

## Expression of Interest – Information Pack Proposed Victorian MedTech Mission to the US 2016

Thank you for your interest in the proposed 2016 MedTech Trade Mission to the US. We are looking forward to working with mission delegate companies and our international partners to promote Victorian medtech companies and capabilities in the key US Medtech Market.

BioMelbourne Network is coordinating a Medtech Mission to the US, which will include customised programming in two leading US Medtech cities, Boston and Minneapolis. The focal point of the mission is the [AdvaMed 2016 Conference](#), which will include representation on the “Australia” pavilion exhibition space and opportunities for business partnering activities.

This document provides details on the mission’s objectives, activities and inclusions. Whilst some program details will be finalised in the lead up to the October mission, we want to give you a sense of the opportunities the mission can create for your company in the North American Market, and insight into how get the most out of the experience, should you decide to participate.

You are invited to join us for either the whole mission or only the Minneapolis leg which will include the AdvaMed 2016 conference.

### The Basics

<b>Mission Duration:</b>	<b>Depart Melbourne Wednesday 12<sup>th</sup> Oct and return Saturday 22<sup>nd</sup> Oct</b>	
<b>Locations Visited:</b>	<b>12- 14 Oct</b>	Boston, MA (3 nights)
	<b>15-18 Oct</b>	AdvaMed 2016, Minneapolis, MN (4 nights)
	<b>19-20 Oct</b>	Minneapolis, MN partnering with Medical Alley (3 nights)
<b>Participants Numbers:</b>	Estimated delegation size is ~ 15 organisations	
<b>Mission Leader:</b>	Krystal Evans, CEO BioMelbourne Network	
<b>Mission Support:</b>	Nathan Elia, Investment & Trade Director Victorian Government Business Office, Americas Region	

### Mission Itinerary Outline

<b>Travel - Weds 12th Oct</b>	Depart Melbourne to arrive Boston Evening – Mission Welcome Reception in Boston
<b>Thurs – Fri 13th-14th Oct</b>	<b>Boston: Customised business matching program</b>
<b>Travel Day Sat 15th</b>	Depart Boston for Minneapolis
<b>Sun 16th – Weds 19th Oct</b>	<a href="#">Advamed 2016 Conference Program</a> , Minneapolis
<b>Sunday:</b>	<a href="#">US Market Access Seminar</a> International Welcome Reception

**Monday:** Accel Leadership Seminar (formally Entrepreneur Bootcamp)  
AdvaMed Conference Welcome Reception

**Tues - Weds:** Trade Hall exhibition and business partnering  
AdvaMed Conference program

**Thurs 20th – Fri 21st Oct** Minneapolis – with partners [Medical Alley](#)

**Thursday:** AM – Site visit to MN Medtech multinational  
Business networking lunch  
PM – Medical Alley MedTech Panel session  
Medical Alley Business Networking Reception

**Friday:** AM – Medical Alley State of the Sector Panel session  
Business networking lunch networking event  
PM – Minneapolis Site visit  
Evening – Post-mission debriefing and wrap session

**Travel Fri 21st or Sat 22nd Oct** Depart Minneapolis for Melbourne

## Who should participate in the MedTech Mission?

Companies with an interest in the US medical technology sector looking for US market entry, seeking investment, strategic partnerships, licensing deals, service provider contracts, business expansion, client engagement and international networking opportunities.

### Medical technology companies

- Medical devices
- Diagnostics
- Digital health

### Publically funded research agencies

- Universities
- Medical Research Institutes

### R&D Service Providers

- Engineering and Design
- Clinical and Regulatory
- Legal and Finance

You will gain a deeper knowledge of the US MedTech market, insight into capital raising in the US and a greater understanding of partnering products and technologies with US companies. Experience the US medtech scene first hand and increase your connections, guided by the experienced mission leaders who will be on-hand to help you achieve your mission objectives.

## Benefits of Being a US MedTech Mission Delegate

The value of the mission is our ability to facilitate introductions, create connections and opportunities to help you achieve your goals in the US, a key global market for Victorian medtech companies

- Customised business matching opportunities with selected US partners in Boston and Minneapolis through facilitated introductions and partner organisations
- 20% discount on the AdvaMed Conference registration
- Branded position on the Australia Pavilion in the AdvaMed 2016 Conference Exhibit Hall
- Pavilion Space to host partnering meetings during AdvaMed 2016 Conference
- Preferred access to AdvaMed Conference events, including
  - US Market Access Seminar
  - International networking reception
  - Accel Leadership Seminar and networking lunch
- Marketing and promotional material

- including your company profile, logo and image in Medtech Mission Brochure
- Social media profiling and promotion during Advamed 2016 and MedTech Mission
- Customised business matching and networking events, panel sessions, talks and site visits in two US destinations
- On ground transport in Minneapolis
- Advice and assistance with mission planning, including recommendations for flights and accommodation
- 1:1 briefing sessions on how to make the most out of your Advamed2016 conference experience

**Participants will be responsible for own costs and arrangements for flights, accommodation, meals, conference registration and social activities.**

## Pre-Mission Key Dates

- 4<sup>th</sup> July:** Expression of interest opens
- 27 July:** US Medtech Mission Information Briefing Session: [Register here](#)
- 15 August: DEADLINE** Confirmation of intent to participate in Mission  
- Including company profile details
- 29 August:** Marketing material deadline
- Early September:** Customised 1:1 consultations with mission leaders  
- Discuss company mission aims and business matching
- 27 September:** Pre-Departure Mission Briefing (in CBD, 4-6pm)

### Estimated Participation Costs:

**How much will I have to pay ?**

Mission participants are responsible for flight, accommodation and conference registration costs. Total participation cost is estimated to be **~\$6,000 per participant**. This is based on the following estimated budget (Given for example only):

<b>Flight cost</b> (return via LA, plus all internal flights)	= \$1800
<b>Accommodation</b> (10 nights @\$200 per night)	= \$2000
<b>Advamed registration cost</b> (incl Business Matching + 20% discount)	= \$1350
<b>Food, tips, taxis and other Expenses</b> (10 days @ \$100 per day)	= <u>\$1000</u>

**Example total = \$6,150**

BioMelbourne Network is currently negotiating group discounted prices for both airfares and accommodation across all travel locations, in an effort to further reduce the cost to participants. Further information on these will be provided to the group, when available.

There is **no participation charge** for trade mission services, including promotion of Victorian companies on the Australia Pavilion at Advamed 2016, customised business matching services and trade mission program activities in the two medtech city destinations and all delegates will be included in the trade mission marketing material and promotional opportunities.

Participants are required to cover their own costs for most meals (hotels with breakfast included are being sought), taxis, taxes and tips.

## Mission Activities

BioMelbourne Network are collaborating with the State Government of Victoria and our international partner organisations to coordinate a comprehensive itinerary, that will provide you with the optimum mix of briefings, site visits, networking and business matching opportunities to maximise the mission benefits to delegation companies.

Whilst many details on specific events and activities to take place on the mission are currently being finalised, you are encouraged to review the draft itinerary to gain a sense of what we have planned for each location.

### AdvaMed 2016 – Melbourne Medtech meets Minneapolis

The AdvaMed 2016 conference is the largest annual medical technology-focused industry event on the US calendar. This annual conference drew more than 900 companies and over 2,300 attendees in 2015 – including global MedTech executives with regulatory, reimbursement, business development, legal, IP, marketing, quality, compliance, and other key responsibilities. Along with industry leaders, the AdvaMed conference attracts business development professionals, investors, policy-makers, legal experts, consultants, distributors and other important stakeholders.

The Victorian Medtech Delegation will have dedicated space in the “Australia” pavilion in a ‘high traffic’ position on the AdvaMed 2016 Exhibit Hall floor. The design of the pavilion will give you the space and facilities to meet with contacts, promote your organisation and work with an experienced team to showcase Victorian MedTech talent. BioMelbourne Network and State Government of Victoria staff will be on hand to manage the pavilion and assist you in making the most out of your conference experience.

### US Medtech Mission - Destination Cities

The mission program will also include visits to two of the leading Medtech Cities in the US – Boston and Minneapolis. In each city there will be a two-day customised business program that will be tailored to meet the needs and interests of the delegation companies who confirm their participation in the mission and will include:

- Site visits to leading medical device companies and manufacturers
- Engagement with VC firms, investment networks and funding opportunities
- Briefings on US market activity and opportunities
  - including the regulatory and reimbursement landscape
- Networking events in host cities to connect with local business groups
- Targeted one-on-one business matching to facilitate partnering activities
- Access to innovation hubs in leading hospitals and universities

#### **Boston**

Boston is a globally leading medical research city, and is second only to Silicon Valley when it comes to US venture capital funding, making it a hotbed for medical technology innovation. The state of Massachusetts is home to more than 400 medical device companies, strongly represented by surgical and medical instrument manufacturers. Medical devices are more than 10 percent of the state’s total exports and represent \$1 out of every \$10 of U.S. medical device exports

- No. of Medical Device Employees: 18,893
- Medtech VC Investing (2014, for MA): \$363.9M
- Annual operating cost with facility construction: \$10.6M
- NIH Funding (2014, MA): \$2.4B

In Boston we will be working closely with Nathan Elia, Investment & Trade Director and Life Sciences Specialist from the Victorian Government Business Office, Americas Region - who is based in Boston. Nathan has extensive networks in the VC and business community and will support companies through facilitated introductions to potential partners to help generate business leads.

## **Draft Itinerary: Boston**

### **Thursday 13th October**

- Briefing: State of the Sector with Nathan Elia and VGBO representatives
- Site visit to medical device manufacturing company and tour
  - Examples: Haemonetics, Brucker, Insulet, Anaologic, Abiomed
- 1:1 Business matching opportunities
- Evening networking session to promote Victorian MedTech Capabilities
  - Opportunity to partner with MassMEDIC

### **Friday 14th October**

- Site visit and seminar with a Research Hospital with active Innovation Groups
  - Examples: Boston Children's, Mass General, Joslin Clinic, Brigham & Women's
- Briefing on Investment landscape and VC engagement in US
  - Examples: Catalyst Health Ventures, Zaffre Ventures (Blue Cross), Clarus Ventures, Merck Ventures
- 1:1 Business matching opportunities

## **Minneapolis**

Minneapolis is home to some of the world's biggest medical technology industry players. Minneapolis has exceptional medical technology infrastructure, services, skills along with vibrant VC and investor communities with substantial interest in new medical technologies.

- No. of Medical Device Employees: 27,718
- Medtech VC Investing (2014, for MN): \$245.6M
- Annual operating cost with facility construction: \$9.2M
- NIH Funding (FY 2014, MN): \$50M

Our partner in Minneapolis is Medical Alley - the largest state-based life sciences trade association in the United States, serving nearly 700 member organizations. Their network reaches all the major players in the medical devices sector, and they will be our hosts for the two-day program following the AdvaMed 2016 conference.

The visit will include a site visit to one of the large medical device companies headquartered in Minneapolis, as well as briefings on US market activity and opportunities, panel session on the regulatory and reimbursement landscape, networking events and customised one-on-one business matching, including pre-arranged meetings. The extra two days will also give you the opportunity to follow up on local contacts made at the AdvaMed 2016 conference, to build strong relationships in this growing health innovation centre.

## **Draft Itinerary: Minneapolis**

### **Thursday 20th October**

- Site visit to medical device manufacturing company and tour
  - Examples: Medtronic, Boston Scientific, 3M, St. Jude Medical
- Medical Alley Medtech Briefing Session and networking lunch
- Evening networking session to promote Victorian MedTech Capabilities
  - Hosted by Medical Alley and ProMed

### **Friday 21st October**

- Panel session at Medical Alley: US Market Access – Regulatory and Reimbursement Landscape
- Networking lunch hosted by Greater MSP
- Site visit with a company with Australian connectivity
- Mission debriefing session prior to delegate departure

## Make our network your network

BioMelbourne Network has a wide network of contacts in medtech, biotech and digital health in the US. We are growing this global network to the benefit of the wider Victorian ecosystem, and welcome you to join us and grow your business networks too.

Every effort will be made to identify direct meeting opportunities for participants in-market, in advance of the mission. To support this activity we will be providing our US partners with a Mission Delegate Profile Pack to highlight your company and your interests in order to identify opportunities for business matching. Participants are encouraged to actively identify organisations they would like to engage with and specific areas of interest in which they seek international connections.

We will also make sure you have time to meet your own contacts. The agenda is flexible enough for you to opt in or opt out of some activities. If you have contacts and collaborators in Minneapolis or Boston, you will have plenty of time to meet with them. In fact – they would be most welcome to join us.

We look forward to discussing the mission with you and providing a more detailed itinerary at the Mission Information Briefing event on [27<sup>th</sup> July, 2016](#)

A confirmation form is attached for your completion, should you choose to formally sign up prior to, or at that event.

The formal deadline for confirmation is set at **COB, 15<sup>th</sup> August but please get in touch ASAP!**

We would highly encourage you to declare your interest in being part of the delegation as soon as possible so we can work with you to align your mission goals to the planned mission activities.

Should you have any questions at this point, reach out to:

Dr Krystal Evans, CEO BioMelbourne Network [kjevans@biomelbourne.org](mailto:kjevans@biomelbourne.org)

## Marketing Requirements for Mission Brochure:

### Cover Image:

Minimum Height 440 px (37.25mm) /  
Minimum Width 880px (74.25mm). Accepted  
formats .jpg, .gif, .png  
The image should have some relation to what  
your company is about. *See example.*

### Company Write-Up:

Maximum 450 characters (*including spaces*).  
*See example.*

### Main Contact Details:

Name, Position, Mobile, E-mail Address

### Website

### Logo:

Preferred as an .eps file, although a high  
resolution .JPG, .PNG, or .GIF is acceptable.  
*The logo will be printed in both full CMYK colour  
and greyscale. If you have a specific 'colourless'  
logo you would like used, please provide it.*



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dorsaVi Ltd (ASX: DVL) is focused on developing  
wearable sensor technology for use in clinical  
practice, elite sports & occupational health and  
safety. Our technology enables many aspects  
of detailed human movement and position to be  
accurately captured, quantified and assessed  
outside a biomechanics lab, in both real-time and  
real situations for up to 24 hours.

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## Marketing Requirements for Visual Display on Pavilion:

### Microsoft PowerPoint Presentation:

2-3 minutes for company promotional slides, visual representation of key messages, products and competencies. Could include video (2-3 minutes ONLY). No sound available. Provided in PowerPoint format or Mp4/avi/eps. Strict time limit applies.

### Company Details for Pavilion Display:

Description of company and capabilities – strict 100 word limit

Logo: Vectorized files are always the best but if it is done by resolution minimum 100dpi at final output would be great

## Company Profile for Delegate Business Matching:

### What does your company do?

Description of company and capabilities – strict 100 word limit.

### What are your Mission objectives?

Broad description of your mission objectives: For example the types of connections that you are looking to make in the US – types of companies you are looking to meet, objectives such as capital raising, licensing, partnering, seeking advice on regulatory and/or reimbursement environment, information on US market entry, business extension or collaborations.



# CONFIRMATION OF PARTICIPATION

## 2016 VICTORIAN MEDTECH MISSION TO US including ADVAMED CONFERENCE 2016

Name:

Position:

Company:

Email:

Mobile:

Office Phone:

Please select:

- I will join the whole Mission including Boston, AdvaMed 2016 and Minneapolis
- I will join the AdvaMed 2016 Conference and the 2 day program in Minneapolis
- I will just attend the AdvaMed 2016 Conference in Minneapolis

What would you like to achieve on the US MedTech Mission? Please be specific in terms of your goals and objectives (investment, partnering, licensing, clients, collaborators) and the contacts that you wish to make.

Please return your completed confirmation form by **COB Monday August 15<sup>th</sup>** to ensure your place in the delegation

Email this form to [n.pitcher@biomelbourne.org](mailto:n.pitcher@biomelbourne.org)