



## M2D2 \$200K Challenge 2026



The University of Massachusetts' Medical Device Development Center (M2D2) is pleased to launch the 15th Annual M2D2 \$200K Challenge, an opportunity designed to showcase the innovative ideas and entrepreneurial spirit of seed and early-stage medical device and biotech companies. The M2D2 \$200K Challenge Program is sponsored in partnership with Massachusetts eHealth Institute, Hologic, MPR Product Development, Mintz, RQMIS, Withum, Sallop Insurance, and UMass Chan Medical School. The M2D2 \$200K Challenge will award valuable in-kind mentoring and development services provided by the program sponsors to selected finalist companies. Applicants from across the nation and internationally are invited to participate.

***This application auto saves and does not have to be completed in one sitting, return and finish your application at any time using the same link***

### **Challenge Timeline**

January 5th: Applications open

January 15th: Information session ([register here](#))

February 15th: Application deadline

March 9th: Finalists decided

March 10th - 24th: Pitch development / coaching begins

March 25th: Pitch off and awards event

M2D2, the Massachusetts Medical Device Development Center, is a joint initiative of the Lowell and Worcester campuses of the UMass system. Its aim is to help new biotech and medical device entrepreneurs develop products every step of the way, from proof-of-concept to commercialization. Its affiliated faculty and staff have assisted more than 160 start-up companies and entrepreneurs since

the program kicked off in the spring of 2007. Areas of Interest The M2D2 \$200K Challenge is interested in receiving a broad range of applications and is seeking novel biotech, diagnostic, therapeutic and medical device technologies. This year's challenge will be focused on women's health and point-of-care solutions.

**This year's areas of interest:**

Devices intended to simplify and improve women's health, using the definition of women's health as conditions that only affect women, affect women disproportionately, or affect women differently. Of particular interest are therapeutic procedures, especially minimally invasive in both OR and office sites of service, or of use in low and middle income (LMIC) areas of the world, filling treatment gaps and advancing patient care.

Spaces of interest include but are not limited to:

**Uterine health - areas include:**

- Office hysteroscopy - tools and treatments
- Office procedures related to fertility and/or pregnancy
- Ablation technologies
- Adhesion barriers
- Adenomyosis diagnosis and treatment
- Cervical dilation

**Pelvic health - areas include:**

- Endometriosis diagnosis and treatment
- Adhesion barriers
- Overactive bladder
- Stress Urinary Incontinence
- Pelvic organ prolapse

**Breast health - areas include:**

- Improved breast biopsy
- Ablation technologies
- Margin assessment
- Surgical resection and margin assessment

**Oncology impacting women - areas include:**

- Breast, Lung, Colorectal, GYN, Thyroid

**Non-surgical visualization - areas include:**

- AI-based identification of critical structures
- Planning or visualization tools or software

**Point of Care (POC) opportunities in diagnostics for conditions such as:**

- Endometriosis
- Adenomyosis
- Fibroids
- PCOS (Poly cystic ovarian syndrome)
- GYN Cancer

**Solutions to reduce inequities in maternal and perinatal health, especially in rural communities.**

Ventures involving technologies licensed from universities or research labs are encouraged to apply. Intellectual property is required but a business does not already need to be organized.

*Eligibility:* An Applicant can be a duly-organized and existing legal business entity, including a partnership, corporation, limited liability company, or joint venture, or similar business organization or association under the law of the jurisdiction in which the Company is organized. The applicant can also be an individual or team with a venture involving technologies licensed from universities or research labs. If the applicant is a Company, it can be organized as a for-profit or non-profit entity. If the applicant is a Company, it must be in good standing in the state in which it is organized. Company will be encouraged but not required to locate at M2D2. The \$200K Challenge welcomes international applicants.

**Application Process:**

A. Phase I Judging Applicant submits basic non-confidential information regarding company and business concept. M2D2 and program partners will review initial applications and select up to fifteen applicants to proceed to the Phase II Reception and Presentations. The 10 finalists will be asked to submit more detailed, non-confidential information, such as business plans, financial information and projections, IP information, and related documents.

B. Phase II Reception & Presentations Applicant attends in-person pitch event on March 25, 2026, providing a four-minute presentation to a Panel of Reviewers comprised of program partners and investors; this will be followed by one minute Q & A. This event will be open to the public. Panel of reviewers score finalists. Finalists must attend and give presentation in person to be considered for an award. Judges will deliberate and awards will be announced that evening.

C. Incubation of Award Winners at M2D2 Upon selection of the applicants receiving awards, each applicant will negotiate with M2D2 and the appropriate Program Sponsors to define the terms of the specific in-kind services to be provided and the requirements for such.

**Selection and Judging Criteria:** Applicant will be evaluated based on its chance for market success. The following categories will be used in evaluating the applicant.

Unmet need Area(s) of focus / in scope with call for applications  
Proposed solution  
Clinical status  
Market status  
Regulatory pathway and status  
Competitive advantage  
Management team strength  
Funding requirements and financial forecast  
Business Plan Level of interest expressed in interacting with program sponsors and M2D2

**Legal Documentation Required:** The below documents should be available upon request: Articles or Certificate of Incorporation (corporation) or Articles of Organization (limited liability company) or Articles of Limited Partnership, or similar publicly filed organic documents. By-laws (corporation), Partnership Agreement, or Operating Agreement (limited liability company). Certificate(s) of good standing from the Commonwealth of Massachusetts and, if applicable, from state or country of organization. Redacted License Agreements, where applicable, noting Company's IP rights.

**Prizes:** The \$200K Challenge will award up to \$200,000 of in-kind medical device, diagnostic and biotech development services from the Program Sponsors. This may include and be in the form of: general services, legal services, design services, regulatory services, and reimbursement services. Typically, 4 to 8 awards are made per year. Final Scoring, selections, and award(s) are made at the sole discretion of the Panel of Reviewers.

**Disclosure of Information:** No promise of confidentiality, non-competition or non-disclosure is made by the University of Massachusetts, Reviewers, and Sponsors. Any company submitting information for consideration in this competition acknowledges that its information may be made public, and that any presentations may be open to any interested parties, including the general public.

**Limitation of Liability:** Applicant releases the Commonwealth of Massachusetts, the University of Massachusetts, and all program sponsors detailed throughout, and their respective directors, officers, employees, agents, reviewers, sponsors, and all award suppliers from any and all liability for any injuries, losses, or damages of any kind resulting from acceptance, possession, or use of any award or participation in this competition, to the fullest extent permitted by applicable law. Applicant agrees to indemnify the Commonwealth of Massachusetts, the University of Massachusetts, and all program sponsors detailed throughout, and their respective sponsors,

reviewers, agents or employees against any claim that Company's involvement violated any rules or regulations of the U.S. or any other country as a result of Company's participation. Applicant or individual is solely responsible for compliance with any laws, rules and regulations that may be applicable to participation in the competition or to any awards received. Applicant or individual is solely responsible for all (both U.S. and non-U.S.) taxes, withholdings or other governmental assessments that might be applicable as a result of participating in this competition.

*Governing Law:* The parties agree that this Competition shall be governed, construed, interpreted, and enforced according to the laws of the Commonwealth of Massachusetts. For any questions, please email m2d2@uml.edu / please share only non-confidential information throughout this application

Please enter your contact information

Name

Title

Email address

Phone number

Company or Institution Name

Are you applying from a company perspective or an academic institution?

Company

Academic institution

Please give your business address

Street address

City

State

Zip code

Country

What area of interest does your solution fall under? (please refer to the areas of interest in the 1st question) Please select all that apply.

Uterine health

Pelvic health

Breast health

Oncology impacting women

Non-surgical visualization

Point of care opportunities in diagnostics

Other (please elaborate on how this relates to women's health)

Solutions to reduce inequities in maternal and perinatal health, especially in rural communities.

Are you a first time founder? (this is your first startup)

Yes

No

Please give your executive summary

Describe the need that your solution addresses

Describe what is novel about your technology

Has the feasibility of your solution been evaluated?

Estimated time until your solution is launched

Please indicate what kind of intellectual property you have for your solution

Provisional patent(s)

Issued patent(s)

Trademark(s)

Copyright(s)

Trade secret(s)

N/A

None

How much funding have you raised and from what sources?

Have you had a pre-submission meeting with the FDA?

Yes

No

Please describe your regulatory strategy

Please describe your reimbursement/revenue strategy

What is your solution's technology readiness level? ([refer here for definitions](#))

1      2      3      4      5      6      7      8      9      10

TRL



The following supporting materials are all optional. Feel free to attach an executive summary (non-confidential) or pitch deck (non-confidential) that you believe will enhance your application

Executive summary (non-confidential)

Drop files or click here to upload

Pitch deck (non-confidential)

Drop files or click here to upload

