

The logo features a green square with a white 'ID' monogram on the left. To its right, the words 'MEMBER' and 'MEETUP' are stacked in a bold, black, sans-serif font. A green horizontal line underlines the word 'MEETUP', which then curves upwards and to the right, ending in a green arrowhead.

ID MEMBER MEETUP

[November 12th, 2025](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Sarah Dickinson from Current Medical Device Development
6. **ID Member Resource:** Adam Lejeunekopp from Madak

Keeping up with ID:



- **Congratulations Ricardo Magallon, featured on the Craine's Chicago Business**
- **Welcome Elina Conley as our Entrepreneur-in-Residence**
- **CO2CEO Recruitment**
 - **Application Due Date:** 01/06/2026
 - **Program Start and End Date:** 01/20/2026 – 03/26/2026
- **All Rise Lawyers Workshop 12/03/2025**
 - **Location:** ID Event Space
 - **Time:** 5:30 – 7 P.M.
- **ID Holiday Party 12/11/2025 (5 – 8:30 P.M.)**
- **Midwest Innovation and Entrepreneurship Summit: Moved to February 26, 2026**
- **Clean Energy Incubator Program:**
 - **Fill out the Connect Form**
 - **Connect with Bill Payne and Mike Varon**

Scan the QR code to keep up with the news:



Member Offerings:



Education & Ed Tech Roundtable



Joe Cassidy



Shaiska Malca

Wednesday, November 12th
In-Person: 3:00 - 4:30 p.m.

- Showcase your business, gain valuable feedback, and connect with fellow Education & EdTech leaders
- Explore partnerships and workforce initiatives with College of DuPage
- Help guide future initiatives -share ideas for programs, platforms, and speakers that support the Education & EdTech community.



Register Today!



Upcoming Workshop:



Workshop Name: Lead with a Story

Date: November 12th

Time: 1:00 - 4:45 P.M.

Where: Innovation DuPage

Presented by: Scott Hubbard from Hubbard Communications

SPACE IS LIMITED!

Register Today!



Resources and Workshops



Additional Resources



Strategic Business Advisor

Mike Varon
Innovation DuPage



Entrepreneur-in-Residence

Elina Conley
Innovation DuPage



Executive-in-Residence

Bill Payne
Innovation DuPage



MEMBER MEETUP



ID Member Spotlight:

Current Medical Device Development
Sarah Dickinson



2020

2025



current

MEDICAL DEVICE DEVELOPMENT

Bringing Medical Devices to Life

Current Medical Device Development works for you to accelerate your business goals and deliver innovative medical device products that enhance the experience of healthcare.

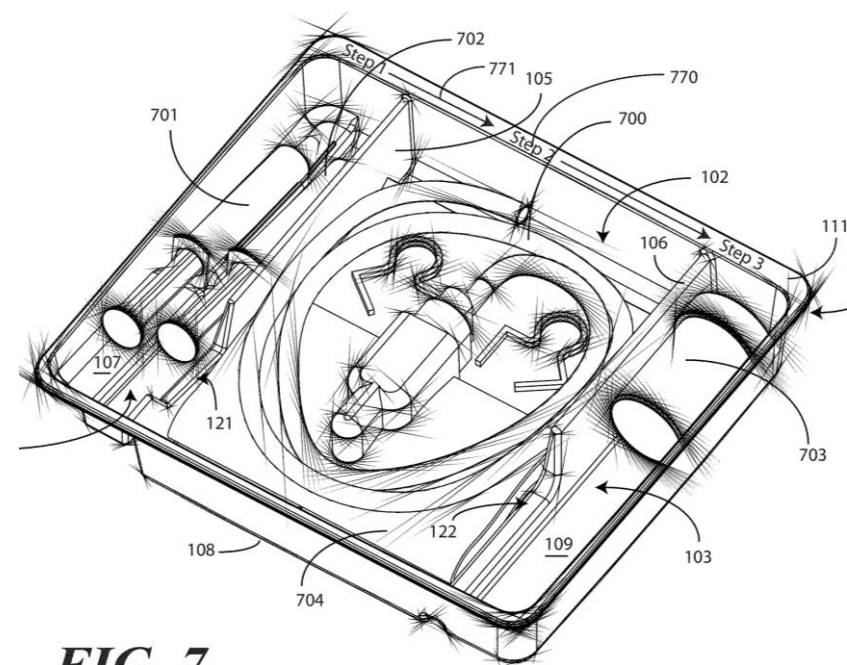


FIG. 7





Medical Device Launch Challenges



Time to Market

Class II Medical device typically takes 3-5 years to complete development and reach the market.

Every month of delay costs your organization revenue, competitive advantage depreciates and recourses are utilized.



Resource Constraints

Product managers reported spending just 27% of their time on strategic activities, including new product development.

Discovery work is under resourced, leading to delays and missed opportunities in the development pipeline.

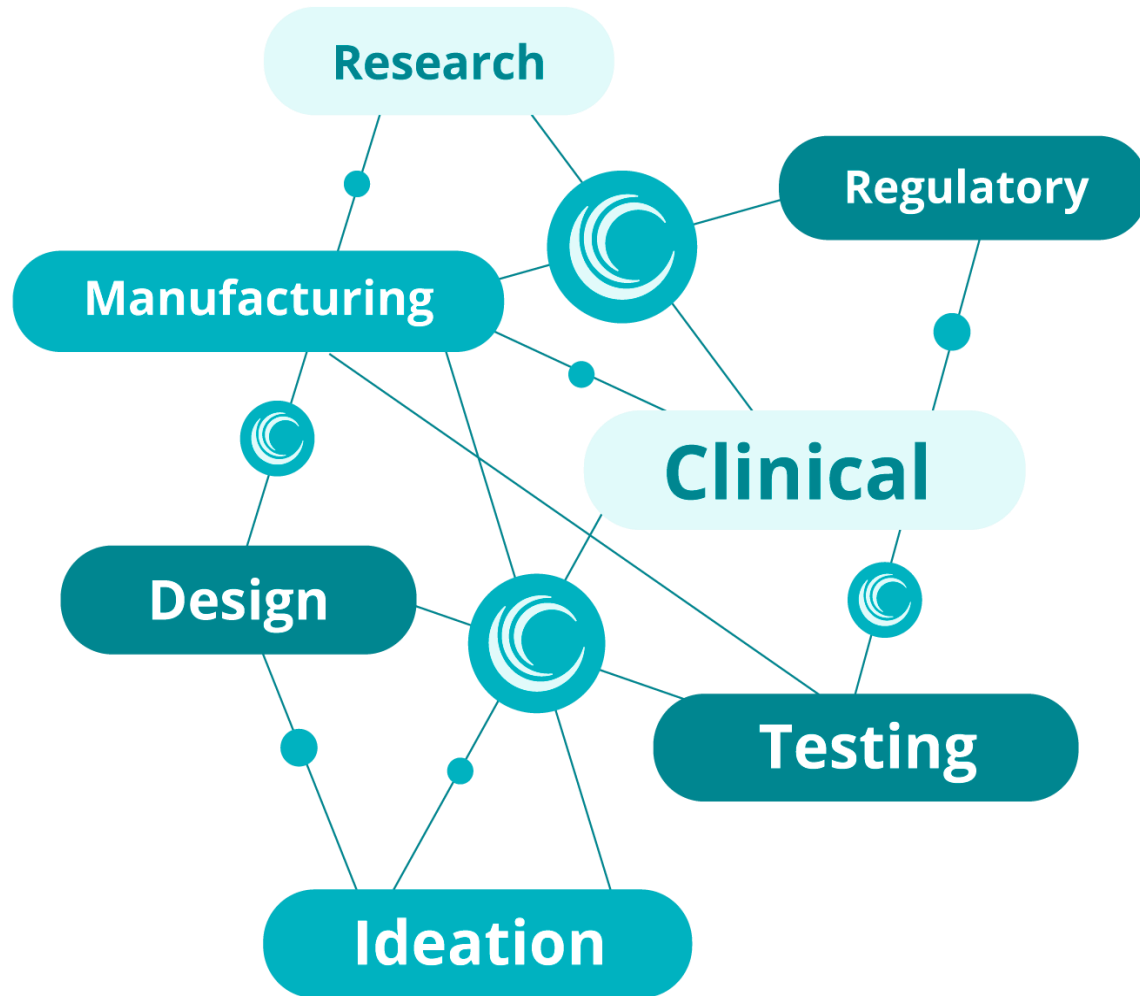


Launch Risk

More than 40% of new medical devices are considered unsuccessful after launch.

Only 10% of pre-launch time is spent on market & end user research.

Driving Development, So You Can Stay Focused



- We serve as a seamless extension of your product development team, accelerating your ability to achieve strategic growth.
- From stakeholders to end-users we anticipate challenges, optimize decision-making, and reduce delays to help you launch with confidence.
- We leverage upstream marketing strategies throughout your product development process.

A photograph of a river with rapids, surrounded by lush green vegetation and trees. The water is turbulent and white with foam as it flows over rocks. The text is overlaid on the center of the image.

**Companies that apply
upstream marketing and
early stakeholder validation
reduce development cycles
by 6-12 months.**

Our Process

Three-phase process keeps insights at the center





Phase 1: Upstream Intelligence

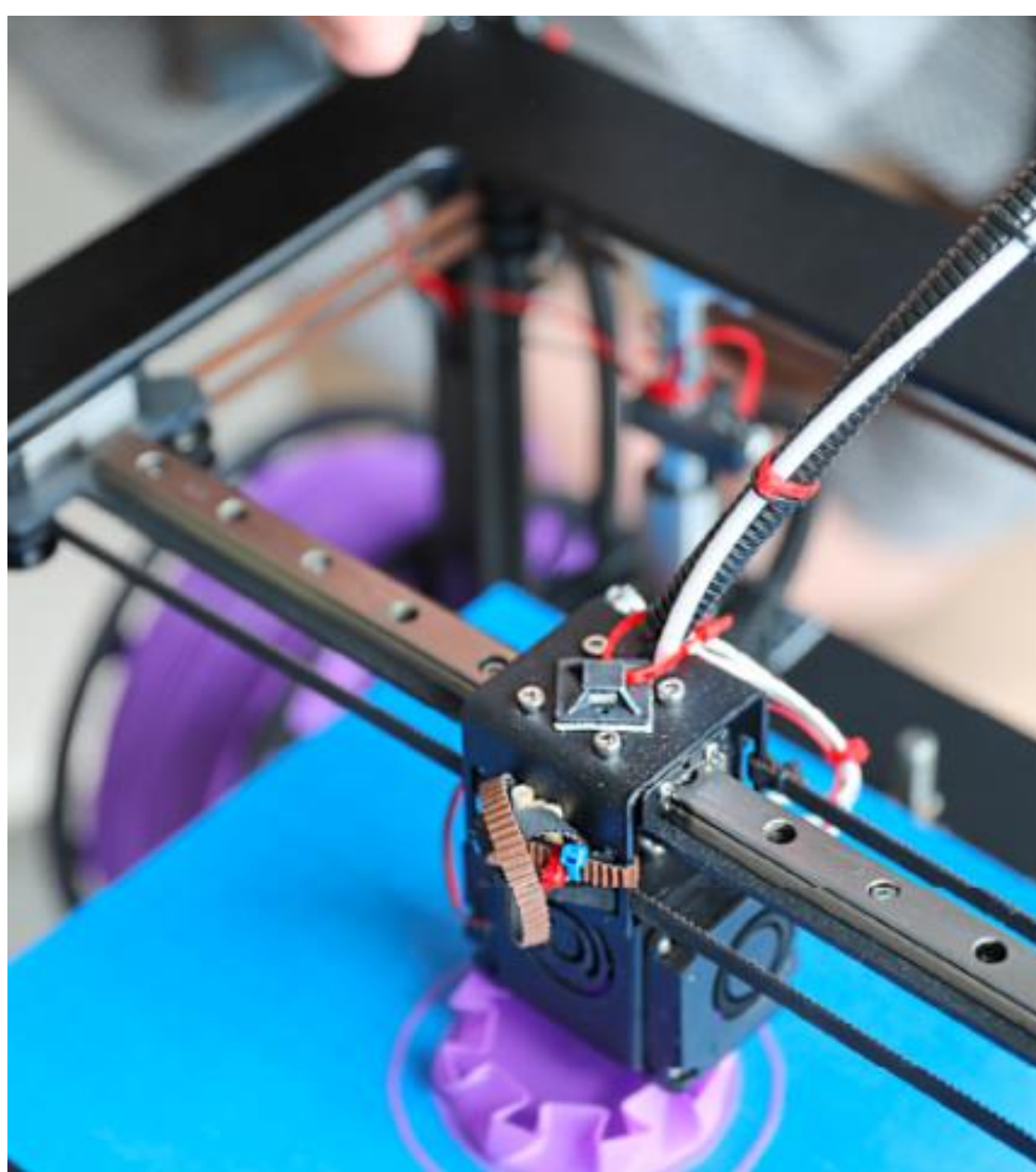
Uncovering Needs & Shaping Opportunity

- Evaluate Market Trends
- Competitive and Financial Analysis
- Stakeholder & Needs Assessment
- Regulatory Landscape Review
- Ensure Viability

Phase 2: Product Creation

Turning Research into Solutions

- Ideation & Design
- Prototyping & Design Refinement
- Design for Manufacturing
- Testing
- Profitability Confirmation





Phase 3: Gear for Launch

Scaling Smart & Launching Strong

- Global Sourcing
- Sales Channel Optimization
- Product Quality
- Launch Success

Value We Deliver



Market Differentiating Products

Innovations grounded in real stakeholder need that stand out in competitive markets



Commitment to Launch

Dedication to the process and our focused time accelerate the process and ensure project success



Sustained Competitive Advantage

Future-focused development that positions you for long-term market leadership

Our Core Services

Disposable Class I & Class II Medical Devices

High-volume manufacturing & sourcing

Clinician facing tools and kits



Fluid
Management &
Containment



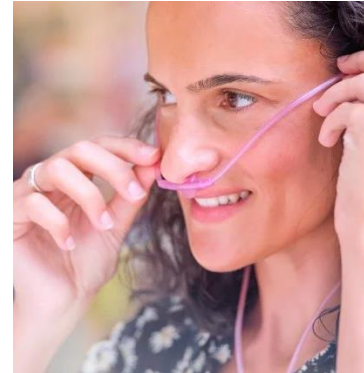
IV Access &
Delivery



Skin Prep &
Infection
Prevention



Procedural Kits &
Trays



Oxygen Delivery



Specimen
Collection &
Transport

“From ideation through launch, Current was able to drive our urology project forward while adding unique and valuable insights along the way.”

COLBY WIESMAN
PRESIDENT HR HEALTHCARE



Proven Track Record

16+

U.S. Patents Granted

30+

Product Launches

6

Years Experience

Business Model

Full integration for optimum results

1 Hourly Rate

2 Monthly Time Commitment

3 Product Launch



How you can help...

- Mention Current to mid to large scale medical device companies looking to expand their product portfolios
- Check out my site!
- Follow me on LinkedIn



[About Us](#) [Our Process](#) [Our Services](#)

[Contact](#)

Partnering to Achieve Your Goals

Whether you're exploring a new idea, scaling an existing product portfolio, or looking for a partner with deep expertise in high-volume, procedure-based medical devices - we'd love to hear from you.

Name (required)

First Name

Last Name

Email (required)

Company Name (required)

How I can help...

Provide Insights on...

- Physical product development & launch
- International sourcing
- Sales strategy & product launches within healthcare



MEMBER MEETUP



ID Member Resource:

Madak

Adam Lejeunekopp

MADAK®



**INNOVATION
DUPAGE**

Your Website is
Your #1 Sales Tool.
Build it Right.

Customer Behavior

B2C

80% conduct online research

2-3% actually buy

B2B

60+ recommended overall touchpoints

6-8 content consumption

Your Domain

Your website is your most valuable asset and your 24/7 conversion engine. It's the central hub where you **capture attention, build trust, and deliver the necessary information** that moves a prospect from their very first visit to becoming a paying customer.



Your Options



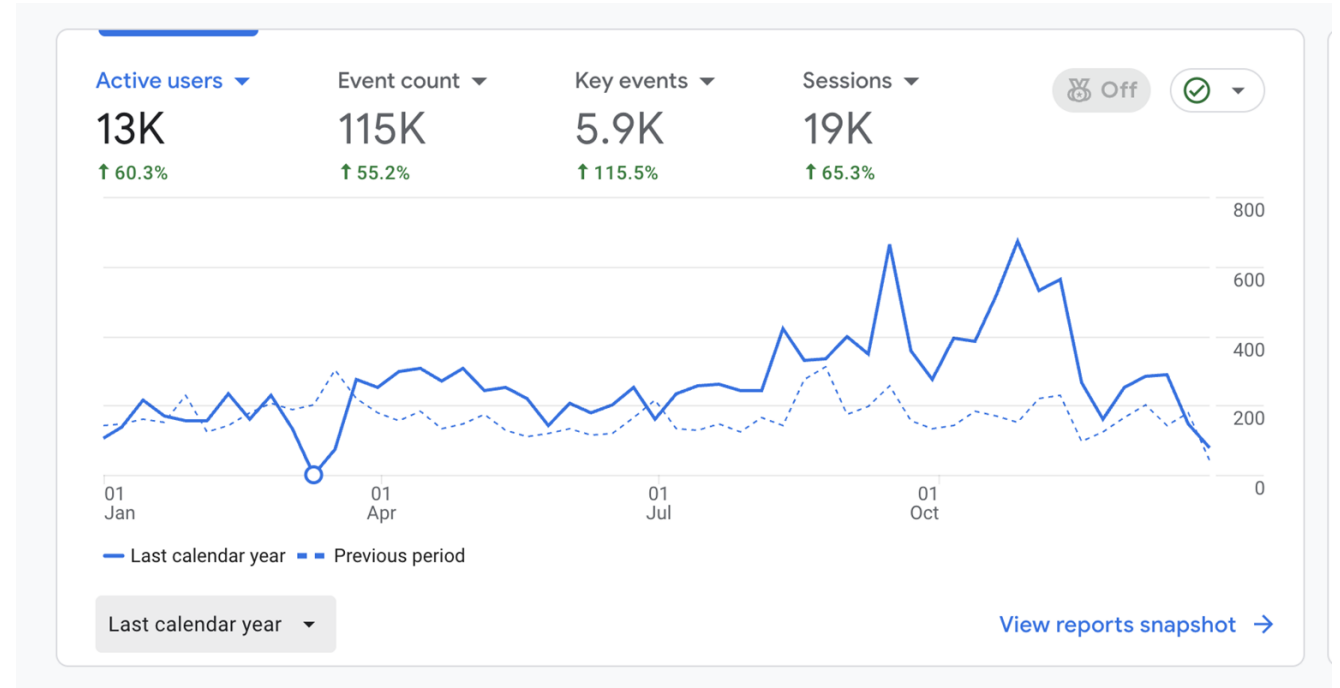
Sales & Marketing Strategy



	LEVEL 1 Keywords On page keyword SEO	LEVEL 2 Answers Starting to reorient around answers	LEVEL 3 Structure Systematically creating answers & structuring site	LEVEL 4 Pillar Optimizing for AEO as thought leader	LEVEL 5 Authority Continuous adaptation to Answer Engine changes
📄 Content	Keyword focused content	Some answer oriented content	Answering question clusters	Answer-hierarchy-driven content	Programmatic AEO with personalized content
</> Technical	On page keyword SEO	Some basic page structure	Consistent structure on a fast site	Automated site structure	MCP and early standards adoption
🗨 Authority	Backlinks	Active Google E-E-A-T Experience, Expertise, Authoritativeness, & Trustworthiness	Proactive digital PR, Reddit, and thought leadership	Recognized pillar of thought leadership with engaging visual storytelling	Widespread, positive citations
📊 Measurement	Ranking for target keywords	Ad hoc mention checking	Systematically tracking LLM traffic, mentions, and sentiment	Share of voice and accuracy tracking	Real time analytics

Innovation DuPage Website

- Up-to-date information
- Easy to update internally
- Scalable pages
- Healthy SEO & AEO
- Member portal
- Campaign / program highlights
- More website traffic



Overview

Madak and Innovation DuPage are joining forces to equip Innovation DuPage members with a competitive edge. As a new tech stack partner, Madak will provide discounted access to their Core Website design services, built on the cutting-edge Webflow platform. This partnership ensures that ID members can effortlessly launch a powerful, modern online presence that fuels their growth and innovation. 🚀

Website Description

Madak is a marketing agency and Webflow Premium Partner specializing in strategic and technical services for forward-thinking technology companies. **The Core Website** is Madak's foundational offering—a customized, high-impact digital platform built to establish your brand credibility, capture leads, and scale efficiently with your business. It is designed to be a strategic asset, not just a static brochure.

Madak's approach emphasizes:

Strategy-First Approach – Websites are built on a proven process of strategy, creation, and refinement to ensure your digital presence is aligned with your business objectives.

Webflow Excellence – Utilizing Webflow, a platform that allows for rapid development, full design customization, and powerful integrations, without the limitations of traditional template builders.

Full Customization & Control – Get a highly functional, fully custom website that can be easily managed and updated by your team using the intuitive Webflow Editor.

Built to Scale – The foundation is structured for incremental growth, easily accommodating future features, dynamic content, and complex marketing integrations as you accelerate.

Exclusive Offer for ID Members

Consultation
Session

Strategy

Complimentary Session

Book an hour
Lets breakdown your situation
Recommend next steps

[Book a Complimentary Session](#)

The Core
Website

Development

Core Website for ID Members

5 core website pages
60 day experience
Webflow account setup
~~\$12,000~~ \$8,000

[The Core Website Offer for ID](#)

Larger Projects and
Content Management

Build + Manage

Complimentary Session

Book an hour
Lets breakdown your situation
Recommend next steps

[Book a Complimentary Session](#)

Your Website Makes Digital Impact™

Marketing >

**Brand
Reputation**

Driving exceptional customer experiences and boosting sales

**Website
Experience**

Foster a positive brand reputation through quality and customer care

**Content
Marketing**

Attract and convert potential clients, driving business growth

Sales >

**Company
Revenue**

Boosts customer trust to increase sales and sustainable revenue growth

**Internal
Systems**

Foundational systems through processes and automation

**Client
Acquisition**

Bringing in new customers who purchase products or services

Our Services

The Madak Difference: Every service we deliver is a complete experience, backed by detailed strategy, project management, creative execution and an obsession with quality and precision.

Websites	Collateral	Content
Custom Design	Strategic Roadmap	Campaign Strategy
Custom Development	Presentation Decks	CRM Management
Migrations	Investor Decks	Email Communications
Analyze	Sales Collateral	CMS Management
Optimize	Brand Assets	Case Studies
Content Development	Annual Reports	Client Testimonials
Landing Pages		
Portals		

Trusted By Global Companies

Empowering Brand Growth through Cohesive Websites.



Adam Lejeunekopp
CEO
773.474.1088
adam@madak.com



Catch the next Meetup on 12/10/2025

Collaborate • Scale • Succeed



INNOVATION
DUPAGE