



ICI Innovation Awards 2011

Innovations in Cardiovascular Interventions
December 4-6, 2011 | Tel-Aviv, Israel

ICI INNOVATION AWARDS 2011



CALL FOR SUBMISSIONS

The ICI Innovation Awards Competition is looking for brilliant novel ideas and Start-Up businesses that have the potential to transform patient lives.

Innovation is the life blood for any organisation and over the coming years of economic uncertainty, there has never been a more pressing demand for healthcare innovation. "Innovations in Cardiovascular Interventions" (ICI) focuses on innovative technologies and therapies and has become a leading international meeting in this field.

The ICI Innovation Awards will offer you unparalleled clinical and commercial validation and be a highly sought after accolade that should help spur investors and other interested parties to take note of your innovation, helping it progress towards benefiting patients.

Entering could not be easier. Visit www.icimeeting.com and click through to the Awards microsite and submit a 200 word summary of your idea. The closing date for 200 word summary is 9th October 2011. Further details of the process can be found overleaf or on the website, www.icimeeting.com.

Benefits of Winning

In today's tough economic times, with uncertainty regarding regulatory pathways, new technologies are finding it increasingly difficult to enter the market. Being able to persuade a panel of experts including front line clinicians, as well as investors active in the cardiovascular field of the merits of your idea is a giant step towards validation and endorsement of your business.

In addition, other benefits include:

- Critical endorsement and recognition
- Exposure and publicity to raise your profile
- Exposure to the investment community
- Access a valuable support network



Enter today via www.icimeeting.com

Closing Date for 200 word summaries is 9th October 2011

4

EASY STEPS TO MAKING YOUR IDEA HAPPEN

STEP 1. SUBMIT YOUR INNOVATION

To enter, simply submit a 200 word summary of your idea via the website www.icimeeting.com, before 9th October 2011. Entries can be at any stage of development, from concept to trading business, but must relate to cardiovascular disease or its risk factors. Entries are encouraged from physicians, surgeons, and entrepreneurial companies (SME's). If you meet the eligibility criteria then you will be invited to submit a more detailed application, which is then considered by the judges. The judges are particularly interested in treatments for unmet needs or novel diagnostic methods in:

- Coronary Disease
- Hypertension
- Heart Failure
- Peripheral Vascular Disease
- Stroke Prevention



STEP 2. PITCH

Shortlisted entrants will be invited to pitch their innovation to the expert judges in a "Dragon's Den" style. The panel is made up of leading clinical and commercial experts, as well as investors, active in the field of cardiovascular medicine. The pitching day will take place in Tel Aviv, Israel, on Sunday 4th December 2011, at the same venue and in parallel with the ICI Academy of Innovation educational symposium.

STEP 3. CONNECT

The ICI Innovation Award competition will be a prestigious part of the ICI Meeting. The finalists selected by the judges will also have the opportunity to present their innovations to the entire attendance at the ICI Awards Ceremony during the ICI Meeting plenary session. Thus winners are not only selected by expert panels but also by widespread peer review, something that could significantly enhance your reputation and profile with investors.



STEP 4. MAKE YOUR IDEA HAPPEN

The ICI Innovation Award will be presented at an awards ceremony during the ICI Meeting plenary session. Winners will be invited to Galway, Ireland, to experience an innovation workshop experience with global devices experts, Medtronic Inc and its partner, innovations company, Medical Futures that has helped innovators in the past raise in excess of \$200m.

Enter today via www.icimeeting.com

Closing Date for 200 word summaries is 9th October 2011