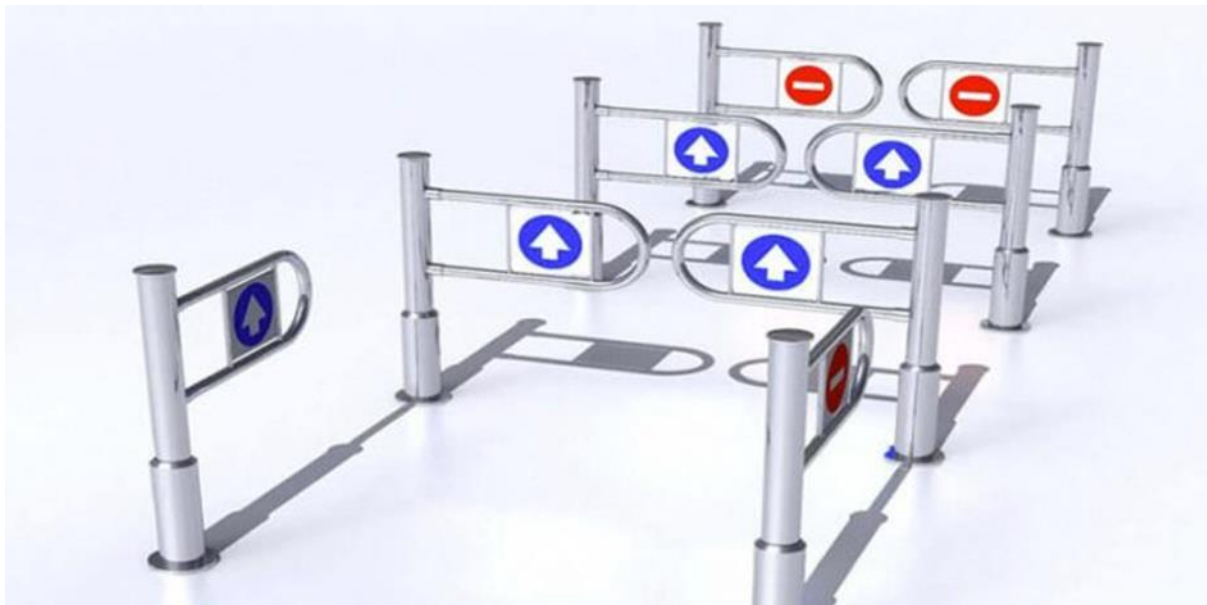


Export Catalyst

HealthcareUK



Stage Gate Process



What is the Stage Gate process?

The Stage Gate model focuses on the innovation process and is also referred to as the **waterfall process**. It is a project management technique, in which an initiative or project takes place, divided over several stages.

These stages are separated by so-called 'gates'; the decision points for whether or not to proceed to the next stage. This model can be used when developing new products, process changes or improvements.

Gates

At each gate, a decision is made whether to continue the process or not. This decision is based on the prognosis and information available at that moment and is usually made by a manager or steering committee. The quality of an idea/project is assessed at each of the gates.

This concerns the quality of the execution, business motivation to continue financially and the action plan showing what needs to be done in order for the project to have a chance at succeeding. After each gate, one of the following decisions can be made:

- Go** The project is good enough to move on to the next stage
- Kill** The project is not good enough to develop further and is shut down right away.
- Hold** The project is not good enough to continue to develop it at this moment, but not so bad that it needs to be shut down immediately. It is put on hold to possibly be resumed at a later date.
- Recycle** The project is good enough to develop further, provided some changes are made.

Stages

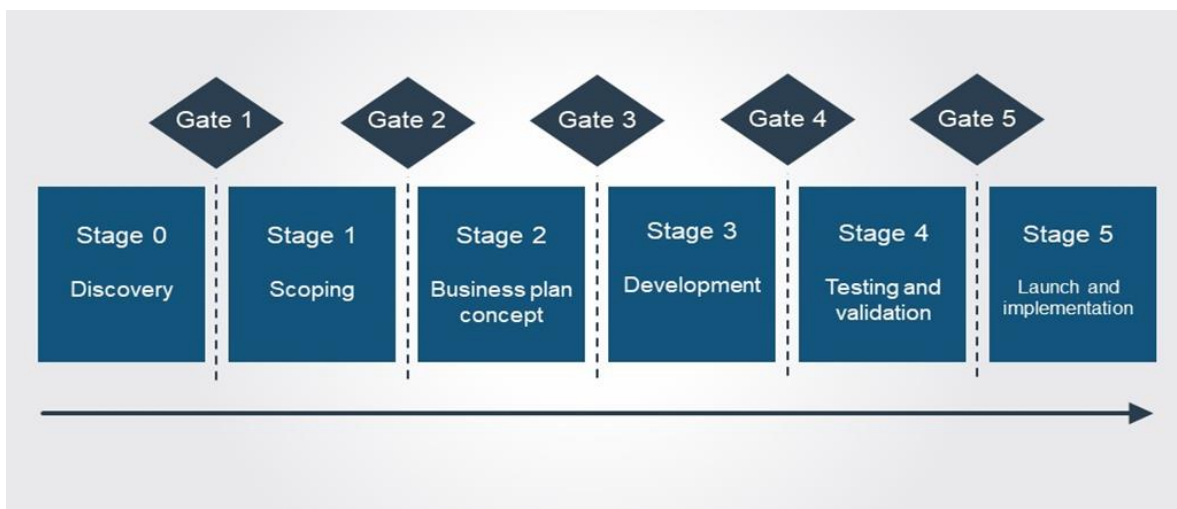
The Stage Gate process consists of a number of stages, which are connected to each other by gates. Each stage is designed to collect specific information:

- **Stage 0:** Discovery
- **Stage 1:** Scoping
- **Stage 2:** Business plan concept
- **Stage 3:** Development
- **Stage 4:** Testing and validation
- **Stage 5:** Launch and implementation

Depending on the size of the project, 2, 3 or all 5 stages are completed. A project that focuses on major product innovation will go through all 5 stages. A project with less risk will suffice with just stage 1 (scoping) and stage 2 (development of the business plan) and developing it to stage 4 (testing and validation). With very small or simple adjustments, only stage 3 (development) and stage 4 (testing and validation) will be implemented.

Examples are marketing requests or an application to modify an existing product.

Stage Gate Process



Why do you need this?

Effective Gates

The transitions between the different stages in the Stage Gate Process are monitored by the gates mentioned earlier. These gates have the added function of putting a stop to the development of weak projects in order to prevent unnecessary work. After all, that can cost a lot of time and money. In that sense, the gates are the points that provide an overview of the project so far.

This is the crucial moment to make go / kill / hold / recycle decisions and set priorities. It is important that these points have clear and visible criteria beforehand. In most cases this is done based on components that the project must meet at that specific level in development. If the project fails to meet the criteria, the decision is made to stop developing further.

What information do you need?

Who is in the sign off team at each stage?

What information (intelligence) do they require to be able to make a decision?

What freedom to operate exists at stage 0 and at each stage?

What are the budget parameters within which you can operate?

Outline of project and support

Get in touch

We would be delighted to speak with you about any export questions you might have.

Please do get in touch to discover more.

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