

Bridging the Gap

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Build a bridge and we will get over this

The lab and market are drastically disconnected

Medical innovation is occurring so rapidly that most clinics
are using outdated information

Patients may not be receiving the best quality of care

The Problem



First Problem

The gap between the clinician and the researcher to better understand basic mechanisms and nuances of cancer treatments. The correspondence between the researcher and clinician could contribute positively to patient outcomes



Second Problem

The gap between the ability of most doctors to relay information to the patient in 'laymens terms' and present opportunities to interact more with patients to provide simplified information, send and receive updates to the patient as well as a more wide range of treatments.

(The ability to provide up-to-date information on the state of their condition, possible treatments, etc. in a manner that the patient can understand exactly what is happening with their health and progress.)

The Solution

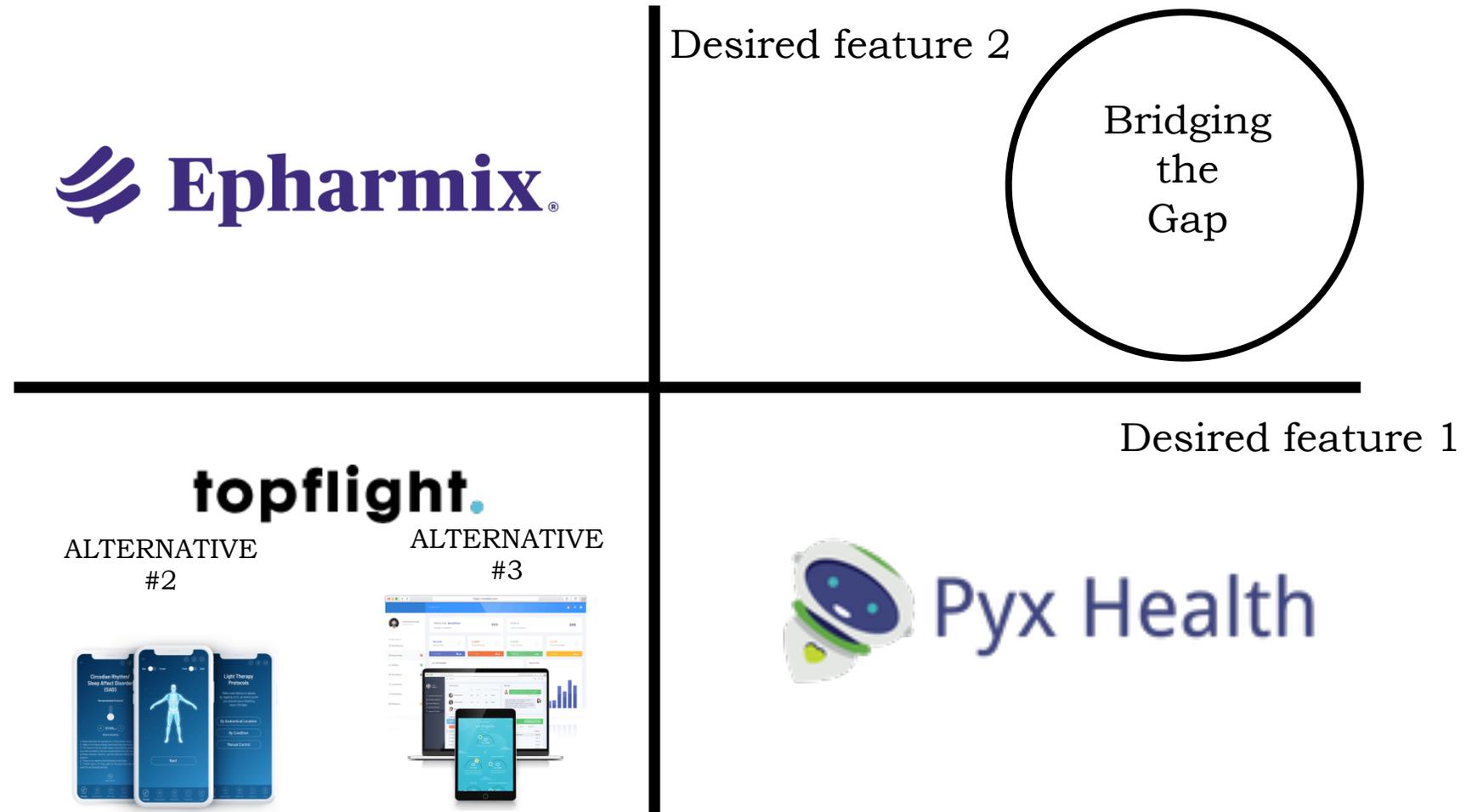


Network-based app and/or site that allows the clinician to directly address questions to researchers about current and on-going research including clinical trials.

Full support and information platform for patients.

Clinician and researcher with contact public health professionals concerning predispositions and disparities for consultation on community intervention programs

Competitive Landscape



This is your opportunity to let the investor(s) know who else is out there (don't say you're the only ones). Show that you've done your homework. If it makes sense, you can silo your competitors into 1, 2 or 3 segments. You'll want to drop all competitor logos into the provided circles and drag to the segment(s) they belong. You can also rename the segments.

Market Opportunity



Global Oncology Drugs Market to Surpass US\$ 196.2 Billion by 2026

1.5 million new cases of cancer diagnosed in the US a year

Business Model

📌 Value creation

This product creates value by improving the quality of medical care, cutting down costs.

📌 Value delivery

We will begin by testing the use of the product with clinician studies by partnering with a large healthcare system and deploy the product using feedback from the pilot.

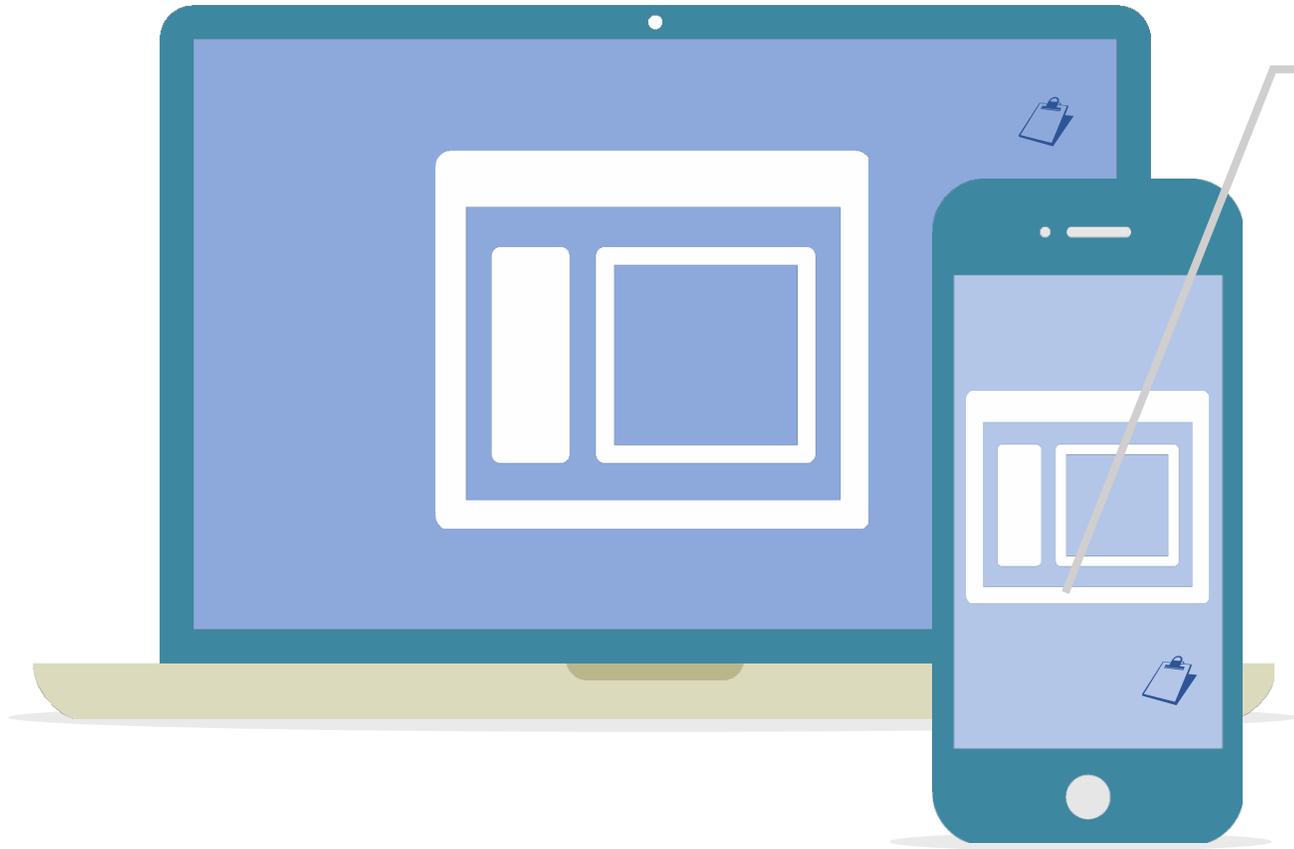
📌 Value extraction

Healthcare systems will subscribe to the platform and will have the option or purchase a physician package or patient portal as well

A decrease in healthcare costs and increase in quality of care are worth paying for

By increasing communication between researchers in the lab and clinicians, we can delivery the latest and highest quality of care to patients

Technology Validation



We provide an easy to use application and website that can be intuitively navigated by clinicians and researchers to provide the most accurate information in a timely fashion.

CUSTOMER VALIDATION

Patient at a
primary
care clinic

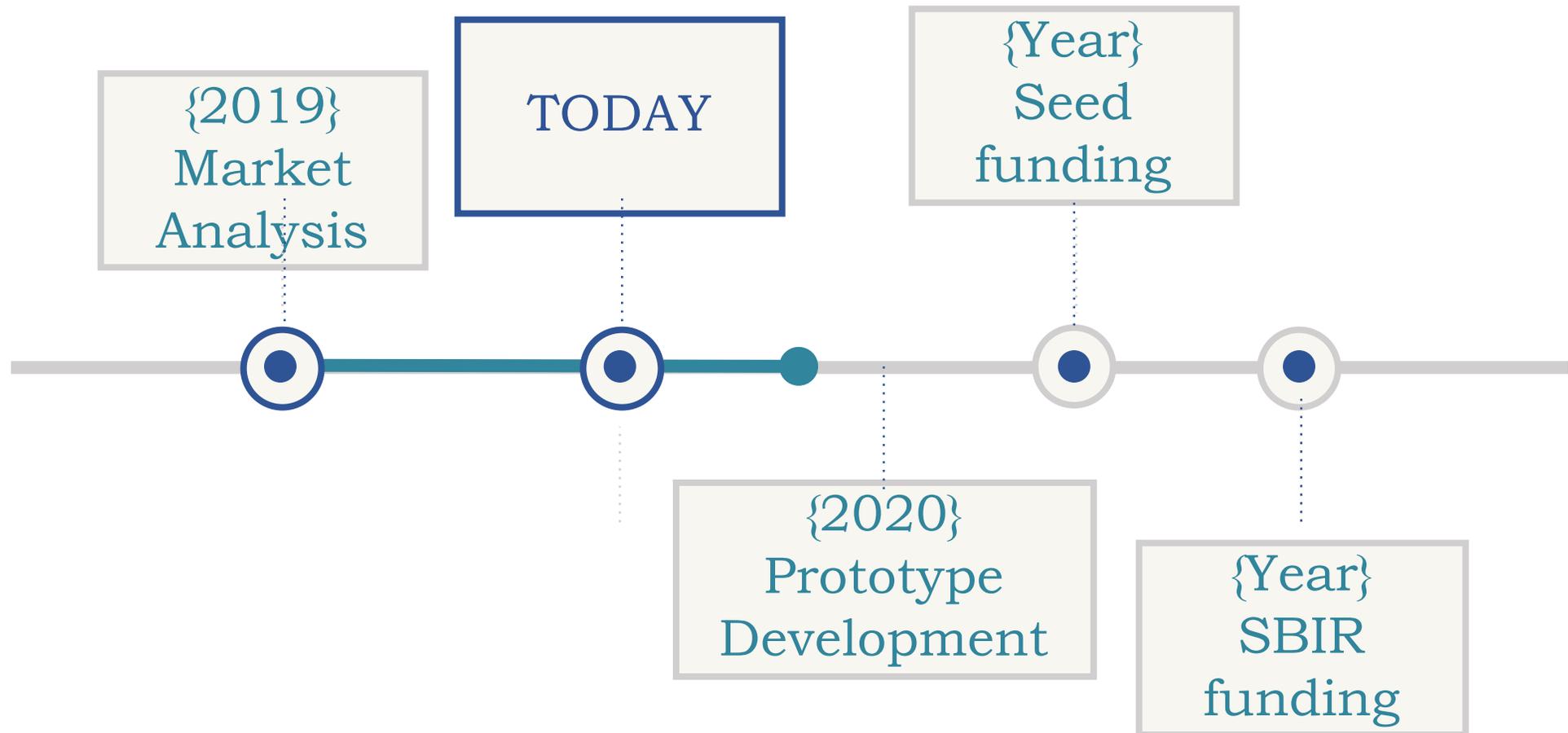
“It would be helpful to get information and stay informed in a way that is understandable.”

It is ideal to have a means to communicate with patients and have additional access to researchers that could provide up-to-date information on the treatment plans for patients and physicians.

Physicians at a
primary
care clinic

Timeline

Give the investor(s) some sense of what you've accomplished thus far and what's next. Make them understand you are working toward a plan.



FDA Criteria for Mobile Medical Apps

Specific criteria for apps as medical devices:

1. Mobile medical apps that serve as extensions of regulated medical devices and control those devices or display, store, analyze or transmit patient-specific medical device data
2. Mobile medical apps that transform mobile platforms into regulated medical devices by using attachments or similar medical device functions
3. Mobile medical apps that allow users to input patient-specific data and output patient-specific results or diagnoses using formulae or processing algorithms

Team

Execution Team

Shalonda Ingram
Havisha Pedamallu
Jacob Elnaggar

Business Advisory Team

Dana Watt
Matt Homman

Scientific Advisory Team

Dr. Britt, PhD
Dr. Stephanie Bailey

The “Exit Potential”

As this product evolves, we hope to sell the final version to large academic healthcare centers. These hospitals are often the ones that have risky and rare cases that requires input from top researchers.

Risk and risk mitigation

Risk factor	Risk mitigation strategy
1. Misinformation presented to the patient	We will limit access to adding information to verified scientific or medical professionals to maintain only correct information is presented
2. Our product does not have a comprehensive list of all the innovations that are made	We will provide a disclaimer that the information provided is not an exhaustive list, just new information that we are able to provide

Use of funds

Task	Estimated cost	Deliverable/risk mitigation
1. App development	\$70,000	App
2. Deployment and testing	\$50,000	Qualitative data that the app is a viable product
3. Network building	\$20,000	Network of physicians and researchers willing to participate
TOTAL	\$140,000	

What, How and Why?



What?

Application that bridges the gap between the researcher, physician and patient to improve patient outcomes



How?

Employs the researcher to provide up-to-date resources to clinician and patient to improve patient outcomes.



Why?

The increase in resources for current effective treatment plans and additional information to help improve patient outcomes.

Contact us

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