# BioSciences Iowa: Medical Device Platform Update

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Iowa State Capitol

# Three areas of development essential to successful commercialization

#### Focusing on the core building blocks

#### Culture

Establish a concierge-like "one stop shop" connecting service for faculty and staff, celebrate wins and the value of failing; expand corporate partnerships

U of Iowa

### **Talent**

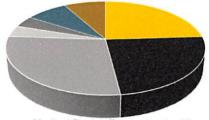
Build diverse platform of entrepreneurial experts and alums who have scaled business; create consistent, recurring touch points

## Capital

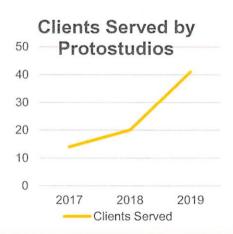
Build connections to coastal VCs, support Iowa funds and leverage Unity Point investment strategy

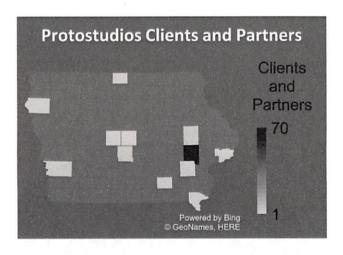
# Protostudios – Building for Sustainable Impact

#### **Project Distribution by Type**

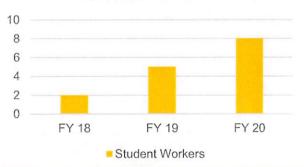


- Medical Device External to the UI
- Medical Device Internal to the UI
- · Consumer Products External of UI
- Physics Project Internal to UI
- Biology Project Internal to UI
- · Engineering Project internal to UI

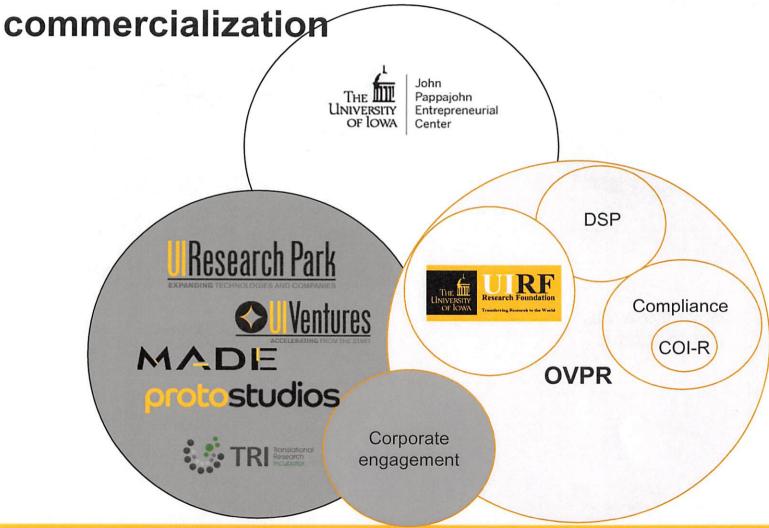




Student Engagement Protostudios & MADE



A collaborating ecosystem impacting economic development and commercialization



# **Nurturing Medtech Innovation**

# protostudios

Faculty idea becomes prototype

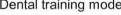


Wishbone device for TMS depression treatment



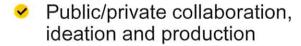
Dental training model







- Faculty led innovations become products launched by students
- Students manage all aspects: quality, design, FDA, manufacturing, marketing
- Manufacturing partners in Hiawatha











Fiscal 2019 funding impact snapshot: Building blocks to successful Economic Development

**Impact Development** VC Investment IDx: created 33 new jobs post Angel '19 VC raise Investment \$45M SBIR WEALTH invested CREATION: **Funding** from out-IDT: sold to of-state UI Danaher for VC firms 2.0B **GAP** \$4.25M **Funding TaleeBio** raised 8 companies from outstartup acquired awarded over of-state June 2019 \$2.8M Angels

## 2020 Economic Development Initiatives

- protostudios MADE further develop essential platform to transform faculty entrepreneurial aspirations and culture
- Concierge Service one stop shop, connecting would-be innovators with collaborators, talent and capital
- Expert Advisory Council integrating successful entrepreneurs to guide, mentor and connect startups; support vetting to maximize licensing strategies and opportunities
- Expand relationships and programing with established Venture Capital community, and facilitate local private investment