Dear Friends and Colleagues,

As you all know, we launched the Challenge website on Sept. 3. [http://www.breastcancerstartupchallenge.com](http://www.breastcancerstartupchallenge.com/) .  Many thanks for your support and enthusiasm; since we've launched we've had 4,349 hits.

I'm reaching out to you to share some additional information:

1. the executive summary now includes more information regarding how judges will participate– "Judges Participation" document (it has both the exec summary and the overview of judges participation since this has been in high demand)
2. our flyer for handing out (in case you need it) "Flyer 09052013-FINAL"
3. a flyer for hanging up  - - "Biotech Flyer Generic"

Key Notes:

* **Webinar:** We will be hosting two webinars next Mon and Wed. at 4pm.  We invite you and your students to join a webinar to find out more about the Challenge.  Please find attached a cover letter that you can distribute to your students regarding the webinar called **Webinar Cover Letter**
* **Seed Funders**: When we had our individual discussions, I had mentioned that CAI has recruited some seed funders but are trying to recruit more.  Seed funders are participating in the Challenge by evaluating the new start-ups that come out of the Challenge for seed funding. **If there are seed funders you know and could recommend to us, we'd appreciate your assistance in providing a warm introduction.**Please also find attached a **Challenge Cover letter**to circulate to those you think may consider providing seed funding (I also included information on judges and mentors in case your network may have additional suggestions there as well)

As always, please reach out if you have any questions/suggestions.  And, again, we'd appreciate any warm introductions you can provide to seed funders who may want to give your start-ups money!

All my best,

Rosemarie Truman

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