



INSIGHT ACCELERATOR LABS
accelerating healthcare innovation

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FOR IMMEDIATE RELEASE

**Insight Product Development Startup Competition
on Track to Double Program Impact**

*Growing Financial Award, Building Ecosystem Support and MATTER Co-Host Commitment
Mark Expansion*

September 3, 2015 – CHICAGO – On the heels of highly successful events in 2013 and 2014, Insight Product Development has effectively doubled the size of its annual health tech innovation program. Now featuring a two-phase health tech competition for early stage Midwest medical device and digital health startups to compete for cash and prizes to advance their technologies toward commercialization, the newly expanded program will be co-hosted by MATTER at WellTech in June 2015, and the Chicago HealthTECH Summit in October 2015. The competition is also on track to double the size of its startup award to \$35,000 thanks to growing interest by members of the Midwest business and investment community.

“We’re very encouraged by the building momentum of the program, and the clear evidence we’ve seen of the community’s personal interest in helping local startups make it to market,” says Steve McPhilliamy, Insight partner and Insight Accelerator Labs executive director. “This continued support is instrumental to realizing our vision of encouraging entrepreneurship in the healthcare industry, growing the Midwest medical innovation ecosystem, connecting corporations with early stage companies and improving lives by bringing innovative health solutions to patients.”

This year’s HealthTECH Summit will feature professionals from Baxter, West Pharmaceuticals, the Illinois Department of Public Health, the American Medical Association, iBIO, and the investment community as competition judges. Current program sponsors and

supporters include Ernst & Young, Bank of America, West Pharmaceuticals, Bryan Cave, Square Planet, and Northwestern University among others.

To learn more about the Insight Product Development Startup Competition, or to register to attend the 2015 Chicago HealthTECH Summit, visit <http://www.insightpd.com/healthtech-startup-competition/>

About Insight Product Development

Insight is a design innovation consultancy that uncovers innovation opportunities for clients, designs the technologies and experiences that support them, and drives their development through commercialization. Headquartered in Chicago, our award-winning innovations span dozens of industries, reach more than 30 countries, have earned hundreds of patents, and favorably impacted millions. Our work is informed by a decades-long product development heritage serving highly regulated industries with the most exacting standards. Insight culture allows our multi-discipline team to work as an agile unit to consistently deliver better business outcomes for clients. For more information visit www.insightpd.com

About Insight Accelerator Labs

Insight Accelerator Labs (IAL) is the first medical device accelerator in the Midwestern United States, and was launched by Insight Product Development in early 2013 with three distinct goals: to help drive innovation and business growth, fuel the momentum of Chicago's health tech start-up ecosystem, and improve people's lives by advancing meaningful technology toward commercialization. For up to 18 months, IAL member startups receive expert mentoring, product development services from one of the most experienced development teams in the world, grant and award application assistance and extensive infrastructure support to translate their technology into commercial success. For more information, visit www.insightpd.com/insight-labs