The 2018 Medtec Europe event taking place from 17-19th April in Stuttgart will once again feature the [**Start-Up Academy**](http://www.medteceurope.com/startup-academy)**,** a place where start-up businesses showcase their latest innovations to potential partners from the medical device industry.

We are running a competition aimed at uncovering the very best in start up innovations from across Europe. A shortlist of the most impressive start-up companies will each be given **a free exhibition stand at MEDTEC Europe** where they will be able to meet potential business partners in our start-up pavilion and present their innovation in our Start-Up Forum.

This shortlist of start-ups will be assessed by a judging panel of experienced professionals from across the medical device market. One winner and one runner-up will be presented with an award at the show.

There are three categories that you may apply under, each related to a different stage in a start-up’s product life cycle and can be defined as:

**Proof of Concept**

*With or without an already established proof-of-concept fund, these start-ups will have already determined the commercial opportunities of their product even if the idea is not patented, demonstrating that they have created a solution which meets one or more technical requirements and is set to fulfil a large unmet medical need.*

*At this stage the start-up will be considering establishing intellectual property rights for the device, research of the potential market, the level of competition and the likely clinical benefit that the product could bring to patients.*

**Design and Development**

*Start-ups at this stage will be focussing on reaching pre-clinical and early development milestones, such as meeting product and market requirements, design review, engineering prototype and design freeze, clinical unit and pre-clinical validation and assessment.*

**Successful Commercialisation**

*Start-ups in this phase will be thinking about pricing and reimbursement, expansion of your product portfolio, setting up an effective distribution network for your start-up business, establishing the best strategies for international expansion and a successful acquisition*.

If you have an innovative product that is at any of these three stages of development that you wish to showcase, we want to hear from you!

Contact **Tara Dougal,** Head of Content at [**tara.dougal@ubm.com**](mailto:tara.dougal@ubm.com) or call **+31 (0)20 708 1609**

**Participation in Start-Up Academy is FREE!**

Each submission will be evaluated by **Medtec juding panel**, which includes members of **Medtec Europe Advisory Board**, who will select the most innovative companies from across the three categories.

Selected Start-Ups will be offered a **FREE** stand at **Medtec Europe 2018**, taking place **17-19 April in Stuttgart, Germany**.

**Who can Apply?**

* Start-ups from 0 to 5 years old who are either producing or aiming to produce medical devices or technologies
* Start-ups from within the EU

**Submission Criteria:**

* Abstracts can be submitted via email only
* All abstracts must be submitted in English
* Abstracts should be no longer than 350 words

**What do we look for in a paper?**We are looking for examples of cutting-edge products and case studies. Proposed demonstrations should clearly showcase new innovations and ideas. The product you are nominating should be relevant to one of the three start-up lifecycle stages:

1. Proof of Concept
2. Design and Development
3. Successful Commercialisation

**Structure & Content:**

Your abstract should be structured with the following headings:

* Objectives
* Methods
* Results
* Summary/Conclusion

It should outline:

* Practical application
* Focus on results vs features
* Real-world case studies/lessons learned and best practice

Length:

* Abstracts should be no longer than 350 words with the addition of a:
* Descriptive title
* Presenter biography
* Product photo(s)

Information should also be given on whether this product has or is going to be demonstrated at any other venues. If yes, please list date and venue and core event differences. **We are looking for unique products.**

The shortlisted start-ups that receive a free stand at Medtec Europe will be part of a larger pavilion of start-ups from across Europe that will form a central feature to the event.

The exhibition stand and related promotional material will all be provided free of charge by Medtec Europe (full details on what the stand includes available on request) – all travel and accommodation costs will need to be met by the applicant.

We would love you to share your innovations with us! For any additional queries please don’t hesitate to contact us.