



Society for Biomaterials 2021 Business Plan Competition
to be held during the Annual Meeting & Exposition in Chicago, IL
April 21 - 24, 2021

CALL FOR ABSTRACTS

Students and post docs: Medical technology requires more than just laboratory results to become a reality. Do you believe that your biomaterials-based research innovation has the potential to succeed in the medical device industry? Put your skills to the test in this unique session designed to challenge you to consider the commercialization aspects of your research. Individuals and groups (your choice) will be judged by experts from investing, industry, regulatory, and academia on the strength of their commercialization plans. Prizes will be awarded to the top teams, including audience's choice. To participate, submit an abstract that contains your Executive Summary, including information on your technology, the market, and the commercialization strategy. Those selected will give a 10-minute pitch followed by Q&A "Shark Tank" style from judges and audience.

HOW TO PARTICIPATE

Individuals and teams interested in participating in this session should submit an abstract to the Business Plan Competition as part of the 2021 Call for Abstracts. Abstracts selected for competition will be notified as part of the normal process. All presenters must be registered attendees of the 2021 Annual Meeting. The same material may be presented in other sessions at the 2021 Annual Meeting; however, a separate abstract containing the conventional content should be submitted for those sessions.

The SFB abstract template should be used, but modified to include the following sections:

- **Team Name:** Brief Team Description
- **Technology** (Technical description, disease/condition to be addressed, effectiveness, safety, intellectual rights)
- **Market** (Patient population, current and future spending in this market area).
- **Commercialization Strategy** (Regulatory Approach, Manufacturing, Marketing/How the device will be sold, Finances, Profits, Reimbursement, Exit Strategy).
- **Figures** (optional)

PRIZES

Prizes to be announced once sponsorship for this year's event is finalized.

RULES:

1. Teams may consist of any number of students, postdocs, staff, faculty, and non-academic members, however only students and postdocs will be permitted at the podium during the competition. Up to four team members may present on stage.
2. Business plan ideas must contain subject matter that is normally of interest to the Society for Biomaterials. Refer to the Call for Abstracts and the Special Interest Group section of the SFB website for a list of relevant subject areas.
3. Business plans may be original ideas or established companies. Companies that are revenue-positive must not have exceeded \$500k in total revenue at the time of abstract submission.
—Protection of sensitive material is the responsibility of the individual or team members, who should consider their participation in the session as a public disclosure and expect that abstracts will be included in the annual program book. Refer to relevant patent law before disclosing sensitive material.

PRESENTATION FORMAT

If selected, expect to make a 10-minute pitch for your company followed by a fast-paced Q&A session. More information will be announced following abstract decisions.

MORE INFORMATION: If you have further questions, please contact Bob Hastings: BHastin2@its.jnj.com