



## **ASAIO 2012 New Venture Forum Call for Abstracts**

**Extended Deadline for ASAIO New Venture Forum Abstracts is Friday, February 3, 2012**

**Awards of \$5,000, \$3,500 and \$1,500 for First, Second, & Third Place Winners!**

**Uniting Scientific Research, Clinical Practice, Regulatory Affairs and New Business Development**

ASAIO will host the first annual “*Medical Device Entrepreneur’s Forum*”, a special session designed to allow award winning entrepreneurs to present innovative medical device technologies at the Annual Conference. Three abstracts will be selected for presentation at the New Venture Forum before a panel with expertise in regulatory, reimbursement, intellectual property and venture capital. The panel will give critical feedback to the presenters with the goal being to provide constructive input for the entrepreneurs, and for the conference attendees. The awards will be announced at the end of the session.

Target technologies may include any innovative medical devices used for the treatment or diagnosis of disease. The goal of the *Medical Device Entrepreneur’s Forum* is to foster interaction and education among clinical, research, industry and government stakeholders toward understanding strategies that accelerate the commercialization of innovative medical technologies. The New Venture Forum will be held in San Francisco at the ASAIO Annual Conference June 14, 15 & 16, 2012.

Successful candidates will be teamed up with business students from MIT Sloan School of Management for assistance with preparation of a business plan, a slide presentation for the Conference, and for expert advice on the business strategy.

The NEW VENTURE FORUM brings together leaders in clinical medicine, scientific research, industry, bioengineering and business to accelerate the commercialization of innovative medical technologies and emerging therapeutic practice.

### **HOW TO APPLY**

ASAIO is soliciting abstracts for Medical Technologies at the concept and seed funding stages of commercialization to participate in the New Venture Forum. Submit a 250 word Business Plan Abstract directly to ASAIO at [info@asaio.com](mailto:info@asaio.com).

**Abstracts should briefly address the following topics:**

- Product/Technology
- Development Stage
- Intellectual Property\*
- Regulatory Status/Plan
- Market
- Competitive Landscape
- Current Funding Status and Requirements

*\*Confirm with appropriate advisors or legal counsel that intellectual property described is protected.*

***ASAIO - From Discovery to Clinical Use and Commercialization***

ASAIO promotes the development, application, and awareness of medical technologies, which enhance the quality and duration of life. Members represent government (NIH, NHLBI, NIDDK, NIBIB, as well as SBIR program officials and FDA), universities, industry, private hospitals, and independent research groups.

The ASAIO Annual Conference provides a unique forum for clinicians and researchers to network with colleagues, members of industry and government representatives who will be involved as projects are developed from concept into clinically useful devices. Details about the ASAIO Annual Conference are at [www.asaio.com](http://www.asaio.com).

**February 3, 2012 – Deadline for Receipt of NVF Abstracts**

**February 2012 – Announce Selected Abstracts & Pair with Sloan Student Teams**

**March 2012 – Strategy Coaching**

**June 15, 2012 – Presentation of the New Venture Forum  
at the ASAIO Conference in San Francisco June 14 – 16, 2012**

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