



FOR IMMEDIATE RELEASE

INTERVIEWS AVAILABLE UPON REQUEST

Media Contacts: Larry Cundy, 703/519-0200
lcundy@mpr.com

Susan Johnson, 703/519-0200
sjohnson@mpr.com

MPR to Host the Second AdvMed 2011 Entrepreneurship Boot Camp

ALEXANDRIA, Va. (2011) – MPR Product Development (www.mpr.com) will be the lead host for the upcoming *AdvaMed 2011 Entrepreneurship Boot Camp* taking place Monday September 26th at the Walter E. Washington Convention Center, in Washington DC.

Capitalizing on the tremendous success of the *AdvaMed 2010 Entrepreneurship in the Medical Device Industry Boot Camp*, the 2011 workshop will focus on how startups and new ventures can create value at every stage of the development process.

Through a combination of presentations, workshops and panels, attendees will learn from a variety of leading CEOs, investors and industry leaders on what works and what to avoid when commercializing new products and services to ensure their startup's success. Speakers and panelists will provide concrete, actionable methods that can be used to increase value from the start while minimizing overhead costs and mitigating future risks.

The Boot Camp will provide valuable sessions including, "Accelerating Commercialization- Capital Efficient Strategies for the Buyer, Seller and Investor," a presentation regarding the importance of aligning multiple strategic goals from a panel of experienced investors. In "Ask the CEO: Life as an Entrepreneur," a panel of medical device industry executives will lead a candid discussion about their best experiences as well as the more difficult ones.

Christian Haller, Vice President of MPR Product Development, will be leading a discussion on the "Essentials of Value Creation" geared toward learning solutions to

effectively leverage internal and external resources to successfully launch market – changing products.

The 2011 Boot Camp promises to be an excellent opportunity to discuss development and startup questions and concerns with other industry companies and executives. As MPR’s Haller states, “this Boot Camp is one of the greatest opportunities for the entrepreneur to learn the truth about what works and what doesn’t from the experts.”

To learn more about AdvaMed 2011’s *Entrepreneurship Boot Camp*, please go to: <http://advamed2011.com/go.cfm?do=Page.View&pid=138>

About MPR

MPR Associates is an employee-owned engineering and project management services firm founded in 1964. The company is headquartered in Alexandria, Va., with offices in Houston, Texas; Clifton Park, N.Y. (near Albany); and East Lyme, Conn. MPR maintains a staff of 200 and actively recruits promising engineers and scientists from major U.S. colleges and universities.

MPR specializes in serving the health and life sciences, energy, and defense and national security market segments. The company supports clients in over 50 countries and 6 continents. The company is responsible for more than 200 patents and 100 “first-of-a-kind” proprietary solutions. For information on MPR, please visit www.mpr.com.

About MPR Product Development

MPR Product Development is an experienced engineering and industrial design business division of MPR, specializing in the development of new technologies and products. MPR Product Development works with our clients as a development partner from conceptualization through technology transfer and manufacturing. MPR Product Development provides all engineering, research and development, design and prototyping services, and regulatory support needed to commercialize our clients’ products.

About Christian Haller

Christian Haller joined MPR in 1985. Since 2000, he has served as the director of MPR Product Development. As a recognized thought-leader in the areas of New Product Innovation and Technology Development, Haller contributes strategic guidance and vision to clients ranging from start-ups to Fortune 500 companies.

Under his guidance, MPR Product Development has taken over 100 companies or products from start-up through commercialization.