

PRESS RELEASE

Sunnybrook Next Generation Holds 2018 Hawk's Nest Event

Event Punctuated By "Dragon's Den" Themed Medtech Pitch Contest

Toronto, Canada. Oct 19, 2018 – Sunnybrook Next Generation is excited to announce its upcoming 2018 Hawk's Nest event, to be hosted at MaRS Discovery District on November 22, 2018. Hawk's Nest is a playful twist on the "Dragon's Den" concept—a live pitch competition for some of the brightest startups in Toronto's growing medical technology industry.

Last year, Hawk's Nest had over 350 attendees for its inaugural event and raised in excess of \$110,000. Net proceeds from the event are split evenly between the hospital and the winner, resulting in a healthy non-dilutive \$38,000 cheque being written to last year's winner, Trexo Robotics, with an equal amount donated to the Sunnybrook Research Institute. The event received coverage from the National Post, University of Toronto Press, Toronto Sun, & BetaKit and was attended by the Ontario Minister of Research and Innovation and Science.

The Hawk's Nest selection process begins with over 40 startups screened and interviewed by Sunnybrook Next Generation volunteers, with four companies being selected to pitch at the live event on November 22nd in front of the audience and Hawks. This year, event organizers are set to raise in excess of \$125,000, with nearly \$50,000 in prize money expected to go to the event's winner and an equal amount expected to be donated to the Sunnybrook Medventions Program – Sunnybrook's flagship program that focuses on helping medtech startups streamline their visions through expert training.

This year's Hawk's Nest event promises to improve on its predecessor in every way, featuring an all-star Hawk panel consisting of:

- Brian Bloom, Co-Founder & CEO, Bloom Burton & Co.
- Gilbert Palter, Co-Founder & CIO, EdgeStone Capital Partners
- Andrea Matheson, Founder, M5.0 Inc.
- Jacki Jenuth, Partner, Lumira Capital
- Armen Bakirtzian, Co-Founder & CEO, Intellijoint Surgical Inc.

The main event will be preceded by a reception that includes over 15 showcase booths from other exciting Canadian medical technology startups. Event Co-Chairs David Tile, Founder & CEO of Nimble Media (david@nimblemedia.ca) and Jesse Buckstein, Principal at CPoint Capital (jesse@cpointcapital.ca) can be reached for inquiries about the contest or event itself, while tickets can be purchased online at www.snghawksnest.ca