

MedTech **IGNITE**

Inspiring Growth in New Innovative Technology Enterprises



THE PREMIER PROGRAM FOR CULTIVATING ENTREPRENEURSHIP IN THE MEDICAL DEVICE INDUSTRY.

THE IGNITE PROCESS

Application submitted via
IGNITE website



IGNITE Staff reviews application



Staff contacts entrepreneur to
arrange interview with potential
coach or to suggest alternate steps



Once coaching partnership is
confirmed, coach & entrepreneur
work on business plan and pitch



Entrepreneur practices pitch
before panel of industry experts
and uses feedback to revise
business plan, set strategic goals
for the next six months



Coaching is augmented by
workshops on critical business
issues, including fundraising,
marketing strategies, and
pursuing regulatory approvals

MedTech IGNITE is a free entrepreneurial coaching program sponsored by the Massachusetts Medical Device Industry Council (MassMEDIC). Designed to help medtech companies at the earliest stages of their development, the program matches entrepreneurs with device company CEOs who have built successful startups and are now volunteering their time and expertise to help emerging companies.

Through a series of workshops, business planning “homework”, and presentations before panels of industry experts, the CEO coaches work with the entrepreneurs on:

honing their business model

developing a strategic plan to drive their company forward

creating an effective “pitch” to engage investors and advisors

The coaching process is intensive and is concentrated over a period of two to four months to help accelerate the development cycle of the startup.

INFORMATION

GUIDANCE

COLLABORATION

CONNECTIONS

www.medtechignite.com

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