

## **The "don'ts" of pitching a new technology, according to Dr. Thomas Fogarty**

Mass Device

Looking to pitch a new medical device to Fogarty Institute for Innovation founder Dr. Thomas Fogarty? Make sure to note the "cardinal sins" of pitching.



[By Evan Anderson](#) [1]

When Dr. Thomas Fogarty is in the office, he holds meetings all day long. Not unlike the President, he is briefed moments before every meeting. With each new visitor, he brings a fresh enthusiasm to the table, an eagerness to listen and to be impressed. Everybody gets a fair shot, and many are successful – unless, of course, they commit a cardinal sin.

I recently sat down with Dr. Fogarty to discuss how he evaluates entrepreneurs that come in asking for support, and how, in some unfortunate cases, they might fail to impress him. Dr. Fogarty estimates that over the last 30 years, he has heard an average of 30 pitches a month.

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<http://www.mdtmag.com/news/2013/01/donts-pitching-new-technology-according-dr-thomas-fogarty>

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[1] <http://biodesignalumni.com/author/fletcherwilson/>