



MASS GENERAL BRIGHAM INNOVATION PRESENTS

MESH CORE 2024

MAY 20-21, 2024
Assembly Row, Somerville, MA

Sponsorship Prospectus | Contact meshincubator@mgb.org to start

October 17, 2023



Mass General Brigham

ABOUT MESH CORE

mesh2024.meshincubator.org | meshincubator.org

Built on our peer-reviewed, published[†], internal Mass General Brigham (MGB) MESH Incubator Core Healthcare Innovation Bootcamp Curriculum. **Now available to the public for the first time.**

MESH Core is a two-day intensive, in-person, hands-on healthcare innovation course run by **the MGB MESH Incubator** in the mecca of biomedical innovation – Boston. Building on decades of cutting-edge innovation on the fringes - often in the dark and limited to a select few – MESH Core is **the official MGB healthcare innovation curriculum**. Combining fundamental knowledge and lessons learned from healthcare trailblazers at Harvard, Mass General Brigham, and industry, this conference will arm new innovators with key knowledge and networking opportunities on their lifelong journey of pushing the limits of technology.

Suitable for physicians, researchers, allied health professionals, students, executives, and the public. A combination of lectures, hands-on cases, networking, roundtables, and scientific sessions.

[†]Succi MD, Cheng D, Andriole KP, Fintelmann FJ, Flores EJ, Zhang HM, Gee MS, Coburn CM, Brink JA. Integrating a healthcare innovation bootcamp into an international medical conference to democratize innovation learning. *Nat Biotechnol.* 2023 04; 41(4):579-581. PMID: 37069384.

MESH CORE AGENDA | AT A GLANCE

DAY 1 | MAY 20, 2024

Introductory Keynote
So you want to be a Biotech Rockstar?
Intro to Venture Funding
Intro to Patents and Licensing
Emerging Tech Lunch & Learn: Generative
Artificial Intelligence
Digital Health in a Rapidly Changing Healthcare
Landscape
Fundamentals of Artificial Intelligence and
Machine Learning
Lean Startup Methodology
Design Thinking in Innovation
Networking and Startup Pitch Competition

DAY 2 | MAY 21, 2024

Opening Keynote
Drug Development Overview
Harvard Business School Case Study -
Hands-On
Emerging Tech Lunch & Learn - Augmented
and Extended Reality
Fireside Chat - Translating Academic
Inventions to Commercial Successes
Preparing for Venture Funding
Techquity and Inclusive Innovation
Scientific Sessions - Oral Abstract
Presentations and Posters
Networking and Reception



KEYNOTE SPEAKERS* *Subject to Change*

CHRIS COBURN
Chief Innovation Officer,
Mass General Brigham

ADAM LANDMAN, MD
Chief Information Officer,
Mass General Brigham

JAG SINGH, MD
Author "Future Care:
Sensors, Artificial
Intelligence, and the
Reinvention of Medicine"
Professor of Medicine,
Harvard Medical School

SPONSORSHIP BENEFITS



NETWORKING

Engage in person with local and global biotech leaders, executives, startups and healthcare professionals



BRAND VISIBILITY

Enhance your brand recognition and reach a target audience that aligns with your brand's objectives



INDUSTRY INSIGHT

Gain valuable insights on the newest trends and breakthroughs in the industry



SPONSORSHIP LEVEL | TITLE SPONSOR

\$50,000 (1 available)

30 complimentary tickets to MESH Core 2024

12 complimentary tickets to the 2024 Mass General Brigham/Bank of America World Medical Innovation Forum, Sept 23-25 Boston Encore Harbor

VIP Private Dinner

Title sponsor logo next to MESH logo on all course, session, and promotional materials

Title sponsor branding for the Disruptive Innovation Award

Full-page ad in course hard-copy packet

30 seats (1-year subscription) on the MGB Innovation MESH Network (innovationmeshnetwork.org), exclusive innovator network for MGB faculty

Parking for 20 people



SPONSORSHIP LEVEL | PLATINUM

\$25,000

20 complimentary tickets to MESH Core 2024

6 complimentary tickets to the 2024 Mass General Brigham/Bank of America World Medical Innovation Forum, Sept 23-25 Boston Encore Harbor

VIP Private Dinner

Branding on main pamphlets and up to 5 specific sessions

Full-page ad in course hard-copy packet

20 seats (1-year subscription) on the MGB Innovation MESH Network (innovationmeshnetwork.org), exclusive innovator network for MGB faculty

Parking for 10 people



SPONSORSHIP LEVEL | GOLD

\$10,000

7 complimentary tickets to MESH Core 2024

3 complimentary tickets to the 2024 Mass General Brigham/Bank of America World Medical Innovation Forum, Sept 23-25 Boston Encore Harbor

Branding on main pamphlets and course marketing materials

Half-page ad in course hard-copy packet

20 seats (1-year subscription) on the MGB Innovation MESH Network (innovationmeshnetwork.org), exclusive innovator network for MGB faculty



SPONSORSHIP LEVEL | SILVER

\$5,000

3 complimentary tickets to MESH Core 2024

1 complimentary ticket to the 2024 Mass General Brigham/Bank of America World Medical Innovation Forum, Sept 23-25 Boston Encore Harbor

Branding on main pamphlets and course marketing materials

Quarter-page ad in course hard-copy packet



COMPANY BRANDED TRAVEL GRANT SPONSORSHIPS

\$3,000

Sponsor travel and lodging for medical students and medical trainees (residents/fellows) outside of Boston area.

Each sponsorship includes:

1 complimentary ticket to MESH Core 2024

Sponsor branding on travel grant award

Branding on course website and in hard-copy packet



COMPANY BRANDED LUNCH SPONSORSHIPS

\$10,000

Exclusive sponsor of Day 1 or Day 2 Emerging Tech Lunch + Learn session.

Day 1: Generative AI in Healthcare

Day 2: Augmented & Extended Reality in Healthcare

Each sponsorship includes:

5 complimentary tickets to MESH Core 2024

Sponsor branding on lunch signs, applicable screens on stage

Branding on course website and in hard-copy course packet





Mass General Brigham

Contact meshincubator@mgb.org or
msucci@mgb.org to sponsor

MESH INCUBATOR, MASS GENERAL BRIGHAM
55 FRUIT STREET, BLAKE 258,
BOSTON, MA 02114

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