



MedTechColor

YOUR INNOVATION. YOUR VOICE. OUR FUTURE.

Black entrepreneurs receive less than 1% of venture capital funding. MedTech Color is standing up to help change that.

**MEDTECH COLOR PITCH COMPETITION IS SEARCHING FOR THE NEXT GENERATION OF FEARLESS FOUNDERS INNOVATING AND DIVERSIFYING MEDTECH.**

African American founders are the fastest growing demographic of entrepreneurs out of any throughout history. These founders are best equipped to solve some of the world's largest unmet needs. However, Black and LatinX entrepreneurs are met with the greatest barriers to accessing capital.

MedTech Color has teamed up with *Johnson & Johnson, ResMed, California Health Foundation, and other industry leading sponsors* to provide a projected \$100K - \$250K in cash and services to Black & Brown Founders to accelerate the growth of their MedTech startup. The MedTech Color Pitch Competition is a foundational start for medical technology early-stage startups creating innovative technologies. We're looking for cutting-edge startups led by Black & Brown founders to take the stage for a virtual competition, showcase their products or services that will directly benefit patients, and tell their story of WHY.

**We believe in a brighter future where the next world changing business does not go unrealized.** MedTech Color is an organization that aims to advance the representation of persons of color in the medical device industry. We aim to build a cohesive community of leaders of color, increase the number of underrepresented executives who enter and stay in the industry, and drive thought leadership.

**Join us March 8, 2022 for our 2nd Annual MedTech Color Pitch Competition!**

MedTech Color would like to speak with you and your organization about the ways you can sponsor this event to take place March 2022. With your support, we can increase the impact of founders of color who are driving healthcare innovation.

## **SPONSORSHIP LEVELS:**

### **Pitch Diamond**

*MedTech Color offers the following benefits to Pitch Diamond sponsors (\$100,000):*

- Power MedTech Color Event
- Premier sponsor of Bootcamp
- Work with startups long term
- Judging Team
- MTC Membership Scholarship in your company name for aspiring startups/SMB/SME
- 1-2 Individuals to speak at a masterclass or workshop access to a database of all applicants

### **Pitch Platinum**

*MedTech Color offers the following benefits to Pitch Platinum sponsors (\$50,000):*

- Work with startups for 6 Months
- Judging Team
- 1-2 Individuals to speak at a masterclass or workshop access to a database of all applicants

### **Pitch Gold**

*MedTech Color offers the following benefits to Pitch Gold sponsors (\$25,000):*

- 1 judging spot
- 1-2 Individuals to speak at a masterclass or workshop access to a database of all applicants
- Select access to MTC membership for one year

MedTech Color will make non-dilutive cash investment into at least three companies. MedTech Color is working with the top industry professionals and companies to bring forth the best in class education that can assist the founders of these companies to increase their business acumen and learn from elite executives, creators, and innovators through Master Classes.

## **ELIGIBILITY**

We are seeking companies who are in their seed stage and are raising equity rounds in the amount of \$250k to \$3M. The startup must have a diverse founding team, management team, and or board of directors. To qualify, the company must be founded by an African-American or LatinX individual(s).

## THE PRIZES

### Cash

MedTech Color will invest \$100K - \$250K to the top three companies with cash and in-kind services. The first-place winner will receive \$50,000 - \$25,000; second place will receive \$20,000 - 15,000, and third place will receive \$10,000.

### Top 3 Winners Will Receive

1. Access to 3 Master Classes
2. Access to 5 Workshops
3. Non-Dilutive Capital
4. In-kind Services (ex: Membership in a Top Tier Accelerator/Innovation Space (ex:Matter Health, TMCx)
5. Membership to MedTech Color

### The Top 10 Participants will have access to:

1. Access to 3 Master Classes
2. Access to 5 Workshops
3. Membership to MTC

## SPECIAL PRIZE SELECTION

**ResMed** will select one of the TOP 10 businesses to work within ResMed for 6 Months with their corporate team. The startup will receive the following:

- a. \$25,000 non-dilutive grant
- b. Mentoring from various functional experts
- c. Executive champion to explore collaboration

**Harvard Catalyst [Postgraduate Education](#)** will select three (3) of the TOP 10 businesses to participate in [TRANSforming Care with Emerging, Novel Devices \(TRANSCEND\)](#) - a 5-week hybrid course that explores the current climate for the development of class II and class III medical devices. During the hybrid course, the startup will receive the following:

- a. An opportunity to be selected for the TRANSCEND 2022 Pitch Competition: competitors receive personalized, expert feedback on slide decks and pitch delivery, as well as the potential to earn educational services [valued at over \\$15,000](#)
- b. Key aspects of business strategy and techniques for technology valuation
- c. Guidance on communicating your science to diverse audiences
- d. Q&A with medical device developers, network and collaboration skill building, and more!
- e. An invitation to the Harvard Catalyst Postgraduate Education Networking Reception. This event follows the 3-day in-person component of the TRANSCEND course on May 18, 2022, at Babson Executive Conference Center in Babson, MA.