SINA/IMedMaker Challenge

Creating Novel Technology Solutions For Healthcare

Pain and Fatigue

Sponsor Prospectus

As part of its fifth annual SINA Innovations conference, the Icahn School of Medicine at Mount Sinai is hosting its first institution-wide healthcare innovation challenge, called SINA/IMedMaker Challenge, focused on prototyping novel solutions for assessing, monitoring, managing, and treating the problems of pain or fatigue. Over the course of a few days in October, a group of motivated individuals from a variety of backgrounds will form multidisciplinary teams to work intensely on novel technology solutions to these problems involving apps, software, sensors or devices.

SINA/IMedMaker Challenge is now seeking corporate sponsors to participate by providing financial support, technical resources, and/or mentorship for teams participating in the event.

SINA/IMedMaker Challenge has developed the following sponsorship opportunities:

**Event Sponsor** – Sponsors at this level will provide financial support for SINA/IMedMaker Challenge to offset the costs of running the event.

**Technology Sponsor** – Sponsors at this level will provide equipment, software and technical advice during SINA/IMedMaker Challenge. Each Technology Sponsor will provide mentors for a Technology Station at SINA/IMedMaker Challenge and be given an opportunity to give a brief presentation about their technology.

**Problem Track Sponsor** – Sponsors at this level will define and fund a specific track within SINA/IMedMaker Challenge that can be addressed with their technology platform. Track Sponsors will frame their track on the SINA/IMedMaker Challenge website prior to the event and will be given an opportunity to pitch their technology platform in person at the start of the event (Friday, October 21) in order to recruit teams to the track.

By sponsoring SINA/IMedMaker Challenge, corporate sponsors will receive the following benefits:

- Access to tech-savvy, healthcare minded talent to recruit to their company
- Exposure to innovative problem-solving methods and ideas
- Advertising in event programming and other marketing opportunities during the event

For more information about the event, visit our website. To discuss participating in SINA/IMedMaker Challenge, contact the organizers at sinaimedmaker@mssm.edu.