

## **IsoGuardian Named Finalist In New York Wide Pitch Competition**



### **Innovative Medical Device Startup To Pitch Live at NYS Innovation Summit As Part Of FuzeHub's Prestigious 2024 Commercialization Competition For A Chance At \$150K**

*Albany, NY – September 26, 2024* – **IsoGuardian**, an innovator in reusable isolation gown technology, has been named a finalist in FuzeHub's 2024 Commercialization Competition. This prestigious event, part of the Jeff Lawrence Innovation Fund, is designed to help New York-based small businesses bring their innovative products to market, with the chance to win up to \$150,000 in funding.

#### **IsoGuardian's Innovative Product**

IsoGuardian, Iso, has developed a groundbreaking reusable medical isolation gown that offers hospitals significant cost savings and enhanced safety. The gowns can be used up to 300 times, provides 89% cost reduction over disposables. Which in the last few years have seen incredible price increases of up to 375%. The gowns are also designed to offer 5X the industry safety standards, offering superior protection, comfort, and sustainability for employees and front-line workers. "Being a finalist is a significant milestone for us," said Sara Rudin, Founder of IsoGuardian. "This funding would help us complete our commercialization and scale our production to meet demand."

#### **Next Steps in the Competition**

Iso will pitch its product at the NYS Innovation Summit in Syracuse on October 28-29, 2024. The Commercialization Competition is a major platform for emerging companies to showcase their technology and commercialization potential. Finalists will present their innovations to a panel of judges, investors, and industry experts. Winning would provide Iso funding to advance their product to market and help healthcare providers access a cost-effective, safer, and environmentally friendly gown solution.

#### **Impact and Market Potential**

IsoGuardian's reusable gowns align with industry trends that are also looking toward more sustainability in healthcare, offering a practical solution to reduce medical waste. With healthcare facilities increasingly looking for ways to cut costs and improve safety, IsoGuardian is poised to disrupt the \$4 billion U.S. isolation gown market.

#### **Get Involved**

IsoGuardian is currently raising additional funding to complete FDA registration and expand its operations. Visit [IsoGuardian.com](https://www.iso-guardian.com) or contact Sara Rudin, to learn more.

###Press Release###

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**About FuzeHub's Commercialization Competition**

FuzeHub's annual Commercialization Competition, part of the Jeff Lawrence Innovation Fund, supports New York-based small manufacturers and technology companies. The competition helps companies with prototypes enhance their products, strengthen go-to-market strategies, and attract further investment. Winners can receive up to \$150,000 to advance their innovations.

**About FuzeHub**

FuzeHub provides resources and funding opportunities to small manufacturing and technology companies in New York State. The Jeff Lawrence Innovation Fund supports programs like the Commercialization Competition to drive innovation and commercialization across the state, helping startups and businesses bring their groundbreaking products to market.

**About IsoGuardian**

IsoGuardian is a leading innovator in reusable medical protective wear, dedicated to enhancing safety, comfort, and sustainability in healthcare. By providing advanced solutions that exceed industry standards, IsoGuardian is committed to improving the lives of healthcare providers and patients worldwide.

IsoGuardian is committed to manufacturing in New York State with a diverse workforce that focuses on individuals with disabilities.

**IsoGuardian is assisted by the following entities:**



**Albany Med Health System's Office of Translational Research, Innovation, and Technology Transfer (OTR)**

In 2023, Albany Medical College's BACC evolved into the Office of Translational Research, Innovation, and Technology Transfer (OTR). In addition to continuing the program's business advisory resources and clinical support through virtual business incubation, OTR also provides enhanced pathways and expanded access opportunities for students, researchers, and faculty who have biomedical ideas with the potential for commercialization or licensing. As a NYSTAR certified New York State Business Incubator, the OTR is dedicated to supporting innovative solutions that improve patient outcomes and drive economic growth in the Capital Region and beyond.

**STEAM Garden**

The STEAM Garden is a bustling business incubator in Albany, dedicated to fostering innovation and growth for young startups. STEAM Garden provides affordable incubation space, mentorship, and hands-on mentorship programs with access to valuable resources, including workforce training, podcasting and a Maker Space. STEAM Garden empowers entrepreneurs to turn their ideas into successful businesses. With a focus on nurturing talent and providing the tools needed for sustainable growth, our incubator supports startups every step of the way. We're proud to have supported ISOGuardian in their journey, and offering the tools that have helped them become a finalist in the prestigious FuzeHub Innovation Grant.

**Innovate 518!**

Innovate 518 plays a critical role in fostering innovation by connecting startups, researchers, and entrepreneurs with the resources and support they need to advance their technological developments. Their focus on the New York State Capital Region strengthens the local ecosystem for commercialization and innovation, providing access to incubators, accelerators, mentorship, and funding opportunities to help businesses grow and succeed. and NYSTAR. The University of Albany serves as the managing entity for the Innovate 518, a NYSTAR innovation Hot Spot