



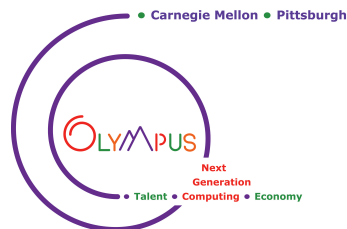
# Young Inventors International

## 2009 Conference Commercialization Marathon and BrainBuzz



Hosted at  
Carnegie Mellon University  
by  
Project Olympus

April 3<sup>rd</sup> and 4<sup>th</sup>, 2009



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# Young Inventors International

Young Inventors International (YII) is a North American non-profit organization that helps driven and outstanding engineering and science students develop their skills and networks of professional and entrepreneurial opportunities. YII specializes in large-scale, high-touch events that facilitate connections among student innovators, experienced innovators, and experts in commercialization. 70% of YII's 1,800 members own technology-based start-up companies, holding almost 700 patented and patent-pending inventions.

YII has held four international conferences, most recently at MIT, and YII members presented on a special YII panel at the Dow Jones Emerging Ventures Forum. YII's members come from over 75 top universities, including MIT, Harvard, Stanford, Berkeley, Carnegie Mellon, and the University of Toronto. For more information about YII's initiatives and members, please visit [www.younginventors.org](http://www.younginventors.org).

## **What is the YII Commercialization Marathon?**

Innovators who successfully bring new ideas to market have an understanding of the process of commercialization and access to a wide network of knowledgeable advisors and supporters. The event teaches young scientists and engineers about elements that are crucial to the process of innovation – protecting intellectual property, identifying and researching a market, raising financing, design and prototyping, and developing a strategy for commercialization. There are no lectures – the sessions are highly interactive to engage the students and provide them with an overview of what it takes to bring new products to market.

## **What are the objectives of the YII Commercialization Marathon?**

1. To educate students about the process of commercialization and provide them with practical knowledge that they can use as entrepreneurs or innovators inside companies.
2. To connect students to support networks of professionals, mentors, and advisors that can help them in the process of commercialization.

## **Who will participate in the YII Commercialization Marathon?**

100 to 120 engineering and science university and college students and recent graduates from around the world.

## **What is the BrainBuzz?**

The BrainBuzz event is the result of YII's partnership with the MIT Innovations in International Health Center, which develops and commercializes medical devices for the developing world. During the BrainBuzz, students engage in a unique collaborative brainstorming process to help refine the technologies and thus contribute to the innovation pipeline, connect with other students, potential employers, and invited guests, learn about social entrepreneurship, showcase their innovation and design skills, and learn more about the process of sustainable design. A video of our first BrainBuzz is available on the YII web site.

*"The Centre for Innovation Law and Policy has a mandate to foster innovation in Ontario. Young Inventors is a perfect partner for us, because it so effectively promotes innovation at a grass roots level, and at the same time networks local inventiveness to expertise around the world. Dynamic, practical and productive, YII is an organization we are proud to support."*

- **Richard Owens**, Chairman of the Innovations Foundation and Executive Director of the Centre for Innovation Law and Policy (host of the 2003 and 2005 Inventing the Future Conferences)

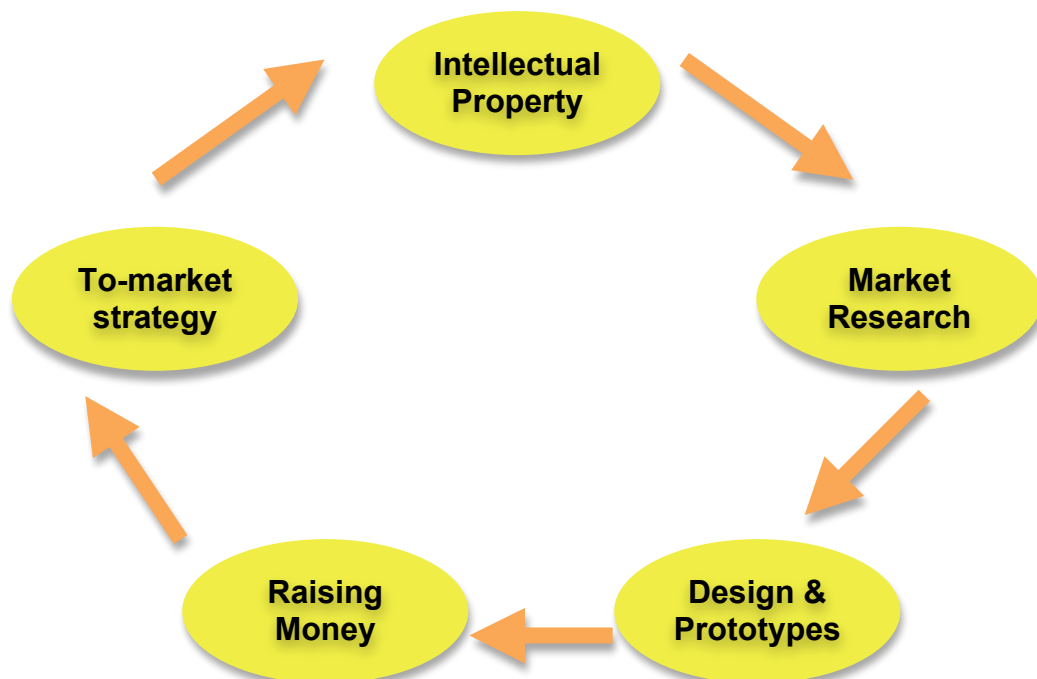


# Young Inventors International

## Agenda

Thursday	
5:30 – 7:30 PM	Cocktail reception and networking for speakers, sponsors, and supporters, held at the Project Olympus space
Friday	
1:00 – 1:30 PM	Welcome and introduction
1:30 – 2:00 PM	Opening keynote
2:00 – 6:00 PM	Marathon sessions (40 minutes each + “travel” time) - Groups of 20-25 students cycle through the stations as displayed in the picture below
6:00 – 6:30 PM	Keynote speaker
6:30 – 8:00 PM	Entrepreneur panel and advisory session (pizza dinner) - Students pitches about their ventures and needs - Panel of CEOs talk about their experience in bringing new products to the market - Open networking opportunities
Saturday	
9:00 -12:00 PM	BrainBuzz event in partnership with MIT and other invited institutions to brainstorm innovations in medical devices, software, electronics, robotics, and consumer products

If you are interested in participating, or would like more information, please contact Anne Swift, YII President, at 412.478.4942 or at [anne@younginventors.org](mailto:anne@younginventors.org).



*“RBC Technology Ventures believes that Young Inventors International plays a crucial role in connecting innovators to valuable resources and a vibrant international network. We are delighted to support the organization as it grows to assist an increasing number of leading young minds.”*

- Susan Smith, Former CEO of RBC Technology Ventures



# Young Inventors International

## **Promotion and Participation Opportunities**

*(\*10% discount for non-profit entities)*

Promotion opportunities provide exposure to 100-120 technical student innovators from top universities across North America – this is a great opportunity to recruit new employees, market your products, tap into new venture ideas, and strengthen your branding as an innovative company. Past supporters include DuPont, Pratt & Whitney, Xerox, Choate Hall & Stewart, and MIT Technology Review, among many others. Our MIT event was covered by Forbes Magazine and Boston Globe.

### **Title Sponsor – \$10,000**

*One available*

- Company logo and link on YII website; link in monthly newsletter leading up to Conference
- Company logo on Conference promotional mailings and emails
- Materials distributed in all Conference packages
- Signage throughout Conference
- Opportunity to address the Conference with opening remarks
- 5 passes to BrainBuzz; 3 passes to Conference and Cocktail Reception
- Mention in all press releases and media opportunities
- Complimentary YII corporate membership with promotional opportunities for 12 months
- Opportunity to run webinar prior to conference to introduce YII's 1,800+ members to your company

### **Product Review Sponsor – \$7,500**

*Three (3) available*

- Tap into the knowledge and expertise of the student participants for reviewing your product
- Company logo and link on YII website; link in monthly newsletter leading up to Conference
- Company logo on Conference promotional mailings and emails
- Materials distributed in all Conference packages
- Signage at BrainBuzz
- 3 passes to BrainBuzz and Cocktail Reception
- Mention in all press releases and media opportunities
- Complimentary YII corporate membership with promotional opportunities for 12 months

### **Gold Sponsor – \$5,000**

*Five (5) available*

- Choose from Speaker Cocktail, BrainBuzz, CEO Panel, or one of two Keynote sponsorships
- Signage and opportunity to introduce one of the above
- Company logo and link on YII website; link in monthly newsletter leading up to Conference
- Company logo on Conference promotional mailings and emails
- Materials distributed in all Conference packages
- 3 passes to Conference or BrainBuzz and Cocktail Reception
- Mention in press releases and media opportunities



# Young Inventors International

## Promotion and Participation Opportunities (Continued)

### Marathon Track Sponsor – \$2,500

Five (5) available

- Signage and opportunity to introduce each of the topics to groups of 20-25 students at a time
- Contribute to expertise during the track
- Materials distributed in all conference packages during the track
- Company logo and link on YII website; link in monthly newsletter leading up to Conference
- Company name on Conference promotional mailings
- 2 passes to Conference and Cocktail Reception
- Mention in press releases and media opportunities
- Opportunity to run webinar prior to conference to introduce YII's 1,800+ members to your company

### Contributing Sponsor – \$1,000

- Company link on YII website
- Link in YII newsletter leading up to the event
- Company description and URL in conference package
- 1 pass to BrainBuzz and Conference reception

### Advertisement – \$250

- Even if you are not available to attend in person, your company can still have a presence at the event!
- Company link on YII website
- Company description and URL in conference package

### BrainBuzz Participant – \$150/person

Twenty (20) available

*To become a sponsor or participate in the event, please contact Anne Swift at [anne@younginventors.org](mailto:anne@younginventors.org) or at 412.478.4942.*

*The Conference is YII's main fundraising event, helping to pay for the organization's yearly operations.*

*"The MIT Public Service Center is proud to host the first Young Inventors International conference to be held in the US, and very pleased to support the work of Anne Swift and her organization. In MIT's entrepreneurial culture, "Inventing the Future" is an important and practical subject, and the staff of Young Inventors International has recruited an excellent group of presenters for the conference."*

**- Sally Susnowitz, Assistant Dean and Director, MIT Public Service Center**