

Award-Winning Medtech Entrepreneurs Pitch Online to Raise Funds Independently

Ken DauSchmidt & Joseph Hendrickson, medical professional and medical device engineer, turn to alternative funding sources for new startup company, TearRestore™, which is taking on the pharmaceutical industry through developing a natural and convenient dry eye treatment. With just 45 days to fund, the process is testing both the online fundraising model and the young entrepreneurs nerves.

Minneapolis, MN (WEB) June 6, 2018 -- Entrepreneurs Ken DauSchmidt and Joseph Hendrickson turn to the Internet to raise funds for an innovative new venture, TearRestore™, a device with a focus on making dry eye treatment fit into patient's lives. With funding as a major obstacle to getting the device to the millions of dry eye sufferers, pharmaceutical companies' stranglehold on the market doesn't make the job any easier. This environment coupled with the medical community beginning to embrace sites like Kickstarter.com has resulted in these entrepreneurs becoming more innovative in their fundraising tactics.

In line with Kickstarter.com guidelines, entrepreneurs have a set number of days to raise all the funds, or the project receives nothing. TearRestore™ has an 45-day fundraising window, from start to finish. If the allotted budget (\$24,000 US) isn't raised before July 22nd, all pledges are cancelled and the new device will not be funded.

DauSchmidt & Hendrickson spun their technology out of the M.S. Medical Device Innovation program at the University of Minnesota and were awarded National Science Foundation I-Corps honors. TearRestore™ has gained innovation praise from industry leading clinicians and are in the process of conducting a clinical efficacy study with a state university clinic. The technology's early success has given DauSchmidt and Hendrickson the idea to go-it-alone with their own project, "Seeing the excitement within the startup world and the eye care industry has given us the courage to fund the venture without formal investors." DauSchmidt said.

TearRestore™ gives dry eye sufferers what they really want, an natural, effective, and convenient way to treat their symptoms. As an over-the-counter product, TearRestore™, utilizes reusable heat packs to warm the oil glands of the eyelids while not hindering the users vision throughout treatment. Medical ailments hinder one's quality of life, and the millions of people suffering from dry eye symptoms such as irritation, redness, and eye strain are not spared. TearRestore™ has the ability to improve these irritants from sufferers lives without hindering their daily routines.

<http://www.kickstarter.com/projects/nathanielhansen/the-elders-a-coming-of-age-documentary-portrait-se>

About Ken DauSchmidt & Joseph Hendrickson:

Ken DauSchmidt a medical professional who holds an M.S. in Medical Device Innovation. Joseph Hendrickson is a senior medical device engineer and holds a B.S. in Material Science Engineering. They have been awarded Minnesota Corps and National Science Foundation I-Corps Honors.

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