MEDTECH VENTURES PROGRAM

FROM INDIVIDUAL TO TEAM IN 21 DAYS...
FROM IDEA TO INVESTMENT READY IN 14 WEEKS...
FROM ENTRY-LEVEL TO EXPERIENCED IN 7 MONTHS.

Enter as an individual with a passion to make a difference, leave as an experienced member of an investment-ready venture team. Develop valuable job skills as you co-create ventures that design and build medical devices, direct-to-consumer devices, and applications for health, healthcare, fitness, wellness, and wellbeing with experienced entrepreneurs, professionals, and venture capitalists.

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Developed and delivered in collaboration with:
Program Overview

The MedTech Ventures Program is a unique workshop driven experience where participants collaborate with venture capitalists, proven entrepreneurs, and industry experts as they team up with professionals and students from business, engineering, and medicine to design solutions, build products, and create investment-ready ventures. MedTech Ventures is comprised of two 14 week long programs:

**INNOVATION PROGRAM**

In the first 14 weeks, participants learn and apply a 24 step process for the innovation and commercialization of medical devices, direct-to-consumer devices, and applications for health, healthcare, fitness, wellness, and wellbeing.

**STAGE ONE**

*Validating your Big Idea*

In weeks 1, 2, and 3 you’ll select a market opportunity, work independently to conceptualization a solution, and attempt to validate your venture concept in a beachhead market.

**STAGE TWO**

*Venture Co-Creation*

In weeks 4 through 15 of the Innovation Program, participants team up to continue developing the most promising venture concepts and prepare to raise seed capital.

**INCUBATION PROGRAM**

In the second 14 weeks, you’ll be part of a venture team prototyping solutions, building and launching a product, seeking first customers, and attempting to capture initial revenues or seek regulatory approval and reimbursement.

**STAGE THREE**

*Product Prototyping*

In weeks 16 through 22, you’ll be part of a team prototyping product, developing a go-to-market strategy, and preparing for small-scale manufacturing.

**STAGE FOUR**

*Product Launch*

In weeks 23 through 30, your team will execute its go-to-market strategy, submit for regulatory reviews, seek reimbursement, and prepare for a Series A capital raise.
What makes Medtech ventures **unique**?

**VENTURE PARTNERED**

MTV’s venture co-creation model facilitates collaboration with capital partners to share the financial risk that typically falls on entrepreneurs.

**INNOVATION + INCUBATION**

Plenty of incubators help entrepreneurs grow their business, only MTV co-creators get their hands dirty co-creating new ventures with participants.

**COLLABORATIVE**

Enter as individual, leave as a team. Learn from each other along the way. Develop job skills and experience to kick-start or accelerate your medtech career.
Innovation Program Modules

**MODULE 1:** Who is our customer?
Participants are introduced to the business life cycle before diving into the innovation stage and venture creation process. They’ll learn about market segmentation, Total Addressable Market (TAM), Beachhead Market, User Profiles, and Personas as they prepare to apply these concepts to their venture concept.

**MODULE 2:** What does our venture do for the customer?
The second module introduces participants to the Full Life Cycle Use Case, Product Specifications, Product Concept Statements, Qualified Value Propositions, and Product Differentiation as they prepare to define what their venture will do for its customers.

**MODULE 3:** How do customers acquire our product, how does our venture acquire customers?
Module three breaks the customer into a Decision-Making Unit (DMU) with End User, Champion, Economic Buyer, and Influencer roles. Participants learn how to map the DMU’s buying process to obtain the product, support their customer by mapping an internal sales process, and design sales strategies.

**MODULE 4:** How does our venture make money from its product?
Transitioning from venture to business requires the application of a business model and product pricing covered in this module. Participants also learn to apply Lifetime Value (LTV) and Cost of Customer Acquisition (COCA) to forecast financial performance, estimate capital needs, and manage their venture.

**MODULE 5:** How will our venture design, build, and scale?
Participants learn to identify key assumptions, design tests to validate those assumptions, and define a Minimum Viable Business Product (MVBP). They’re also introduced to Product Plans, Roadmapping, and how to size Follow-on Markets as a toolset for managing innovation through the early stages of their venture.

**MODULE 6:** How will we form, structure, and capitalize our venture?
This module covers crucial business formation decisions including the identification of roles and responsibilities, stakeholders, shareholders, corporate filings, and agreements. Participants are introduced early stage valuation concepts and calculations and learn to draft an investor acquisition plan as they prepare to raise capital.

**MODULE 7:** Who are our investors, how do we find them, and why will they invest?
The final module prepares participants to raise capital by putting them in the investor role to analyze early stage medtech ventures.
Program Instructors + Co-creators

DR. GREGORY RAUPP | MTV Program Director
Greg is an experienced leader in academic research, development and technology transition enterprise with a focus on complex, integrative partnerships and experiences. He was the Founding Director of the Flexible Display Center, established through a $94M Cooperative Agreement with the U.S. Army Research Laboratory. Under his leadership, a world-class industry-government-university partnership was created that enabled organizations with dramatically different missions to collectively advance flexible electronics technology on a broad front, and to create a portfolio of enabling commercial manufacturing technologies. He currently focuses on low temperature flexible-substrate thin film transistor, sensor and device fabrication processes and ultra-biocompatible flexible materials directed at innovative in-body, on-body and portable MedTech products. Greg earned his B.S Ch.E. with Distinction and M.S. Ch.E. degrees from Purdue University, and his Ph.D. from the University of Wisconsin, Madison.

ANTHONY BAJORAS | Program Instructor
Anthony is Managing Director of Impact Venture Funds and a limited partner in the Arizona Founders Fund. He has 20+ years of experience building early stage ventures, taking several from concept through funding and exit. Anthony is also an adjunct professor teaching biomedical innovation, entrepreneurship, and venture creation at Arizona State University and University of California Irvine. Anthony earned his BS in Business Management & Entrepreneurship from DePaul University and non-degree undergraduate and graduate studies in design, engineering, and business from ASU, Illinois Institute of Technology, and Northwestern University.

DR. JEFFREY LABELLE | Program Instructor
Dr. Jeffrey LaBelle has been a professor at ASU, Mayo Clinic College of Medicine, a KEEN professor, an educator, a National Academy of Inventors member and entrepreneur. His teams have over 100 disclosures, 7 patents, 13 licensed technologies and 60 patent applications centered around leading use-inspired research. La Belle’s research focuses on noninvasive sensing, point-of-care technologies and advanced manufacturing technologies that tackle societal challenges. Current projects include: diabetes biomarker multi-sensors; non-invasive glucose sensors; multifunction HDL/LDL or intercellular change sensors detecting cancers; pharmaceutical level sensors enabling dose modulation; continuous wearable stress sensors; and embeddable sensors for us in the 3D printing and advanced manufacturing. Jeff earned is B.S. an M.S. in Electrical Engineering from Western New England University and his M.S. and Ph.D. in Bioengineering from Arizona State University.

ERIC V. TRAPPEN | Program Instructor
Eric Trappen is Managing Director of the Cancer Impact Fund and has 25+ years of experience managing investments and creating value in companies ranging from startup and early-stage through Fortune 5. His career includes positions with Salomon Smith Barney, Deloitte, and GenXL - a boutique venture capital firm based in San Francisco. As an early-stage executive, Eric has raised more than $150M in series A funding and has taken nearly dozen innovative health companies through exit. He is also an adjunct professor of entrepreneurship and holds Bachelor degrees in Mathematics, Finance, Business, and Econometrics from Carnegie Mellon, University of Pittsburgh and Robert Morris University, as well as an MBA and MIS in Computer Science from the University of Pittsburgh.
Job Experience + Certificate of Completion

Program Details

**WHEN & WHERE:**
14 weeks, 4-6 hours/week
August 28, 2018 through November 27, 2018
Tuesday’s 4PM to 6:30PM
Center for Entrepreneurial Innovation
275 N. Gateway Drive
Phoenix, AZ 85034

**COST:**
$995 per 14 week program (financial support may be available, please contact us for details)

**ENROLL OR LEARN MORE:**
The MedTech Ventures program is open to entry-level job seekers, retired professionals, and anyone in between, including students. To learn more or to apply:

Anthony Bajoras, Managing Director
Impact Advisors Group
anthony@impactadvisors.group

**ASU STUDENTS:**
Currently enrolled at ASU? You could earn up to 6 credit hours for participating in the MedTech Ventures Program. For details, please contact:

Greg Raupp, Program Director
MedTech Ventures
raupp@asu.edu