Dear Friends and Colleagues,

We are reaching out to inform you of an exiting new initiative that has just launched!

The [Avon Foundation](http://www.avonfoundation.org/), the [National Cancer Institute](http://www.cancer.gov/) and [Center for Advancing Innovation](http://www.thecenterforadvancinginnovation.org/) have partnered to create a "first of a kind" Breast Cancer Start-up Challenge; you can find the website here: <http://www.breastcancerstartupchallenge.com>!  The Challenge features Breast Cancer Inventions (9 from the National Institutes of Health National Cancer Institute and 1 from an Avon Foundation grantee) that have commercial viability and are important to public health.  The primary goal of the Challenge is to stimulate the creation of start-up businesses based upon these inventions.

The Center for Advancing Innovation is managing and orchestrating this effort. **The Challenge needs your teams, mentors and judges! You can nominate a judge or mentor through this link:** [**http://www.breastcancerstartupchallenge.com/nominate-a-judgementor.html**](http://www.breastcancerstartupchallenge.com/nominate-a-judgementor.html)

Also, please share your enthusiasm for this Challenge on our social media sites: Facebook - "[Breast Cancer Start-up Challenge](https://www.facebook.com/thebreastcancerstartupchallenge)" and Twitter -  [@BCSChallenge](https://twitter.com/TheBCSChallenge). Please also find attached a flyer and executive summary. Rosemarie Truman, CEO of CAI for more information at [rt@thecenterforadvancinginnovation.org](mailto:rt@thecenterforadvancinginnovation.org) or 202 438 2208.

Best,

University Leadership