

Who are XR Therapeutics?

Based on over **9 years** of clinical and academic research from Newcastle University and CNTW NHS Trust.

Commercial partnerships with **2 NHS Trusts** and **11 private healthcare** providers.



Over **£500k** in R&D Grant funding and 4 large-scale projects to develop our technology.

Award winning, state-of-the-art, VR technology to support children and adults with mental health conditions.

The Problem

NHS waiting lists have doubled.
8 million people are unable to access support due to lack of capacity.

Standard mental health interventions are **NOT** accessible for everyone, one size does not fit all.

Waiting for treatment can take **6 months to 18 months**, with therapy taking months or even years to complete.

End-users and customers

Who are you selling to?

Who will be using your product?

How are you helping them?

What problem are you solving?

Don't be afraid to be **specific** with who you are building this for, particularly if you are in the feasibility stage, you can always work with additional groups down the line

Try not to make assumptions based on your **own** experiences, think about how this might land with other audiences.



Public and Patient Involvement and Engagement

Who has been involved in the application?

Who have you spoken to?

How do you know that what you're making is suitable?

Engage with end-users and your **customers** as soon as you can, try and bring them into the process as early as possible.

It's important to **engage** with possible **users** of your technology so you can ensure what you're building is actually going to help them.



Use external expertise

Do you have the right team in place to build this?

Where are the gaps in your knowledge?

What are your clinical expertise?



There's already so much research out there, **use it!** Use other people's papers, this will help you to build a solution that will be addressing the problem, no one is expecting you to know it all.

Don't be afraid to ask for help, speak to researchers or healthcare professionals, **shy bairns get nowt.**

Be guided by the problem

What is the unmet need?

Is your product bridging a gap?

Will your proposal solve challenges faced by the healthcare sector?

Be guided by the **problem** not by the **solution** you are trying to build.

It's essential you make the time to identify the **challenge** you are trying to address.

Healthcare services need a product that's **straightforward** to implement and users need a product that will make their lives **easier**.



THANK YOU FOR YOUR TIME



If you'd like to get in touch, please drop me an email:
penny@xrtherapeutics.co.uk

Twitter:
[@PennyJDay21](https://twitter.com/PennyJDay21) & [@XRTherapeutics](https://twitter.com/XRTherapeutics)

