

Philadelphia Regional Integrated Medicine Alliance (PRIMA)

Sponsorship Opportunities



The Future of Life Sciences

PRIMA connects burgeoning life sciences companies to late-stage research institutional technologies, providing funding and resources to develop their core products, to accelerate their growth and the growth of the Philadelphia region.



PRIMA Provides Diverse Support for Emerging Life Sciences Companies:

- Market Research and Market Entry
- Bioinformatics and Biomarkers
- Target Discovery/Lead Optimization
- Prototyping and Fabrication
- In vitro and Animal Studies
- Testing and Validation
- Clinical Trials
- Regulatory and Reimbursement
- Supply Chain
- Manufacturing
- Mentoring Services

SUCCESS STORIES

Lia

Lia Diagnostics has developed the first flushable, biodegradable pregnancy test for women who value privacy and sustainability. The product was approved by FDA in December 2018.

Funding from Ben Franklin:

- FabNet (2) prototyping matching grant
- Pre-seed investment, \$50,000
- Investment (2 tranches) of \$450,000

Post-Ben Funding: \$3M



ALLEVI

Fabnet funds were used for a critical machine enhancement; their 3D bioprinters now serve hundreds of labs globally.

Funding from Ben Franklin:

- FabNet prototyping matching grant
- Pre-seed investment, \$50,000
- Investment (3 tranches) of \$700,000

Post-Ben Funding: \$1.7M; >\$1M in revenue



Avisi

Avisi Technologies is a pre-clinical stage company developing a nanotechnology-enabled defense against blindness from glaucoma.

Funding from Ben Franklin:

- FabNet prototyping matching grant
- Pre-seed investment, \$50,000

Post-Ben Funding: \$875K



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About PRIMA

PRIMA is a regional, integrated and virtual public/private partnership focused exclusively on nurturing the region's biotech/pharma technology ecosystem. Built upon the success of Ben Franklin's FabNet program, a regional partnership for rapid prototyping and fabrication, PRIMA provides funds for entrepreneurs and startups in the life sciences to create economic impact in the Philadelphia region.

Formed through the support and funding from a U.S. Economic Development Administration grant to Ben Franklin in 2019, PRIMA is a collaborative of the region's innovative life science companies and organizations. Eligibility for application and award is open to any local company or university technology that needs help with a critical experiment to go to the next stage. Projects must demonstrate that the funding will help to achieve a critical milestone towards fundraising/commercialization and should have at least a 1:1 match.

Why Sponsor?

View of next generation technologies*

*Ben Franklin evaluates over 600 companies and 250 university technologies each year.

Marketing & visibility

Engagement with community

Sponsorship Levels (annually)

BENEFIT

- Participation in PRIMA partner meetings
- Logo on website, and all applications, marketing, promotional and presentation materials
- Featured at PRIMA events
- Featured at 3.0 University Place (opening spring 2020)
- Ability to connect to emerging business opportunities
- Press release and announcement in email distributions
- Membership in PRIMA Advisory Committee *NDA requirement
- Exclusive naming and branding of program

\$50K

FOUNDING SPONSOR

\$25K

PARTNER SPONSOR

\$10K

SUPPORTING SPONSOR

NOTE: All sponsorship funds will be used to support projects, not Ben Franklin Technology Partners.

*501c3 tax deductible

PRIMA sponsorship will position your organization as a leader of the Philadelphia innovation economy. As a supporter of economic growth, social impact and business development, you will join a network of leaders across industries.

For more info, contact: [Sri Sriadibhatla / 215-972-6700 x3223 / sri@sep.benfranklin.org](mailto:sri@sep.benfranklin.org)



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Ben Franklin Technology Partners is an initiative of the Pennsylvania Department of Community and Economic Development. In addition to its numerous investment partners, Ben Franklin receives funding from the Ben Franklin Technology Development Authority.