

Alamo InventorsSM



Commercialization of a Patented Medical Innovation

Daniel Mendez

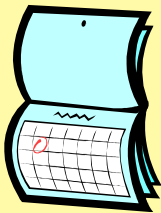
Daniel Mendez will be our speaker for August 2013 and will speak on commercialization of a patented medical innovation. In early 2010, Mr. Mendez, UTSA engineering graduate and current MBA student, catapulted his win in a business plan competition into a U.S. patent and the innovative new product now fueling Invictus Medical, a rising biomedical start-up. The development of the technology began as part of his undergraduate work at UTSA, inspired by a nurse's story of her concerns within the neonatal intensive care unit (NICU). Identifying an unmet need, the bonnet became the basis for his design project. After receiving unusually high praise from nurses & physicians on the technology, he decided to enter the technology in a business plan competition sponsored by UTSA's Center for Innovation, Technology, & Entrepreneurship. After winning 1st place, UTSA assisted Invictus Medical down the road of establishing the medical device start-up. Since then, he has recruited an all-star management team, and Invictus Medical is anxiously awaiting the start of their clinical trials in the coming months as well as a FDA clearance.

The patented technology is a neonatal cranial support device, designed to prevent cranial deformations in underdeveloped children under care in a NICU. As the Chief Technology Officer, it is his job to further develop the product and ensure the commercialization of the technology. The commercialization of innovation is often misunderstood and over simplified. The presentation will be focused on the cornerstone of marketing as it relates to commercialization, the operational requirements, and the FDA hurdles necessary to commercialize a medical innovation.

Visit Invictus Medical's website at www.invictusmed.com.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Wednesday, August 14, 2013



5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Special Thanks For: Refreshments Provided by Marx Design

Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org



