



## About Us

Triage is a free app that aims to direct people to the different units in the healthcare system, whether that be the Emergency Room (ER), urgent care, or primary care physicians' office. The purpose of our company is to help decongest the healthcare system in the United States and provide people with another healthcare resource before they resort to the ER as their first and last resort.

## The Problem

In the United States, millions of people view the ER as their first and last resort regardless if they are insured or not. This causes around the healthcare system \$8.3 billion in unnecessary costs annually. An estimated 13% to 27% of ED visits in the United States could be managed in physician offices, clinics, and urgent care centers, saving \$4.4 billion annually. Aside from the financial burdens, this has also caused an influx of patients, severely crippling hospital staff. Globally, there are a few competitors with triage apps aiming to divert patients from the ER, however they are in countries with free healthcare where the healthcare system is interconnected.

There are similar apps in the U.S. right now that diagnose patients like Ada or keep patient logs like MyChart, but none that aim to divert patients to different healthcare units.

## The Solution



Advanced AI



Nearby Care



Symptom Journal

Triage uses an advanced AI chat-box that asks users about their symptoms and accurately provides them with suggestions on where to go based on the severity, whether that be the ER, urgent care, or one's primary care physician.

Unlike other apps in the telehealth market space, Triage is free to use and does not require a patient's medical insurance. By making our app free to use, more users, particularly those who are disadvantaged will use our app before rushing to the ER.

The app also connects to hospitals and insurance agencies' end, allowing them to see initial screenings and symptoms to save time and costs.



## The Solution

Hi, I'm Ria. I'm here to help you find out what medical provider you need to see.

Start now

Sign up | Log in

Disclaimer: Triage is not intended to diagnose illnesses or replace the care of a trained medical professional. If this is a medical emergency, please call 911.

November 15, 2022 2:34 PM

Hi Baymax! I'm Ria, your guide to find what medical care to look for. What's bothering you?

I feel nauseous and dizzy. There's a sharp pain in my side when I walk. When I sneeze, it hurts.

Which side is painful?

My lower right side

When did the pain start?

The pain started 2 hours ago after I ate lunch.

On a scale of 1 to 10, how bad is your pain?

1 = My pain is barely noticeable  
3 = Pain bothers me, but I can ignore it  
6 = I think about my pain all the time  
10 = Can't move because of pain

7.5

Based on your symptoms, Ria recommends you go to the Emergency Room.

Add insurance info to find in-network care

Search for all nearby hospitals

Searching without insurance may find out-of-network hospitals

November 15, 2022 2:34 PM

The nearest Emergency Room is...

Sharp Memorial Hospital  
7901 Frost St, San Diego, CA, 92123  
(858) 939-3400

2 hr 30 min wait 3.6 miles

Send my information to this hospital

Do not send my information

Good Morning, Baymax!

Never bend your head. Always hold it high. Look the world straight in the face.

Daily check-ins:

You've been meeting your target water consumption of 8 glasses! Way to stay hydrated!

You mentioned abdominal pain when talking to Ria for 3 days. How are you feeling today?

You started a new medication 5 days ago, would you like to log any symptoms?

Add new symptoms

Your journals: + Add new journal

Sleep Bowls Pain Medication

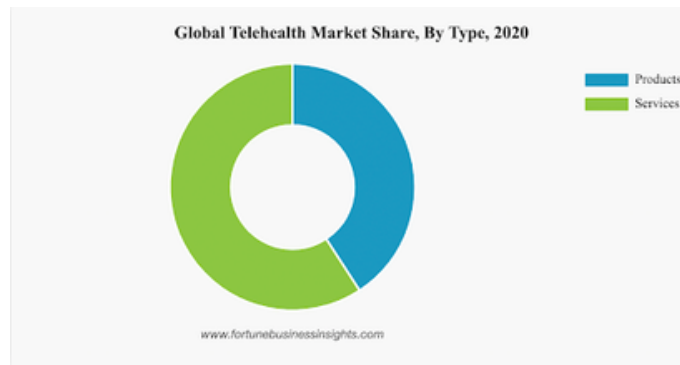
Chats with Ria

November 15, 2022 2:34 PM  
November 14, 2022 12:17 PM  
November 13, 2022 6:01 PM

## Why Now?

More than ever, in this post-pandemic era of healthcare, remote healthcare services and telehealthcare options are imperative. With newfound stigma and fear surrounding hospitals, overburdened healthcare systems, and economic strains on countless families, choosing the right option for healthcare has never been more important.

Demand for telehealth services is expected to rise over the forecast period as a result of technological advances in the healthcare industry. The telehealth market is expected to increase as a result of several factors, including the convenience of using it, government programs in various countries, rising levels of cooperation among major companies, and the positive and growing demand to cut healthcare costs.





## Market Opportunity

The telehealth market size is estimated to be worth \$867.3 billion by 2030 at 45.1% CAGR. Telehealth refers to utilization of electronic information and communication technology for the purposes of obtaining and managing one's health care in a remote setting. Technology used by your doctor or medical facility to enhance or supplement health care is another definition of telehealth.



## Getting Customers

The bulk of our customers will be hospitals and insurance companies who find value in the medical trends collected from users, diversion to more appropriate healthcare units, and wait times from the app's collected symptom checker. Our business model is software as a service, SaaS and our potential revenue streams come from licensing our app to hospitals and insurance companies reduce ER overflow.

	Hospitals	Insurance Companies
Total CA Customers	339 in California	7 in California
Consumption %	40%	3/7
Fixed Fee	\$45,000	\$20,000
Monthly Fee	\$2,000	\$1,000
Estimated Market	\$9,315,000	\$96,000

Market Size in California = \$9,411,000

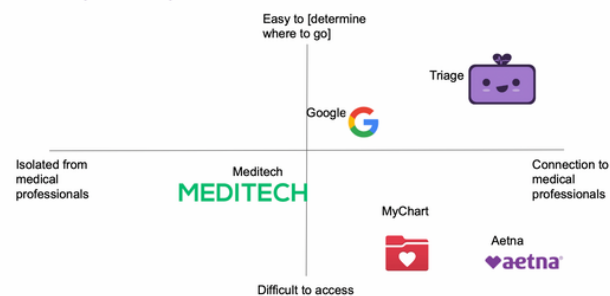
## Competitor Analysis & Differentiation

While we have no direct competitors with the same concept, there are other apps that could replicate our app since they are already used by hospitals and insurance companies. However, we have several distinct factors that differentiate us from these possible competitors.

Differentiators:

- Advanced AI Technology
- Unique business model
- Insurance not required to use app
- No more fear mongering
- Do not diagnose people
- Can record symptoms before visiting a professional

Perceptual Map





## MVP

Critical features of Triage are the symptom screening chatbot Ria to direct patients to appropriate care, the in-network care locator, and the symptom journal.

With the stress acute illness brings, people turn to the internet to diagnose their ailments, consulting sources like WebMD, Mayo Clinic, and healthline.com; however the internet's vast knowledge overloads an already stressed person with diagnoses of possible illnesses ranging from an ordinary rash to terminal illnesses. Despite reading about their symptoms and possible illnesses from open access sources, 72.9% of people report they still do not know which healthcare provider they need to visit for their illness.

Ria the chatbot adeptly directs patients to the emergency room, urgent care, or primary care based on reported symptoms, providing clear direction of where a patient would need to go. To further streamline the process of seeking care, Triage offers an in-network care locator, as long as insurance subscriber numbers are provided.

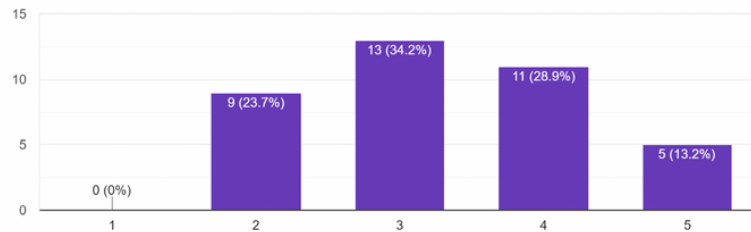
Symptoms reported to Ria are logged in journals. Accurate time stamps and reactions to symptoms capture snapshots of the patient experience which can be critical to aiding a doctor's diagnosis.

## Roadmap



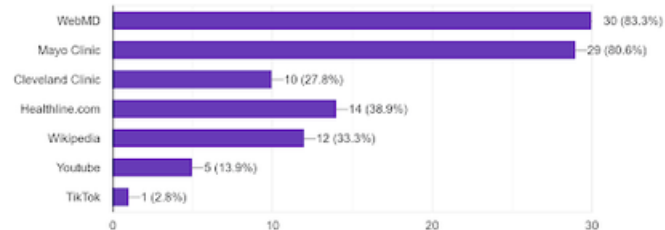
How important is it for you to track any symptoms, regardless of whether you feel the urgency to see a doctor?

38 responses



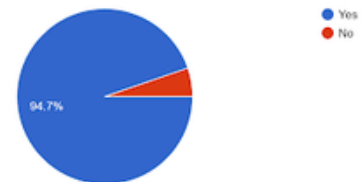
If you said yes to the question above, have you used any of the following to identify what illness you have?

36 responses



When thinking about going to see your primary care physician, urgent care, or the ER, have you googled your symptoms?

38 responses





## Roadmap

In the first year after our launch, we hope to make our app more accessible by adding text to speech functions, larger fonts, and more languages to better accommodate the variety of people in the U.S. In the second year, we hope to create pediatric version of our app for kids and their parents to track symptoms since the physiology of a child is so different to adults' bodies. In the third year we aim to be implemented in a majority of urban hospitals since that is where we feel we would be most beneficial.

## Financials

The basis of assumptions to our financials stems from industry analysis and market research. The healthcare Information Technology space has been historically attractive for investors, and it is expected to remain so despite macroeconomic turbulence (Bain & Co., 2022). Since we are asking for 200K for the start-up with an initial team with 8 people. We estimate our Year 1 Revenue to be roughly 339K with total expenses of 288K, and break even on the eleventh month with 0.00047% of TAM. The money raised will be put into business development, labor, and an office space. Labor includes software development, testing, rollout, and enhancement. After successfully testing out our MVP, we will further develop our software and expand our team, recruiting sales professionals to reach our customers and more IT professionals for software rollout, operation, maintenance & enhancement.

	YEAR 1	YEAR 2	YEAR 3
REVENUE	\$ 346,000	\$ 501,000	\$ 727,000
EXPENSES	\$ 192,000	\$ 230,000	\$ 276,000
GROSS PROFIT	\$ 154,000	\$ 271,000	\$ 451,000
SG&A	\$ 96,000	\$ 115,000	\$ 138,000
NET PROFIT	\$ 58,000	\$ 156,000	\$ 313,000

	Contribution Margins	Fixed Costs	Investment/ Revenue
Year 1	63%	55%	83%
Year 2	69%	55%	69%
Year 3	69%	46%	57%

## What We Need From You

Triage needs your help to fund such a revolutionary app. We are asking for 200k in funding.

Business Development	Sales & Administration (Travels & Hospitality)	10K	40K (20%)
	Marketing (Ads, Roadshows, Events)	20K	
	Tax + Insurance (w/ Tax Returns)	10K	
Labor	Salaries	84K	120K (60%)
	Bonus	36K	
Venue	Rentals & Utilities	24K	40K (20%)
	Interiors, Equipments	16K	