The experience you need for the job you want.

FROM ENTRY-LEVEL TO EXPERIENCED IN 9 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.

Developed and delivered in collaboration with:

ASU
Arizona State University

CEI
Center for Entrepreneurial Innovation

IAG
Impact Advisors Group

Partial funding for this project provided by the Maricopa County Industrial Development Authority
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 14 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 15 through 21, 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 22 through 28, 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 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 (MVP). 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.
Incubation Program Modules

MODULE 1: How does the market respond to our solution?
The Incubation Program begins with a recap of the 24 step innovation process, reviewing how each team applied it to their ventures as they prepare to introduce their solution design to their beachhead markets and collect feedback that will get incorporated into alpha product designs.

MODULE 2: How will we manage product design, development, and launch?
Participants are introduced to agile and waterfall project management methodologies, scope team roles and responsibilities, are assigned projects and tasks. They also identify gaps in team capabilities and capacities as their ventures prepare to build product and test their business model in the real world.

MODULE 3: What is our final product design?
Instructors take a deeper dive into market research and how to apply it to early-stage MedTech ventures. Teams evaluate voice-of-customer data collected from primary market research and integrate it into use case documentation, product specifications, and validation tests as ventures prepare to design supply chain, build limited product quantities, and review FDA requirements.

MODULE 4: How will we build our product?
Participants learn about new manufacturing technologies, rapid prototyping, early-stage manufacturing, and ramp-up production while interacting with vendors. Venture teams evaluate potential contract manufacturing partnerships, review intellectual property, and learn how to conduct patent searches as their ventures seek freedom to operate and opportunities to protect their intellectual assets.

MODULE 5: How will we launch our product?
As their ventures prepare to sell their products, sales, marketing, business development, and financing, participants are introduced to branding, marketing, sales, business development, accounting, and other fundamentals of business operations and administration.

MODULE 6: How will we fund our venture?
Participants learn about grant opportunities and early-stage capital sources to fund innovation. They contribute to investor acquisition strategies, develop campaign plans, and help to prepare investor presentations, offering documents, and grant proposals to capitalize their ventures.

MODULE 7: Ready. Set. Go!
This final module revisits the early-stage venture evaluation process participants learned in the Innovation Session as the teams evaluate and analyze their ventures’ readiness to launch, help to build pre-launch checklists, and collaborate to launch on product launch.
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 Manager
Anthony is Managing Director of Impact Venture Funds, Manger of the Bioaccelerator Fund I, and a Limited Partner in the Arizona Founders Fund. He has 20+ years of experience building early-stage ventures, taking several from concept through exit. His advisory and board experience includes work with medical device, pharmaceutical, bioinformatics, wellness, and healthcare IT/ IoT companies. Anthony earned his BS in Business Management & Entrepreneurship from DePaul University adding 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.

DR. W. JAMIE TYLER | Program Instructor
Dr. W. Jamie Tyler is an associate professor at Arizona State University’s School of Biological and Health Systems Engineering, Co-Director of the PEI WearTech Applied Research Center, and co-founder of IST, a neurotechnology company specializing in noninvasive bioelectronic and ultrasonic neural interfaces for medical and direct-to-consumer devices enhancing human performance and communications. He is a proven scientific and technical leader in the innovation and development of noninvasive, ultrasonic, and bioelectronic neuromodulation methods and devices intended to optimize human performance and brain health. Jamie earned his B.S. and Ph.D. in Behavioral Neuroscience from the University of Alabama at Birmingham.

JOSEPH ‘PEPE’ VELASQUEZ | Program Instructor
Professor Joseph ‘Pepe’ Velasquez is the director of Mediphor Design, a design consultancy focused on advanced medical product development with an emphasis on medical equipment engineering and the built environment. Velasquez is also a clinical assistant professor at Arizona State’s University’s Design School with instruction at other design programs in the United States, Australia and China. He is a board member of Asia’s largest medical solid surface manufacturer. Pepe holds a BSID and a master’s of science in information management with data-driven, design decision making.

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.
Is MedTech Ventures right for you?

INTERN
Whether you’re studying business, design, engineering, medicine, or some other related field, MTV internships offer an opportunity to apply what you’re learning at school inside of a real world venture. You’ll earn valuable work experience and develop critical job skills employers are seeking. Interns should expect to invest 5-10 hours per week.

APPRENTICE
Are you a recent graduate unable to get the job you really want because you don’t have the necessary experience? MTV apprenticeships offer an opportunity to earn work experience that can capture the attention of hiring managers and recruiters. Apprentices should expect to invest 15-25 hours per week.

MANAGER
If you already have 5-15 years of work experience but are looking to break out of the narrow role in your day job, MTV offers an opportunity to showcase your talents, develop new skills, or apply existing experience to advance your career or pivot into a new position. Managers should expect to invest 4-8 hours per week.

EXECUTIVE
For those with 15+ years of senior management experience, MTV offers an opportunity to groom early-stage teams and navigate a new venture to initial revenues and into the growth stage. Executives should expect to invest 4-5 hours per week.

ADVISOR OR BOARD MEMBER
For those with 25+ years of experience as an executive, board member, or subject matter expert in clinical practice, healthcare administration, or other relevant areas, MTV offers an opportunity to govern and guide ventures throughout the early stages. Advisors and Board Members should expect to spend 2-4 hours per month.

What did others get out of MedTech Ventures?

“Participating in MedTech Ventures was life changing for me. I realized that building businesses in MedTech was what I wanted to do with my life. I learned business skills had opportunities to further develop and apply my engineering skills.”

Cindy Crockett, ASU BME Class of 2019/ MTV Apprentice

“As an engineer in industry, I found I had little impact over the products’ design and evolution. This role of Product Manager was often filled by marketing personnel. Medtech Ventures allowed me to take on both roles simultaneously in the form of an Innovation Manager, letting me exercise my product development skills and learn marketing strategies in a fun, safe, and friendly environment.”

Jacob Snyder, ASU BME Class of 2014/ MTV Innovation Manager

“I’ve always been interested in being part of a start-up, building something from the ground up, and working on something meaningful that can have a positive impact. I’ve experienced all of that through MedTech Ventures.”

Patrick Dolan, Product Manager & MedTech Entrepreneur
WHEN & WHERE:
August 27, 2019 through May 5, 2020
Tuesdays 3PM to 5:30PM
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)

APPLY NOW OR LEARN MORE:
We encourage entry-level job seekers, experienced professionals, retirees, career-changers, and students to participate. To learn more and apply, visit www.MedTechVenturesProgram.com or contact us:

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