



Program Overview

The majority of medical devices get cleared for commercial deployment through the FDA's 510(k) clearance process, which is the fastest and most economical route to market for a new medical device. ZeroTo510 is a unique program that enables entrepreneurs with ideas for innovative medical devices to take advantage of this fast path to market.

ZeroTo510 is a unique, entrepreneurial accelerator program that focuses on leveraging a key regional strength of Memphis area: medical device research and manufacturing. The goal of ZeroTo510 is to help medical device startups to navigate the startup process, refine their business models and achieve the Food and Drug Administration's 510(k) premarket notification filing.

This goal is accomplished by recruiting high-potential entrepreneurs putting them through an intensive, mentorship-driven program of instruction and hands-on activities geared at guiding the entrepreneur through the process. In addition, each company chosen for the program will receive \$50,000 in seed funding to help jump-start their finances. At the end of the 90-day Phase I, the start-ups will have to opportunity to pitch their ideas at "demo day" and up to three of the teams will be chosen to enter Phase II, where they will receive a follow-on investment of \$100,000 and will remain in the program to continue to refine their business model and to achieve further milestones.

By surrounding the teams with the mentorship, resources and investment capital that they need, Zeroto510 helps to give new medical devices start-ups the best chance for success.

Why It Works

A Great Location

Memphis is one of the country's epicenters for medical research and medical device manufacturing and to several top hospitals and major medical device manufacturers like Medtronic, Smith & Nephew and Wright Medical. This makes it an ideal environment to nurture startup medical device companies to success

Availability of Funding

ZeroTo510 is backed by two experienced investment firms that provide seed capital for program participants. Innova Memphis and MB Venture Partners are venture capital firms with a track record of investing in successful medical device companies. And, unlike many other programs, there's an opportunity for follow-on funding based on the success of companies through Phase I.

Top-Notch Mentors

Mentorship is a critical factor in the success of start-up companies. Our mentors are hand picked industry experts who have a wealth of experience to share, and have a vested interest in using their expertise to help our entrepreneurs succeed.

