliance.) Sunil is currently invested in ModuleQ, KptnCook, BrainAid and People Power Co. He has held management positions at Pangea Systems, Tripos (NASDAQ:TRPS), Hoffmann-La Roche (NYSE: ROCHE), Oxford Molecular (LSE: OXMOL), and IntelliGenetics.

Sunil's thesis research on mathematical methods for 3-D image reconstruction of self-assembling biological macromolecular assemblies was published on the cover of the scientific journal *Nature*. His book "*Molecular Biotechnology*" (J. Wiley & Sons) sold over 4000 copies and was used in four university courses. He holds patents in fields as diverse as gene sequence pattern-matching, e-learning and e-mail analytics. Sunil worked with the Nobel-prize winners Maurice Wilkins and Aaron Klug as an undergraduate, and Sir Tom Blundell and Donald Caspar as a graduate student. He has degrees in Physics, Biology, X-ray Crystallography and Biophysics. Sunil's research on antibody engineering helped contribute to two therapeutic monoclonal antibodies receiving clinical approval. He has been a recipient (along with John Teeter and Gene Wang) of a \$1.45MM ARPA-E SBIR; and with Banny Banerjee of the Stanford d-school, a GE "Ecomagination" award.

Sunil participates in several non-profit ventures dedicated to health and wellness in sustainable communities, including the Pacific AIDS Education Center and Project Ahimsa. He is enthralled by the opportunity to help extend wellness across the globe by bringing the power of informatics to everyday users.

## Curiosity ...

We ask (and answer) hard questions. Complex and abstract technical challenges delight us. Whether on our own, with a start-up, or with large corporate partners, we investigate fundamentals, assumptions, and development plans. Brainstorming together across technology spaces galvanizes us, be it with our internal teams or clients. As a seasoned group of technologists, designers, and problem solvers, more discovery means clearer pathways, and better technical solutions.

## Creativity ...

While our approach has evolved over the years, it remains, to its core, about communication, trust, and flexibility. This allows us to customize our approach around our client's needs. We've found that flexibility fosters an open mind and spurs creativity during the course of a discussion or project. We strive to listen closely, and to respond. Through this discourse, we can begin to self-organize around your problem set. We believe that we work particularly well in the early development phase – this is likely due to our experience as researchers and inventors. We aim to foster continued structured and unstructured learning while building upon our knowledge and experience.

## Collaboration...

We are a diverse team of scientists and engineers. Of the 120 individuals on our technical team, 30 hold Ph.D.s, and 9 have been Vice Presidents of Engineering. Collectively, we've accumulated over two hundred patents, hundreds of publications, and 70 medical product registrations (including 510(k)s and PMAs). We cross-pollinate the regulated industries we're active in – medical device, homeland security, aerospace, and life sciences.

TRT seeks partners across technology spaces, and works collaboratively to create and refine concepts, strategies, and products. We strive to build upon our curiosity and creativity by opening doors, inviting dialogue, and building trusting relationships. Our services cover the entire breadth of needs analysis, technology creation, proof-of-concept, prototyping, productization, strategic support, and commercialization. Existing companies utilize our proven research, product development, and post-market analysis expertise. Virtual and growing companies engage Triple Ring to prove concepts, develop intellectual property strategies, analyze markets, secure financing, prototype, test, and accelerate their development efforts.

## Completion ...

TRT is an on-demand core technology and product creation lab with headquarters based in the Silicon Valley (SV), along with an office in the Boston area. Our SV Newark, CA office is an 88,000 sq. ft. facility that includes dedicated laboratories for radiation source development, optics, mechanical prototyping, client office space, a machine shop, clean room, wet lab, and more. We host monthly gatherings to discuss the promising and exciting future of medical and applied technologies and are proud supporters of a number of our Silicon Valley neighbors.

Whether technology development, or strategic support, Triple Ring Technologies has been a trusted collaborator on over 400 projects with more than 180 partners. To start a conversation, please visit us here in the Bay Area or Boston, navigate to [www.tripleringtech.com](http://www.tripleringtech.com), follow us on Twitter @3ringtech, or join the discussion with #TRTech.

*Tonight's culinary conversation starters were hand-crafted by Top Nosh Café and Catering in Willow Glen | 167 Lincoln Ave, San Jose  
TopNoshSF.com 408.995.6674*