

Cash, partners and cachet, too

Biowave Corp. may soon hit pay dirt, after presenting at one of Medtech Insight's 'Investment In Innovation (In³)' conferences...

by Ronald C. Trahan

According to the National Institutes of Health (NIH), every year there are some 50 million cases of chronic pain in the U.S., and 30 million additional cases of acute and post-surgical pain, which cost \$100 billion. Pain is treated primarily by use of prescription and over-the-counter drugs, and by surgical and other invasive procedures. Now, Norwalk-Conn.-based Biowave Corp. has developed a non-invasive medical device that uses proprietary technology to send an electronic signal into deep tissue within the body, therein blocking the transmission of pain. The Biowave device provides results similar to implantable neuromodulation devices, but in a non-invasive procedure and at a fraction of the cost.

Controlled, double-blinded clinical studies at Cornell Univ.'s Weill Medical College have shown that after having a 20-minute treatment with Biowave's device, patients have an average 80 percent reduction in pain and a dramatic increase in range of motion. Equally important, following their treatment, patients have residual pain relief and an increase in range of motion for up to 24 hours. Biowave's CEO, Bradford E. ("Brad") Siff, presented these data at Medtech Insight's *Investment In Innovation (In³)* conference in Boston, Oct. 24-25, 2002.

"As a direct result of our participation at the Medtech Insight conference, we received interest from three potential corporate partners *and* three venture capital firms," says Siff. "Things are happening very fast.

"It's a great forum at which to meet VCs, a very professional setting. I've presented at many conferences, ranging from tiny rooms to large settings like at Medtech Insight. It's nice to have three screens, with two podiums. It is very well-orchestrated: you come up, do your presentation, and then move to the breakout room which they have listed. We also were able to have a tabletop display so we could demonstrate our device," says Siff.

"Some VCs with whom I'd already been in discussions came to the conference, were able to see me get up in front of a big audience, give an effective presentation, and then were able to come to the breakout session. It gave them more comfort about me as the CEO and my ability to present the company, and to take questions from the firing line," adds Siff. "It was also an opportunity for new VCs who had never heard of Biowave to hear our story and then come to the breakout room and get interested and start a conversation with me. Medtech Insight's got a *really* good thing going here for emerging medtech companies." □



Bradford E. Siff,
President, CEO and Founder
of Norwalk, Conn.-based
Biowave Corporation

What investors are saying about In³:



"Medtech Insight conferences are a very efficient source of numerous quality investment opportunities. In addition, all aspects of these conferences are extremely well-organized."

Mark G. Frantz
Frantz Medical Development Ltd.
www.frantzgroup.com



"Medtech Insight conferences are extraordinarily fast-paced. In a short period of time, just a day and a half, you're exposed to a huge number of high-quality medical technology companies."

Dr. J. Frederick Cornhill
Frantz Medical Ventures
www.frantzmedventures.com



"Medtech Insight does a great job at identifying emerging companies in the medtech sector. Their conferences represent an excellent venue for investors to keep abreast of this important space."

Geoff Pardo
Cardinal Partners
www.cardinalpartners.com



"We're constantly looking to invest in companies, or distribute for them, or license their technology. Medtech Insight conferences allow us to see many great companies, all in one shot. That's quality time!"

Elizabeth Routson
Edwards Lifesciences
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"Because Medtech Insight's conferences are so concentrated, it's an efficient way for us to learn about this space, meet the management teams we choose to meet, and source the kinds of deals we like."

Joel Uchenick
Sherbrooke Capital
www.sherbrookecapital.com

Ronald C. Trahan is president of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small companies, both public and private.