



## Device Commercialization Plan Competition

“Medical Devices: From Research to Patients” Summit, February 2, 2015

**CALL FOR ABSTRACTS – Deadline January 16, 2015**

**Clinicians, faculty, students, post docs and medical device innovators:** If you believe that your research innovation could succeed in the medical device industry, we invite you to put your ideas to the test. This competition is designed to help challenge you and to provide a network for brainstorming, feedback and future business opportunities.

This competition, designed for individuals or groups, will be judged by experts from investing, industry, regulatory and academia at the “Medical Devices: From Research to Patients” Summit on Feb. 2, 2015 on the campus of the University of Kansas Medical Center (<http://kuic.ku.edu/medical-devices-from-research-to-patients-summit>). The judges will be seeking the strongest commercialization plans. Prizes will be awarded to the top teams.

To participate, submit a one-page abstract that contains your Executive Summary, including information on your technology, the market, and the commercialization plan (see specifications below). Those selected will give a 10-minute pitch followed by Q&A “shark-tank” style from judges and audience.

### **HOW TO PARTICIPATE**

- Individuals and teams interested in participating in this session should submit a one-page abstract.
- The abstract should include the following sections:
  - **Abstract Title and Team Name:** Brief title and team/company name with primary team members and affiliations listed.
  - **Team/Company Tag Line:** One sentence description of company goal or mission.
  - **Technology:** Include a technical product description and information about the disease/condition to be addressed, effectiveness, safety, and intellectual property.
  - **Market:** Describe the potential market opportunity to be addressed including information such as: patient population, competitive technologies, risk etc.
  - **Commercialization Plan:** Describe the current commercialization plans with sections that may include: regulatory approach, manufacturing methods, marketing, distribution, finances, reimbursement, and exit strategy. The plan may include preliminary ideas and is not binding.
  - **Figures** (optional)

### **KEY DATES**

- **Jan. 16, 2015:** Abstracts should be emailed to Tricia Bergman at [tricia.bergman@ku.edu](mailto:tricia.bergman@ku.edu) by 11:59 p.m.
- **Jan. 20, 2015:** Abstracts selected for pitch competition will be notified.
- **Feb. 2, 2015:** Presentations are made at the conference

### **PRIZES**

- Prizes will be announced at the event.

### **RULES**

- Teams may consist of any number of students, postdocs, staff, faculty, and non-academic members. Up to four team members may be present on stage.
- Technology ideas must pertain to medical devices and combination products. Commercialization plans may be for planned companies with original ideas or established companies. Companies that are revenue-positive must not have exceeded \$500k in total revenue at the time of abstract submission.
- Protection of sensitive material is the responsibility of the individual or team members, who should consider their participation in the session as a public disclosure and expect that abstracts will be included in the annual program book. Refer to relevant patent law before disclosing sensitive material.

### **PRESENTATION FORMAT**

- If selected, participants should expect to make a 10-minute pitch for your idea followed by a fast-paced Q&A and helpful feedback session. More information will be announced following abstract decisions.

### **MORE INFORMATION**

- If you have further questions, please contact Tricia Bergman at [tricia.bergman@ku.edu](mailto:tricia.bergman@ku.edu). To register for the event, please see <http://kuic.ku.edu/medical-devices-from-research-to-patients-summit>.