

DEMO DAY 2016

Date: 8:30 AM – 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 \$2 million since May 2015.

On April 25, 2016 we will be having our fourth annual Demo Day, IDEA Labs' culminating event where teams present their budding companies publicly for the first time. The invite-only, daytime portion of the event facilitates investors meeting with curated, top companies from St. Louis, Philadelphia, and Minneapolis that are Series A or seed level. The public-facing, evening 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. 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.

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

idealabsincubator.org | info@idealabsincubator.org



Demo Day Program

The event program includes individual investor–company meetings, office hours, a VC panel discussion, 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, university 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.

Time	Demo Day – Invited Conference Programming
8:30a – 9:00a	Arrival and introductions
9:00a – 12:00p	Series of 20-30 minute customized, individual meetings between investors and IDEA Labs alumni and affiliate companies raising seed or Series A rounds
12:00p – 12:45p	Lunch
12:45p – 2:15p	Office hours with new IDEA Labs teams from this year
2:15p – 3:30p	Revisit opportunities
3:30p – 4:30p	VC panel discussion with audience of IDEA Labs members and invited guests
5:00p – 6:00p	VIP reception (Robert Langer, sponsors, VCs, IDEA Labs leaders)
	Demo Day – Public Capstone Event Programming
6:00p – 7:30p	Arrival, public demos from all IDEA Labs companies, food and drink
7:30p – 7:40p	Introduction talk about IDEA Labs – Stephen Linderman, President
7:40p – 8:20p	Finalist podium presentations
8:20p – 8:45p	Keynote address – Prof. Bob Langer, MIT
8:45p – 9:00p	Awards and concluding remarks



Why sponsor?

IDEA Labs™ showcases 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 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. Current sponsors include Johnson & Johnson Innovation, Third Rock Ventures, and the St. Louis Metropolitan Medical Society. 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
Amount	\$50,000	\$25,000	\$10,000	\$5,000
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
# Sponsor tickets (Includes reception before the event, tour of IDEA Labs space, reserved seating during presentations, and open bar)	16	8	4	2

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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