

# CTIP Brand Assets & Press Kit

When it comes to building a memorable brand, it's all about consistency. We love our brand. We ask that you use it with care.

The CTIP brand includes the words, phrases, symbols, designs and other distinctive brand features associated with CTIP and our services.

## NAMING RULES

**Official Name:** The West Coast Consortium for Technology & Innovation in Pediatrics (Note: "The" and "&" are both in the official name)

**Abbreviation:** CTIP

## DESCRIBING CTIP

We are particular about how we describe ourselves. Please choose one of the versions below. If a version is too long for the word count constraints, do not edit. Instead, defer to a shorter official branding text from the list below.

Refer to CTIP as a **"Pediatric MedTech Accelerator"** because that's exactly what we are!

## THE OFFICIAL CTIP DESCRIPTION

**The West Coast Consortium for Technology & Innovation in Pediatrics** (CTIP) is an FDA-funded pediatric MedTech accelerator centered at Children's Hospital Los Angeles. Our goal is to facilitate the development, production, and distribution of pediatric medical devices by identifying companies working in the space and providing advice, networking, and direct and indirect financial support on the road to commercialization.

## THE BRIEF CTIP DESCRIPTION

**CTIP** is an FDA funded MedTech accelerator supporting pediatric device innovators from concept to commercialization.

## THE OFFICIAL LONG CTIP DESCRIPTION

The West Coast Consortium for Technology & Innovation in Pediatrics (CTIP) is a pediatric medical device accelerator centered at Children's Hospital Los Angeles (CHLA) and the University of Southern California (USC). Established in 2011 and first funded by the U.S. Food and Drug Administration (FDA) in 2013, CTIP promotes the commercialization and clinical use of pediatric medical device technology. In August 2018, CTIP was awarded a new \$6.6 million P50 grant from the FDA to continue research and development of MedTech for children (Grant Number: 1P50FD006425-01, PI: Espinoza).

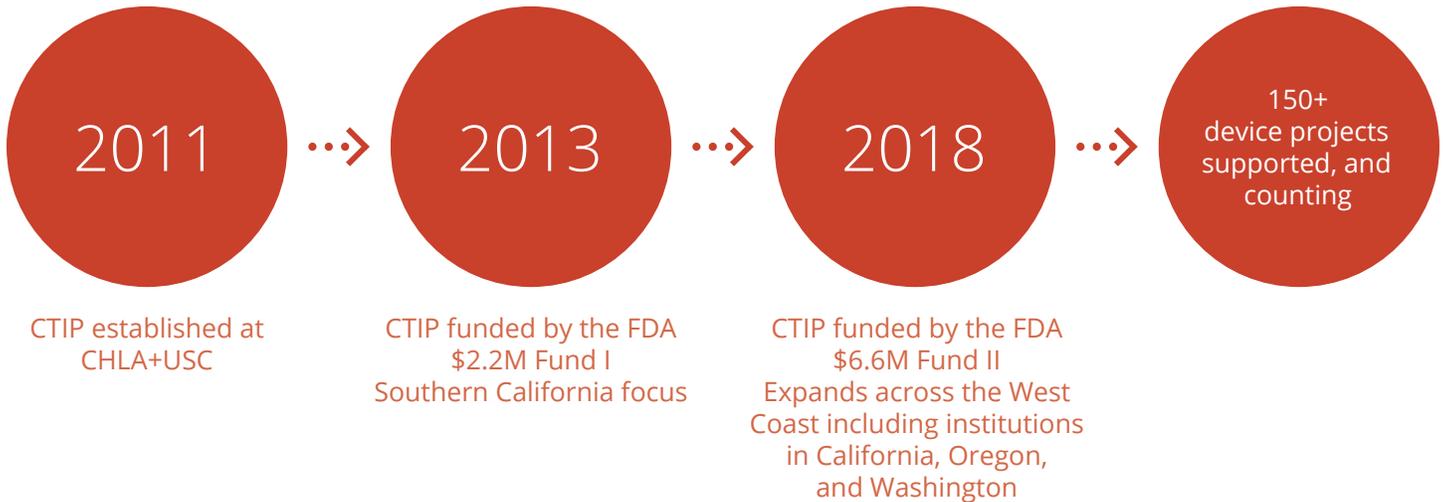
CTIP addresses the most important component missing from pediatric device innovation: simultaneously engaging clinicians, engineers, regulators, hospital administrators, patients and the business community in the process of assessment and development of technology. For portfolio companies, CTIP fosters networking opportunities, direct and indirect financial support and guidance on issues related to, but not limited to, intellectual property,



prototyping, engineering, testing, grant writing and clinical trial design. CTIP has a network of children's hospitals, academic institutions, accelerators and incubators across the West Coast to support the commercialization of pediatric medical devices. CTIP network members include the University of California, Los Angeles; Oregon Health & Science University; University of Southern California; University of California, San Diego; University of California, Berkeley; Seattle Children's Hospital; Cedars-Sinai Accelerator; LA BioMed; and Project Zygote.

## THE DETAILS

**Year Founded:** 2011



## INVESTMENT AREAS

### Pediatric Medical Devices

- Medical device regulated by the FDA
- Pediatric indication as defined by the FDA (0 to 21 years of age)
- Feasible for CTIP to support
- US based company

## SOCIAL

**Website:** [www.westcoastctip.org](http://www.westcoastctip.org)

**Twitter:** [@westcoastctip](https://twitter.com/westcoastctip)

**Facebook:** [www.facebook.com/CTIP.MedTech](https://www.facebook.com/CTIP.MedTech)

**Instagram:** [@westcoastctip](https://www.instagram.com/westcoastctip)

**LinkedIn:** [www.linkedin.com/company/consortium-for-technology-and-innovation-in-pediatrics](https://www.linkedin.com/company/consortium-for-technology-and-innovation-in-pediatrics)



Helping pediatric innovators move forward  
no matter how small or large the step

[westcoastctip.org](http://westcoastctip.org) | [info@westcoastctip.org](mailto:info@westcoastctip.org)

## CURRENT TEAM

### **Juan Espinoza, MD, FAAP** **Director, Principal Investigator**

After completing his undergraduate degree at Washington University in St. Louis, Juan Espinoza received an Intramural Research Training Award (IRTA) at the Immunotherapy Unit of the National Institute on Aging at the National Institutes of Health. During his time at the NIH, Juan worked on small molecule design, developing new therapeutic and research tools. Successively, Juan attended the USC Keck School of Medicine, receiving his MD in 2010. Juan completed his pediatric residency at Children's Hospital Los Angeles in 2013, and in 2014 he became an Assistant Professor of Clinical Pediatrics at Children's Hospital Los Angeles and the USC Keck School of Medicine.

Dr. Espinoza's clinical time is focused on complex care coordination and obesity management, while his research focuses on digital health, health information systems, and patient-generated health data. He is the CTSI Director of Clinical Research Informatics for CHLA, and Medical Director of the CHLA Innovation Studio. In 2016, he joined the team at CTIP (The West Coast Consortium for Technology & Innovation Pediatrics) and took over as Director and Principal Investigator in 2018 with a new \$6.6 million FDA grant. The guiding principle of Dr. Espinoza's work is that data and technology have the potential to narrow the health gap faced by underserved communities all over the world.

Juan's academic interests are complemented by his experiences outside of medicine; in 2010 he co-founded GC/MDDM, a digital media production company that works with television, film, web, and mobile technologies. Through this endeavor, he has partnered with both the entertainment and healthcare industries to create and implement technology and media solutions to healthcare and education problems. Dr. Espinoza utilizes these same skills in his teaching, research, and clinical practice.

### **Kathryne Cooper, MBA** **Co-Director**

Kathryne Cooper, MBA is a native Angeleno passionate about growing and funding early stage companies and creating an ecosystem to support entrepreneurs. She believes in applying a growth mindset to startup challenges and is interested in the integration of technology in settings that are traditionally analog. Since 2017, Kathryne has served as Co-Director of The West Coast Consortium for Technology & Innovation in Pediatrics (CTIP).

Kathryne is the head of CTIP's investment arm, where she selects medical device companies with commercialization potential, high clinical impact, and proprietary technology for investment and support. Kathryne engages the investment community at large – building relationships with Venture Capitalists, Angels and strategic partners to advance MedTech innovators within the CTIP portfolio.

Kathryne holds a BA in Human Biology from Stanford University, an MBA from the University of Southern California, Marshall School of Business and a Certificate in Venture Capital Finance from the University of California, Berkeley, School of Law. She began her career in medicine, attending medical school at the University of Southern California, Keck School of Medicine before transitioning to the business side of healthcare. She serves on the Board of Directors of the Bertran F. Cooper, M.D. Scholarship Fund at the Howard University College of Medicine.

Kathryne nerds out connecting innovative people, products and ideas.



## CURRENT TEAM (CONTINUED)

### **Yaniv Bar-Cohen, MD** **Co-Director**

Dr. Yaniv Bar-Cohen is a pediatric cardiologist/electrophysiologist at Children's Hospital Los Angeles and is a Professor of Clinical Pediatrics and Medicine at the Keck School of Medicine at the University of Southern California. Dr. Bar-Cohen serves as Co-Director of The West Coast Consortium for Technology & Innovation in Pediatrics (CTIP). Dr. Bar-Cohen is also the Director of Cardiac Rhythm Devices at Children's Hospital Los Angeles. Dr. Bar-Cohen's clinical and research activities have focused on heart rhythm disorders in children and congenital heart disease. His primary research has focused on the development of a fetal micropacemaker, and he has served as Primary Investigator on a National Institutes of Health grant to develop this device aimed at pacing a human fetus. In addition, his work has branched off towards the development of another minimally-invasive micropacemaker intended for children and adults. His clinical research has addressed topics including sudden cardiac death, implantable rhythm management devices and the catheter ablation of arrhythmias.

### **Nadine B. Afari, MS** **Program Manager**

Passionate about connecting ideas, experiences, clinicians, engineers and technology to impact how we experience healthcare and wellness. Focused on innovation in MedTech, health behavior, preventive medicine, and consumer wellness devices. Expert in strategic relationship building, partnership and stakeholder mapping. Ability to identify individuals, organizations, and/or groups that share visions and goals and can meet company objectives and strengthen initiatives. Driven by the desire to translate basic research into new diagnostic and therapeutic technologies that directly and positively impact people's lives. Since 2018, Nadine B. Afari, MS has served as the Program Manager of The West Coast Consortium for Technology & Innovation in Pediatrics (CTIP).



## CURRENT TEAM (CONTINUED)

### **Payal Shah, MS, CCRP** **Research Associate**

Payal Shah joined The West Coast Consortium for Technology & Innovation in Pediatrics (CTIP) in 2018 as a Research Associate focusing on the Real World Evidence project. She primarily supports the generation, capture and use of cost-effective real world data for the evaluation of pediatric medical devices. Payal has 5 years of experience in clinical research involving protocol design, IRB submissions, recruitment, statistical analysis, and publication of manuscripts. She is fascinated by the challenges of understanding the physiological signals from medical devices and its association with patient reported outcomes. Her interest in the study of autonomic vascular dysfunction in sickle cell disease has led to her key publications in the field.

Payal received her Bachelors in complementary medicine as a Homeopathic physician from India and Masters in clinical, biomedical and translational investigations from the University of Southern California. Her goal is to become a Research Scientist. In her spare time, Payal enjoys spending with family and friends. She says if she was not a researcher, then she would have been an actor.

### **Omkar P. Kulkarni, MPH** **Innovation Advisor**

Omkar P. Kulkarni is Children's Hospital Los Angeles' (CHLA) first chief innovation officer. In his role, Kulkarni is responsible for fostering innovation across CHLA's clinical and research enterprises – including finding successful new methods of care, incubating new medical tools and software, and rallying communities in and out of the hospital to solve problems in the field of pediatrics – all with the goal of enhancing the experience and outcomes for the children and families CHLA serves.

Prior to joining CHLA, Kulkarni served as Executive Director of the Cedars-Sinai Accelerator powered by Techstars, where he helped build and launch the accelerator program. In that role, he evaluated over 3,000 healthcare start-ups and provided extensive mentoring, serving as the main liaison between the start-up community and Cedars-Sinai Medical Center. Kulkarni also led the performance improvement department at Cedars-Sinai for many years and has experience in financial process redesign at New York-Presbyterian Hospital. Kulkarni has a master's degree in public health and health care management from Columbia University and a bachelor's degree in business administration from George Washington University.

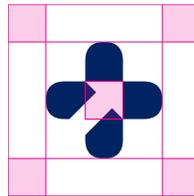


## LOGO

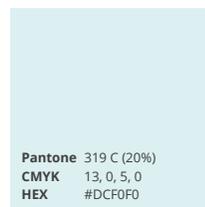
1. Please do not modify or alter the CTIP brand assets and/or logo. Meaning, do not change the shape, proportions, color or orientation of the logos. The logo should remain navy and white, as outlined here. And please provide at least as much padding around the logo as are displayed below. This helps our logo appear clean and uncluttered.
  2. Please do not include the Children's Hospital Los Angeles (CHLA) branding assets without prior approval from CHLA.
- Click [here](#) to download the official CTIP logo files or visit our webpage, CTIP Brand Assets & Press Kit.



Keep a safe margin around the logo as displayed below



## COLORS



# TYPOGRAPHY

**Font** Roboto Thin  
**Size** 40 pt  
**Kerning** 0 pt  
**Leading** auto

## Impressive Title

**Font** Acumin Pro Extra Condensed  
**Size** 20 pt  
**Kerning** 160 pt  
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### ELOQUENT SUBTITLE

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↑ 18 pt after paragraph

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Questions about CTIP's name, branding, description and assets, or don't see what you need?

Reach out to us at [info@westcoastctip.org](mailto:info@westcoastctip.org)



Helping pediatric innovators move forward  
no matter how small or large the step

[westcoastctip.org](http://westcoastctip.org) | [info@westcoastctip.org](mailto:info@westcoastctip.org)