Leverage these information databases and university resources to prepare for the B2B competition night. (Note: This is only a starting point.)

### Key Partners
During and after the B2B competition, your key partners are CMI, UofU Libraries, UofU Cores & Labs, healthcare professionals, patients (advocacy groups, organizations, etc.), and manufacturers.  
**UofU Center for Medical Innovation** - CMI can connect you to mentors and healthcare professionals.  
**UofU FabLab** can help you build a prototype.  
**Faculty of 1000** - find experts within a certain research or clinical area/field  
**ThomasNet.com** - free website for finding suppliers  
**UofU Libraries** - information experts and resources, meeting spaces, software, technology, etc.

### Key Resources
**CMI Innovation Lab** - prototyping lab  
**UofU Libraries** - information experts and resources, meeting spaces, software, technology, etc.  
**USPTO Patent Databases** - find prior art and submit patent provisional application  
**Material ConneXion** - This database provides access to information about more than 7,000 materials and design processes in a variety of fields of design, with information on over 40 new materials added to the library every month. View physical samples at the Marriott Library.  
**ThomasNet.com** - free website for finding suppliers  
**Market Research.com Academic** - Contain primary research and analysis, and include coverage of market trends, industry interviews, competitive analysis, product innovations, buyer behavior, market share, and more.

### Key Activities
During the B2B competition, your key activities are developing and verifying your device and business model.  
**Eccles Library** - 3 large business model canvases are available for check-out, these are great for brainstorming sessions  
**Medical Codes** – find relevant medical codes on the Innovation Guide  
*See Key Resources too*

### Value Propositions
What makes your device unique?  
How does it fix a pain point?  
Why is it better than the competitions’ product?  
**Recommended books:**  
- Business Model Generation  
- Value Proposition Design  
- The Start-up Owner’s Manual  
- BioDesign

### Customer Relationships
Validate your device with potential users.  
**UofU Center for Medical Innovation** - CMI can connect you to mentors and healthcare professionals.  
**University of Utah Health Care Directory**  
**Intermountain Healthcare Directory**  
**VA Salt Lake City Health Care System Directory**

### Key Partners
Your first customers are the B2B judges. To impress them, you must demonstrate:  
1. There is a need and you have a solution.  
2. You know & understand all customers- patients, health care professionals, insurance companies, caregivers, hospitals, etc.

Here are a few resources for finding statistics to demonstrate the need for your device:  
**Utah:**  
- Utah Department of Health indicator: IBIS-PH  
**National:**  
- Centers for Disease Control  
- World Health Organization and POPLINE

### Customer Segments
After the B2B competition, your customer segments expand. Consider L-Corps, Lassonde Entrepreneur Institute, Technology & Venture Commercialization, Startup Center for Students (StaC), SBIR grants, angel investors, and other competitions as a means to secure more funding for your device.

### Cost Structure
How can you spend your $500 wisely?  
**UofU Cores, Surplus, CMI Innovation Lab, Marriott Library’s 3D printing**

### Revenue Streams
At first, your revenue streams will be competition winnings, grants, and personal and angel investments.  
**SciVal Funding** - SciVal Funding allows users to search out and match funding opportunities from a variety of sources, including governments, private entities, corporations, and many other miscellaneous organizations.  
**Foundation Directory** - The Foundation Directory provides a variety of information about foundations, corporate giving programs, and grantmaking public charities.

Please complete a [quick assessment survey] of this tool.  
Contact Tallie Casucci ([tallie.casucci@utah.edu](mailto:tallie.casucci@utah.edu) or 801-581-5242) if you have any questions about these or other resources!