

INDUSTRY CONNECT AT

MEDICAL DESIGN & MANUFACTURING CONFERENCE & EXPO

NETWORKING AND CUSTOMER DISCOVERY FOR MEDICAL DEVICE RESEARCHERS

November 7-10, 2017

**AN NSF I-CORPS PROGRAM FOR MEDICAL
DEVICE RESEARCHERS TO TEST YOUR IDEAS
WITH TECHNOLOGY DECISION MAKERS,
SET UP FOLLOW-ON MEETINGS, AND
ACQUIRE FEEDBACK ON YOUR BEST
PATH FORWARD.**

HOW DO I START?

Submit your application by

October 6, 2017

bit.ly/IndustryConnect

or contact

Matthew Lynall, Ph.D.

Director Purdue & Midwest NSF I-Corps
Purdue University
mlynall@purdue.edu
(765) 496-6321

WHO SHOULD PARTICIPATE?

**Faculty, Post-Docs,
Graduate Researchers who have
completed a local, regional, or national
I-Corps program within the past 24
months.**

WHY PARTICIPATE?

1. Receive guidance on how to approach and talk to corporate partners and customers at a tradeshow event to get valuable information without giving away your secret sauce.
2. Obtain feedback on how to effectively deliver a team/company introduction in thirty seconds (or less).
3. Network with medical device entrepreneurs, investors, and industrial leaders from across the Midwest and obtain expert advice on commercializing early stage technology.

**LOCATION: MEDICAL DESIGN AND MANUFACTURING
CONFERENCE AND EXPOSITION
MINNEAPOLIS, MN**

APPLICATION DEADLINE: OCTOBER 6, 2017

**PRE-CONFERENCE WORKSHOP: NOVEMBER 7
2:30-5:30 PM**

**DINNER AND PANEL SESSION: NOVEMBER 7
5:30-7:30 PM**

**PITCH AND NETWORKING SESSION: NOVEMBER 8
5:00-7:30 PM**

**CLOSING SESSION: NOVEMBER 9
4:00-5:00 PM**

**LOCAL ECOSYSTEM MEETINGS NOVEMBER 10
(OPTIONAL) AS SCHEDULED**



PROGRAM PARTNERS



UNIVERSITY OF MINNESOTA

**GARY S. HOLMES
CENTER FOR ENTREPRENEURSHIP
TECHNOLOGICAL LEADERSHIP INSTITUTE
EARL E. BAKKEN MEDICAL DEVICES CENTER**



**Medical Alley
Association**



**Worrell
Design**



PARTICIPANTS

Midwest I-Corps Industry Connect programs are open to individuals and teams. Preference will be given to applicants who have previously participated in a local, regional, or national NSF I-Corps program.

PROGRAM COST

There is no fee to participate in the program. Check with your home institution for grants to reimburse your travel expenses. Expo registration is free for medical device companies. For conference/expo information see:

<http://mdmminn.mddionline.com>

TIME COMMITMENT & RESPONSIBILITIES

- ◆ Submit a 90 second video describing your innovation (a link to Flipgrid will be provided)
- ◆ Attendance at Conference and Expo
- ◆ Attendance at pre-conference workshop, dinner and panel session, pitch and networking session, and closing session
- ◆ Track and report number of contacts made
- ◆ Individual team meetings with Twin Cities ecosystem (Optional and Arranged by Medical Alley)

Submit your application via our link on the NSF Midwest Node website:

bit.ly/IndustryConnect

Application Deadline:

Friday, October 6

Accepted teams will be notified on or before:

Friday, October 13

APPLY TODAY