

Idea to commercialization

Idea submission

Completely fill out and submit the online Idea Submission Form. BD will respond within 30 days.



01

Evaluation and screening

Perform preliminary analysis to determine whether your idea aligns with BD objectives.



02

Business analysis

Expand your idea into a concrete business proposal that includes product features based on market research and a development plan for the product.



03

Development

Fine tune your idea, concept or prototype into a demonstrable and manufacturable product.



04

Testing

Perform laboratory experiments and commercial studies to substantiate preliminary business assessments and evaluations.



05

If the project is declined at any stage, the submitter will be notified within 90 days.

Commercialization

Launch product with full-scale production, marketing and sales efforts. Commit to company and inventor resources and reputation.



07

Clinical validation and regulatory approval

Perform clinical studies that may be required to demonstrate product safety and efficacy. Obtain regulatory clearance or approval.



06