

<b>CATEGORIES</b>	<b>KEY ELEMENTS AND ASSUMPTIONS</b>	<b>HYPOTHESIS</b>
Business/ Market	People want our product to feel relief knowing their baby is being monitored.	If we manage to provide our product to parents they will want to buy it.
Technology	All the sensors will fit into the pacifier and will be accurate & safe enough to monitor the baby.	If we manage to fit all the sensors into the pacifier our product will work.
Regulatory	We will have all the permissions needed in order to be able to introduce a technological pacifier in a babies mouth.	If we manage all regulations needed by the FDA we will be able to introduce a technological pacifier to the market.
Clinical	Having an accurate measurement of the variables will provide enough information as to calm parents.	If we manage to have all variables accurate enough we will be able to warn parents before hand