



Barriers to Innovation

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Regulations

- Some innovators do not appreciate the fact that there are regulations that apply to their activities:



- Regulatory Structure constrains both the applicants and the approvers
- Fail to plan for necessary approvals (both technical approvals and point of use approvals)



Spurious or Unclear Claims

- Some innovators do not provide a value proposition for their offering
 - Unclear or unspecific claim
 - Spurious claims
 - Solution looking for a problem to solve

SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, EARACHE, BACKACHE, SWELLINGS, SPRAINS, SORE CHEST, SWELLING of the THROAT, CONTRACTED CORDS and MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS and BRUISES.

It Quickly takes out the Soreness and Inflammation from Corns, Bunions, Insect and Reptile Bites.

The best External Preparation for BYCICLISTS and ATHLETES. It makes the Muscles supple and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS

Get Our Specially Prepared

PURE Rattlesnake Oil

Process Focus

- Existing regulatory approvals practice is prescriptive and focused on process

Shift needs to be made to approvals that are enabling outcome based approach:

Focus on the “What” rather than the “How”

