

DEMO DAY 2016

Date: 6:00 – 9:00PM at April 25, 2016

Keynote Speaker: Robert Langer
Institute Professor, MIT

Location: CIC @ 4240
4240 Duncan Avenue
Saint Louis, MO 63110

Dear Prospective Sponsors,

IDEA Labs™ is a network of medical bioengineering, design, and entrepreneurship incubators at top universities around the country, founded in 2013 at Washington University in St. Louis. Today, the network has grown to include Harvard, MIT, University of Pennsylvania, and University of Minnesota. We form teams of medical, engineering, and business students with mentorship from faculty, healthcare professionals, and local entrepreneurs in order to tackle unmet needs in healthcare delivery and clinical medicine. IDEA Labs provides technical, clinical, business, and legal mentorship, initial funding and facilities for prototypes, and legal support necessary for teams to thrive as budding companies. As a student-led, volunteer based platform, we run at unparalleled cost. Last year, we spent \$80,000 to support 133 students, yielding 12 companies that have collectively raised over \$1.5 million since May 2015 (company portfolios attached).

On April 25, 2016 we will be having our fourth annual Demo Day event. Demo Day is our capstone event where IDEA Labs teams from across the country present entrepreneurial solutions that they have developed for problems in a variety of medical fields, from primary care to surgery. These solutions range from devices to smartphone applications. Previous teams created a portfolio of prescribable, disease-specific text message tools designed by practicing providers to improve their patients' health, a cystoscope that allows urologists to create panoramic bladder maps to track lesions, and a smartphone application that interfaces with wearable technology to provide anxiety interventions at moments of high stress. Teams will showcase their ideas, interface with top talent and investors, and gain feedback from physicians, entrepreneurs, and engineers.

The event program includes introductory remarks, a VIP reception, a keynote address by renowned biotechnology leader **Professor Robert Langer** from MIT, presentations from teams, tech demos, food and drink, and an awards ceremony. Teams include roughly **300 participants** nationally – undergraduate and graduate students in engineering, biology, computer science, business, and medicine. The audience will include entrepreneurs, manufacturers, faculty, investors, and media representatives from across St. Louis and the entire country. You can find our [video collage summarizing Demo Day 2015](#) on YouTube.

IDEA Labs
20 S. Sarah Street
Saint Louis, Missouri 63108

idealabsincubator.org | info@idealabsincubator.org



Why sponsor?

IDEA Labs™ will give you an opportunity to get exposure to the country's top innovative talent from Washington University in St. Louis, Harvard, MIT, U. Pennsylvania, and U. Minnesota. You will see the latest innovations in healthcare and medical technology, and support the medical, business, and engineering education of a new class of professionals. Without your sponsorship, this event would not be possible. Our goal is to raise at least \$100,000 for this event and awards to the top teams, with any funding above the cost of the event going to funding new chapter grants, teams, training, and IDEA Labs operations. As a predominantly student-run organization, we squeeze every dollar to make big things possible for our teams on a small budget. Based upon the amount donated, you will be given varying privileges as a sponsor, as outlined on the next page. You can also help with donations of refreshments and meals, prizes, tech equipment, and more. We are happy to work with you toward sponsorship at any level. IDEA Labs is a charitable, tax exempt 501(c)(3) status nonprofit organization, with tax information on the following page.

We look forward to your involvement in IDEA Labs. Please contact Stephen Linderman, IDEA Labs President, at steve@idealabsincubator.org.

Thank you for your time and consideration,

IDEA Labs Executive Board


























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Corporate Sponsorship Levels*

	Champion	Platinum	Gold	Silver	Bronze
Amount	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Named sponsor of Demo Day					
Opening remarks to award ceremony					
Named prize to team, with remarks, or named sponsor of event section					
Signage on event ticket					
Judging					
Prime booth (e.g. for publicity, product sampling, recruitment)					
Advertisement link on event website					
Material included in event giveaways					
Side booth (e.g. for publicity, product sampling, recruitment)					
Logo recognition on event signage and website					
Program advertisement	Full page	½ page	¼ page	Listed	Listed
# Sponsor tickets (Includes reception before the event, tour of IDEA Labs space, reserved seating during presentations, and open bar)	16	8	4	2	1

Sponsorship goal: \$100,000

* Any funding from sponsorship raised in excess to the cost of the Demo Day event will be committed directly to funding IDEA Labs operations throughout the year. \$7500 supports approximately one new IDEA Labs team. We are happy to work with you to find the best sponsorship level for your entity.

*** In kind donations are welcome.

IDEA Labs EIN: 46-5658453

Tax exempt status under section 501(c)(3)

Public charity status under section 170(b)(1)(A)(vi)

Contributions are tax deductible under sections 170, 2055, 2106, or 2522 of the Internal Revenue Code

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