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IDE Group proudly announces

Winner Announcement: BBFH 2022

IDE Group Reveals Award Winner for Building Better Futures for Health Challenge 2022

Sydney, Australia, 27 September 2022: IDE Group, an entrepreneurial commercialisation company that develops medical products and builds market-leading medtech businesses, announced Misti as the winner of the Building Better Futures for Health (BBFH) Challenge 2022 and the People's Choice Award.

The prestigious BBFH Challenge brought together healthcare entrepreneurs, startups, researchers and industry professionals for the first time since the pandemic's onset for an in-person event at the Powerhouse Museum on 21st of September.

Misti, awarded the major prize of \$25,000 in addition to the People's Choice Award of \$5,000 in IDE services, is a startup developing a first-in-class, low-cost and scientifically validated lung delivery system offering life-saving biomolecules for rapid protection from current and emerging infectious respiratory diseases in children.

In accepting both awards, Dr Anushi Rajapaksa, Founder of Misti said "The idea for this startup was born as part of my own mission to overcome my significant needle phobia from early childhood. Misti has the potential to change how vaccines and therapies are delivered and positively impact the most vulnerable children worldwide."

Dr Rajapaksa added "Winning the BBFH Challenge will support me at a pivotal point in my career to produce a market-ready product serving an unmet global need with a unique technology solution."

Centred around a philosophy of collaboration and making a difference through meaningful innovation, the annual BBFH Challenge has been recognising and rewarding excellence in medical innovation since 2016.

George Sidis, Managing Director of IDE Group, acknowledged the high calibre of the applicants and congratulated the finalists and winners of the BBFH Challenge 2022.

He commented "The BBFH Challenge helps us recognise and celebrate some of the brightest entrepreneurial minds who drive the opportunities that medical innovation brings to our communities and our lives. We are thankful to all the participants for sharing their ideas and building better futures together."

Richard Sokolov, Executive Director at IDE Group, said, "This year, we have seen the highest quality of

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candidates since the launch of the BBFH Challenge in 2016. I'm pleased I was not in the judges' room trying to choose. We hope to be able to help each and every one of these talented individuals, even the ones that haven't won, to progress their innovation through to commercialisation."

For the winners and finalists, the BBFH Challenge also provides an invaluable opportunity to obtain advice, mentorship and financial guidance from IDE Group and the esteemed panel of judges, including Anne O'Neill, Director of Enterprise & International Partnerships, Office for Health and Medical Research at NSW Health, Dr Alan Taylor, Executive Chairman of Clarity Pharmaceuticals, John Kelly, CEO of Atomo Diagnostics, and Mick Brooks, Head of Radiology R&D Rydalmere at Bayer.

In considering her advice to health startups navigating the journey to commercialisation, Dr Rajapaksa said, "Be Fear-LESS. You have nothing to lose by exploring the commercial potential of your research if you choose to do this. I asked myself 'If not you, then who?' I knew I would regret it if I didn't try."

About the Building Better Futures for Health (BBFH) Challenge:

Each year medical entrepreneurs, startups, researchers and industry professionals worldwide are invited to apply for the Building Better Futures for Health (BBFH) Challenge. The winners receive up to \$30,000 in entrepreneurial, commercialisation and medical technology development support from IDE Group, bringing your idea to life and kick-starting our journey together to commercialisation.

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