

Assistive Technology doesn't just happen: innovating from idea to commercial reality

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Innovative ideas can seem deceptively simple—but turning them into effective, safe, and viable products is a complex journey. In this talk, I'll share the development stories behind two innovative products for children: a deep-squat toilet seat and a growable contoured seating system. I'll highlight the technical, design, and clinical challenges we faced, and how to make cross team collaboration—engineering, clinical insight, and even animal biomechanics—a key to success. This session will explore the gritty reality of product innovation: where creative sparks meet frustration, iteration, and teamwork.

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