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| **CATEGORIES** | **KEY ELEMENTS AND ASSUMPTIONS** | **HYPOTHESIS** |
| Business/Market | Once pregnant women realized that there is a risk for the baby, it would be a relevant need | Pregnant women will buy FT4 test over the counter |
| Technology | We can measure T4 in urine samples | T4 can be measured in urine samples and correlates with Blood T4 levels |
| Regulatory | FT4 fulfill all the regulatory requirements | FT4 test will be approved by FDA |
| Clinical | Doctors will understand clearly why the use of FT4 is important | Doctors will recommend the use to the patients |

Survey

Will they buy and how much they will pay

Ask physicians, experts in the field

Look similar applications

Change a doctor behavior is a huge barrier