



IDEA Labs | 4240 Duncan Avenue | Suite 200 | Saint Louis, Missouri 63110  
idealabsincubator.org | info@idealabsincubator.org | [LinkedIn](#) | [@IDEALabs](#)

## Demo Day 2016

**Date:** 6-9pm, April 25, 2016

**Location:** CIC @4240  
4240 Duncan Avenue  
St. 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, supported in partnership with the American Medical Association. 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.

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, as 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.

### 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. 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](mailto:steve@idealabsincubator.org).

Thank you for your time and consideration,  
IDEA Labs Executive Board



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## Corporate Sponsorship Levels\*

	<b>Champion</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Amount</b>	\$50,000	\$25,000	\$10,000	\$5,000
<b>Named sponsor of Demo Day</b>	x			
<b>Opening remarks to awards ceremony</b>	x			
<b>Named prize to team, with remarks, or named sponsor of event section</b>		x		
<b>Signage on event ticket</b>	x	x		
<b>Judging</b>	x	x	x	
<b>Prime booth (e.g., for publicity, product sampling, recruitment)</b>	x	x	x	
<b>Advertisement link on event website</b>	x	x	x	
<b>Materials included in event giveaways</b>	x	x	x	
<b>Side booth (e.g., for publicity, product sampling, recruitment)</b>				x
<b>Logo recognition on event signage and website</b>	x	x	x	x
<b>Program advertisement</b>	Full page	Half page	Quarter page	Listed
<b># Sponsor Tickets</b> (Includes reception before the event, a tour of the 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