



**Health Metrics™**  
Intelligent Solutions for Health & Wellbeing

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7<sup>th</sup> November 2018  
Ms Gail Bourne  
Monash University  
Melbourne (Caulfield Campus)

Dear Gail

**Re: Health Metrics and the Monash Industry Experience**

Health Metrics has been involved in the Monash Industry Experience Project for a number of years. From the coal-face, as both an industry mentor and teacher, I have personally experienced the benefits of the program. The format of the program powerfully simulates the real-world. This is of immense value to the cohort of students who are yet to be involved in a “product-to-market” journey.

Amongst other things, the student experiences the rich tapestry of the real-world, where the inputs and associated activities are not limited to the technically correct or incorrect aspects of a project. Inputs (feedback) can include soft but powerful industrial elements such as rejection, acceptance and contribution analysis. The harder industrial elements include but are not limited to; Technical solution development, Coding, Collaboration, Team fit/team think, Intellectual Property matters, Project Management as well as Sales and Marketing (the Expo).

The Expo at the end of the semester is an educational marvel. It's a perfect closure to a semester, with the students exposing their wares to “the market” in a well simulated exhibition style environment.

Looking through two lenses (as an industry partner and personally), I can safely say that the benefits of the program are mutual. We/I have gained as much, if not more through the experience than the students themselves.

Whilst the course may well evolve over time, the framework, is in my opinion its real strength. The journey from inception/conception through to tangible, marketable, sellable product is a unique educational experience for the students. It is capable of kick starting an existing career or providing a student the head-start in these matters that will ultimately provide the competitive edge in terms of employability.

I would strongly recommend the course to anyone interested in a serious simulation of the product-to-market journey.

Yours Sincerely

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CEO

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