

DEMO DAY 2017

April 28, 2017		CIC@4240
Investor Conference	9:30 AM – 6:00 PM	4240 Duncan Avenue
Demo Day Public Event	6:00 PM – 9:00 PM	Saint Louis, MO 63110

Dear Prospective Sponsor,

You are invited to engage with top talent and emerging medical technology companies nationally.

Sling Health™, formerly known as 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, University of Michigan, Georgia Institute of Technology, Emory, Tulane, and Louisiana State University, supported in collaboration 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. Sling Health provides technical, clinical, business, and legal mentorship as well as the initial funding and facilities for prototypes and the legal support necessary for teams to thrive as budding companies.

On April 28, 2017 we will be having our fifth annual Demo Day, our culminating event where teams present their budding companies publicly for the first time. The invite-only, daytime portion of the event facilitates investors meeting with curated, top companies from around our network that are Series A or seed level. The public-facing, evening Demo Day is our capstone event where Sling Health 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 are **predominantly devices, software, and diagnostics**. 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, and gain feedback from physicians, entrepreneurs, and engineers.

Confirm your registration by email or phone:
Amanda Thomas, Vice President of Events
amanda@slinghealth.org

slinghealth.org



Demo Day Program

The event program includes individual investor–company meetings, office hours, a VC panel discussion, a VIP reception, a keynote address by a renowned biotechnology leader (previously **Professor Robert Langer** and **Mark Levin**), 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, university faculty, investors, and media representatives from across Saint Louis and the entire country. Our [video collage summarizing Demo Day 2015 & 2016](#) are on YouTube.

Time	Demo Day – Invited Conference Programming	
9:30a – 11:30a	Pre-event: Office hours with new Sling Health teams from this year	
11:30a – 12:00p	Arrival and introductions	
12:00p – 1:15p	Company demo tables and networking over lunch	
1:15p – 4:00p	Series of 20-30 minute customized, individual meetings between investors and Sling Health alumni and affiliate companies raising seed – Series A rounds	
4:00p – 5:00p	VC panel discussion with audience of Sling Health members and guests	Flexible investor – company meetings
5:00p – 6:00p	VIP reception (Keynote, sponsors, VCs, Sling Health leaders)	
	Demo Day – Public Capstone Event Programming	
6:00p – 7:00p	Arrival, public demos from all Sling Health teams, food and drink	Flexible investor – company meetings
7:00p – 7:10p	Introduction talk about Sling Health – Stephen Linderman, President	
7:10p – 7:50p	Keynote address	
7:50p – 8:30p	Finalist podium presentations	
8:30p – 8:40p	Concluding remarks about upcoming directions for Sling Health	
8:40p – 9:00p	Awards and socializing	

Event Location: 4240 Duncan Avenue, St. Louis

**Mailing Address:
Sling Health
20 S. Sarah Street
Saint Louis, Missouri 63108**

slinghealth.org | info@slinghealth.org



SLING HEALTH

Launching Medical Technology Entrepreneurs

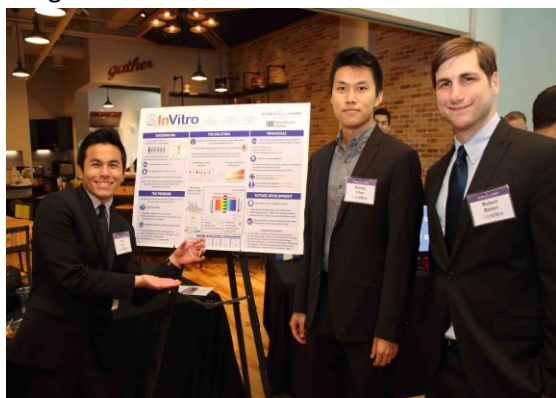
Why should you sponsor?

Sling Health™ showcases the country's top innovative talent and budding companies from Washington University in St. Louis, Harvard, MIT, U. Pennsylvania, U. Michigan, Georgia Tech, Emory, Tulane, and LSU Med. Our members form a select set of graduate engineering, medical, business, and undergraduate students from across the network. We anticipate hosting student leaders from 30 other top universities interested in forming a Sling Health chapter, as we grow the network to foster medical innovation nationwide. 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 sponsorship, this event would not be possible. Our goal is to raise at least \$125,000 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 Sling Health operations. We are discussing opportunities to grow the investor conference into a two day event showcasing the St. Louis region. Previous sponsors include the American Medical Association, Johnson & Johnson Innovation, Third Rock Ventures, PhRMA, the St. Louis Regional Chamber, and BioSTL. As a predominantly student-run organization, we squeeze every dollar to make big things possible for our teams on a small budget. Based upon your amount donated, we will acknowledge the level of sponsorship in a variety of ways, as outlined on the next page. We are happy to work with you toward sponsorship at any level. Sling Health 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 Sling Health. Please contact Amanda Thomas, Sling Health Vice President of Events, at amanda@slinghealth.org.

Thank you for your time and consideration,

Sling Health Executive Board



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SLINGTM HEALTH

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Corporate Sponsorship Levels*

	Champion	Platinum	Gold	Silver
Amount	\$50,000	\$25,000	\$10,000	\$5,000
Named sponsor of Demo Day	💡			
Opening remarks to award ceremony	💡			
Named prize to team, with remarks, or named sponsor of event section		💡		
Signage on event ticket	💡	💡		
Judging	💡	💡	💡	
Prime booth (e.g. for publicity, product sampling, recruitment)	💡	💡	💡	
Advertisement link on event website	💡	💡	💡	
Material included in event giveaways	💡	💡	💡	
Side booth (e.g. for publicity, product sampling, recruitment)				💡
Logo recognition on event signage and website	💡	💡	💡	💡
Program advertisement	Full page	½ page	¼ page	Listed
# Sponsor tickets (Includes reception before the event, tour of Sling Health space, reserved seating during presentations, and open bar)	16	8	4	2

Sponsorship goal: \$125,000

* Any funding from sponsorship raised in excess to the cost of the Demo Day event will be committed directly to funding Sling Health operations throughout the year. \$7500 supports approximately one new Sling Health team; \$15,000 supports a newly forming chapter through their seed year. We are happy to work with you to find the best sponsorship level for your entity.

*** In kind donations are welcome.

Sling Health 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

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