

CNMC-Shell Partnership Concept — Kyle King

A partnership between CNMC and the Startup Shell will create a lasting system of student-led innovation. This short summary explains the thinking behind the attached concept map. The concept map is an idealized state based on my perspective as a student innovator. I am looking forward to your input and further discussing this idea tomorrow morning.

The University of Maryland has the potential to become the lead innovator for pediatric healthcare through a partnership between CNMC and the Startup Shell. Through a three-sided approach of education, support, and reward, students' interests in pediatrics will expand, encouraging the development of unique solutions and ideas.

How the system will benefit stakeholders:

- CNMC - The partnership will produce sustainable student-lead pediatric innovation that will feed into the Consortium, impacting the greater medical community.
- The Startup Shell – An increased interest in pediatric healthcare entrepreneurship will attract strong and successful ventures, expanding Startup Shell's membership and increasing the impact of the organization.
- UMD - Inspiring the greater student body will increase the number of students interested in device development and attract student innovators from diverse majors, improving each successive class of entrepreneurs in the Shell and throughout the campus.

Precedents for this model:

- The Academy for Innovation and Entrepreneurship has an ongoing call for Fearless Innovator courses (<http://innovation.umd.edu/learn/fearless-ideas-rfp/>). These are classes that provide real-world experience with meaningful lessons in class. For example, BMGT468T, a class built around a partnership with Bass Pro Shops, features successful student innovations in their retail stores. In its first semester, this course is a precedent for the success of a CNMC-UMD partnership course.
- There is a real need to connect those in the midst of pediatrics and those interested in medical innovation and design. By seeding a website with ideas and needs for development, student startups can tackle the various problems facing pediatrics. The best and most pressing ideas could be up-voted to make sure they are seen and focused on. The most challenging ideas could then become innovation prizes.
- In just under a month, the winner of the Tricorder X-Prize will be announced, which includes a group of Hopkins students. The same structure of a bounty-based innovation prize is exactly what a system like this needs to promote and support high-potential ventures, from idea to execution. These would be separate of the grants already offered through CNMC and would be targeted in high need or stagnant areas of pediatric care not addressed through traditional means.