

Technology Strategy Board

Driving Innovation

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Media Alert

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UK Health Technology SMEs compete for place on US trade mission

A competition to find and support the UK's highest growth potential early stage health technology businesses opens today - with the top 20 winning entrants travelling to Boston, Massachusetts to take part in the Future Health Mission 2012 at the end of September.

The successful companies will benefit from a packed agenda of investor, supply chain partner and customer meetings and networking opportunities. The Mission is made possible by key partners, the Technology Strategy Board, UK Trade & Investment (UKTI) alongside other private sponsors. Arranged by entrepreneurs for entrepreneurs, the Mission is organised by The Long Run Venture and the Co-Sponsorship Agency.

The Future Health Mission 2012 is the sixth in a series of Missions organised by the public, private partnership, helping up to 20 successful early stage businesses each time accelerate their growth potential in the US. This time to Boston, the Future Health Mission will be aligned with AdvaMed, the leading Medtech conference.

Previous Missions have collectively raised more than \$200m in private finance post Mission.

The online application process and more information about the Future Health Mission 2012 can be found at www.futurehealthmission.com , [@FutureHealthM](https://twitter.com/FutureHealthM) and missions@thelongrunventure.com

The competition opens today (2 July 2012) and entries should be received by 12pm on 30 July 2012.

This mission sits alongside the UKTI [UK@Advamed 2012](#) mission for companies with market ready products seeking US customers and partners. They can apply for this mission at <http://ukatadvamed2012.eventbrite.com>

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Editor's notes

The Technology Strategy Board is the UK's innovation agency. Its goal is to accelerate economic growth by stimulating and supporting business-led innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting and

accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy www.innovateuk.org

UK Trade & Investment (UKTI) is the British government organisation that helps overseas companies bring high quality investment to the UK and also helps UK-based companies succeed in an increasingly global economy. UKTI provides a range of expert services, individually tailored to maximise a company's international success. These services are offered through a network of international specialists in British Embassies and other diplomatic offices around the world, as well as key experts in government departments across the UK. For more information please visit www.uktradeinvest.gov.uk

The UK@AdvaMed 2012 is a UKTI mission that sits alongside the Future Health Mission and is for later stage companies further down the development pathway seeking regulatory approval, development capital, supply chain or strategic partners, distributors and US customers. This mission is targeted primarily at medical companies focussed on devices and diagnostics.

The Long Run Venture inspires and equips entrepreneur-led solutions to long run challenges. It combines three capabilities: Data and Intelligence - through partnerships with world-leading technologies and institutions to anchor long run thinking. Storytelling and Behaviour Change - leveraging award winning campaign experience to build long run purpose and mobilise people-led change. Finance and Business Model Innovation - fostering multi-disciplinary collaboration to accelerate growth for early-stage businesses through to MNCs. www.thelongrunventure.com

CoSpA (the Co-Sponsorship Agency) delivers cross-sector projects that make money and make a difference. We work with brands, causes and governments to create on-the-ground activity. From people fixing their own community buildings (with Wickes), to inspiring thousands of schools to make films (with Apple and MTV), we bring people together in interesting ways. Oli Barrett is a co-founder of Missions, StartUp Britain and 'Make Your Mark with a Tenner' (a challenge to 60,000 school pupils to see what they can turn £10 into in just one month).

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