

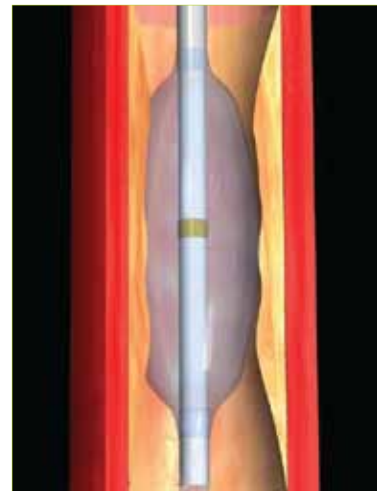
## Ideation

### The Challenge

A start-up medical device Company needed to define an approach for *in vivo* measurement of the wall thickness for a flexible lumen. Potential options included mechanical, optical, ultrasound, and X-ray techniques. An objective evaluation of technical and IP barriers to implementation in a timely and cost-effective manner was required for a final recommendation.

### Triple Ring Impact

- Collaborative brainstorming session
- Generated new IP for the Company
- Reviewed Company's approaches
- Benchmarked concepts against Triple Ring proposals
- Provided specific recommendations for further development
- Completed in 10 days



### The Results

Triple Ring generated new IP for the Company, capturing an innovation opportunity and defined potential paths to avoid existing IP on some alternative solutions.

The Company is currently iterating a technology development Proposal with Triple Ring.