

WELCOME TO SPRING 2004!

CHECK OUT THE NEW BEACON LOGO!

As you can probably tell, BEACON has a new look, a new logo and a message that we think says it all – *Merging Minds, Medicine & Industry*. This winter was an exciting time at BEACON as we worked toward developing new marketing materials that show the wonderful story we have to tell about the growing medical device industry in this region. We are pleased with our new look and hope you will start to see it in print and in the media. We love feedback, so let us know what you think!

DR. REISS BRINGS STRONG MESSAGE



Dr. John Reiss speaking with an attendee at the March 25th presentation on *Bringing Your Medical Device to Market*.

Our third program of the spring was a sold-out event with over 45 attending a talk by Dr. John Reiss on his book *Bringing Your Medical Device to Market*. His PowerPoint presentation was full of details that surprised many who did not know about the regulatory and legal steps that it takes to have a device licensed and sold. In the process, he emphasized the need for entrepreneurs to establish early on who is going to pay for the new medical technology. After the event members were heard saying they were thankful for the “frank discussion” and direct message Dr. Reiss gave to everyone present. Following his presentation, attorneys from four firms in Hartford and Springfield responded to Dr. Reiss by sharing what experiences

they have had in commercialization of medical devices. Each brought a different perspective and answered many questions. Special thanks go to BEACON institutional member, Springfield Technical Community College, for providing the room, video taping and refreshments and thanks to BETA for co-sponsoring this event.

VENTURE CAPITALISM TODAY



Mr. Udayan Gupta

On Thursday, April 15th at Rensselaer Hartford, BEACON members and others were treated to a lively discussion about the state of venture capitalism in America. Mr. Udayan Gupta, former *Wall Street Journal* reporter and editor of the book *Done Deals: Venture Capitalists Tell Their Stories*, presented several first-person accounts of the industry and its players. Mr. Gupta shared their secrets and explained how certain parts of the country are seen as hot spots of investments due to the technology and research that exists. He explained the phenomenon between venture money invested on the East Coast versus the West Coast and how it came to be that way. He also suggested that true investment has a specific thematic goal, not always related solely to capital gains. Several students were present and eagerly questioned Mr. Gupta after the presentation on the practical aspects to finding venture capitalist investments. Special thanks to Rensselaer Hartford for providing the room for the talk and to BEACON member company, Court Square Data Group, for co-sponsoring this event.

GET READY! 2004 SYMPOSIUM AND TECHNOLOGY FAIR COMING SOON!

Planning continues for the BEACON Symposium and Technology Fair. This year's event will be held on Thursday, October 28th at the Heublein Education and Resource Center of Hartford Hospital in Hartford, Connecticut. The topic of the morning session will be ***Bionanotechnology: The World of the Small in Medicine***. The keynote speaker will be **Larry Bock**, Co-Founder and Executive Chairman of the Board of Nanosys, Inc. located in Palo Alto, CA. Nanosys is an industry leading nanotechnology company developing nano-enabled systems applying them to energy, defense, electronics, healthcare and information technology. Mr. Bock will bring with him over two decades of research and development in many areas that lead to the explosion of nanotechnology going on today.

During the morning, several speakers will share their insights into how nanotechnology is used in the life sciences. Below is a list of the confirmed speakers and the title of their presentations:

Gregory Tew, Ph.D., UMASS-Amherst, Polymer Science Center, "Biomaterials"

Kambiz Pourrezaei, Ph.D., Drexel University, Nanotechnology Institute, "Biosensors and Drug Delivery"

Jie Han, Ph.D., NASA Ames Research Center, Nanotechnology, "Applications in Space"

Mark Saltzman, Ph.D., Yale University, Director, BME, "Drug Containing Coatings"

David Reisner, Ph.D., CEO & President, Inframat, "Medical Nanocoatings"

Michael Weiner, CEO, Biophan Technologies, "Experience of an Emerging Company"

Gualberto Ruano, M.D., Ph.D., President, GENOMAS, "Physiogenomics and Nanotechnology: A Systems Engineering Approach to Personalized Healthcare"

JoAnne Feeney, Ph.D., Sr. Business Strategist, Albany NanoTech, "Economic Forecast for BioNanotechnology" (temporary title)

As always, the Technology Fair will feature posters and exhibits of research, prototypes, products and systems in any field of Biomedical Engineering. This is an especially important showcase for faculty, clinicians and entrepreneurs. The sharing of ideas,

prototypes and products will stimulate collaborative research, industrial partnering and hopefully encourage the venture capitalist community to take an early interest in these ideas. Furthermore, there are cash awards totaling \$1,000 for the best three posters! To sign up to show a poster, please contact our offices *as soon as possible* since there are only sixty 4' x 4' spaces available. We encourage all faculty, researchers, entrepreneurs and industrialists to showcase their products and ideas!

CONGRATULATIONS!!!

Congratulations to Dr. Leonard Eisenfeld of Hartford Hospital and his team for winning the *Outstanding Instrumentation Research Paper* award by the Biomedical Instrumentation & Technology publication (Jan/Feb 2003:37:34-40) of the American Association of Medical Instruments (AAMI). The paper entitled "Vibrotactile Stimulation Systems to Treat Apnea of Prematurity" was chosen for its originality of work, significance of work to biomedical engineering and completeness and content of manuscript. The award will be presented in June at the AAMI's Annual Conference and Exhibition Luncheon in Boston, Massachusetts. The winning team that participated include: Dr. Joseph Bronzino, President of BEACON, Eric Rosow and Joseph Adam of Premise Development and Roman Pichardo, student of Biomedical Engineering at the University of Connecticut Health Center.

BEACON 2004: Trinity College, The University of Connecticut, The University of Connecticut Health Center, The University of Hartford, The University of Massachusetts at Amherst, Drexel University, Springfield Technical Community College, Asnuntuck Community College, Hartford Hospital, John Dempsey Hospital, Saint Francis Medical Center, Baystate Medical Center, and The University of Stuttgart. Corporate Sponsors include Pfizer, TYCO Kendall Health Care, GE Medical, Northeast Utilities, Court Square Data Group, Pepe & Hazard, Pullman & Comley, Day, Berry & Howard, Premise Development, UBS Financial Services, McCormick, Paulding & Huber, MicroTest Laboratories, Vivax Medical, Electron Technologies, Applied Software Technologies, CCAT, Micro-Invasive Technologies, McAndrews, Held & Malloy, Robinson & Cole and Inframat Corporation.

