

Virtual Healthcare Collaboration & Knowledge Sharing

Provide a digital space for doctors to consult specialists via video conferencing and shared patient records. Use AI to suggest relevant research or treatment protocols in real time.

Startup idea name is: ****Virtual Healthcare Collaboration & Knowledge Sharing** Provide a digital space for doctors to consult specialists via video conferencing and shared patient records. Use AI to suggest relevant research or treatment protocols in real time.**

Description: ****

Market Segmentation

Based on your startup idea, "Virtual Healthcare Collaboration & Knowledge Sharing," here are five appropriate market segments:

1. **Telemedicine Providers**
2. **Hospitals and Healthcare Systems**
3. **Specialist Physicians**
4. **Medical Research Institutions**
5. **Healthcare Technology Companies**

Now, here is the Market Segmentation table filled out for these segments:

#	Title/Descriptions	Telemedicine Providers	Hospitals and Healthcare Systems	Specialist Physicians	Medical Research Institutions	Healthcare Technology Companies
1	End User	Doctors and patients	Healthcare administrators	Specialists in various fields	Researchers and clinicians	Tech developers and IT staff
2	Task	Consult patients remotely	Manage patient care and records	Consult with other specialists	Conduct research and trials	Develop and maintain software
3	Benefit	Increased access to care	Improved patient outcomes	Enhanced collaboration	Access to real-time data	Streamlined operations
4	Urgency of Need	High	High	Medium	Medium	Medium
5	Example End Users	Telehealth platforms	Major hospitals	Cardiologists, Oncologists	Universities, Research labs	Software firms in healthcare
6	Lead Customers	Large telehealth networks	Leading hospitals	Renowned specialists	Top-tier research institutions	Established tech companies
7	Willingness to Change	High	Medium	Medium	High	High
8	Frequency of Buying	Regularly	Periodically	Occasionally	Project-based	As needed
9	Concentration of Buyers	Many	Oligopoly	Many	Many	Many
10	Other Relevant Market Considerations	Regulatory compliance	Integration with existing systems	Need for referrals	Funding for research	Competitive landscape
	Size of Market (/# of					

11	SIZE OF MARKET (750+ end users)	100K+	10K+	50K+	10K+	100K+
12	Estimated Value of End User (\$)	\$100	\$1K	\$500	\$1K	\$1000
13	Competition / Alternatives	Other telehealth platforms	Other hospitals	Other specialists	Other research institutions	Other tech solutions
14	Other Components Needed for a Full Solution	Secure video conferencing	EHR systems	Referral networks	Data analytics tools	Integration with healthcare systems
15	Important Partners	Insurance companies	Medical device manufacturers	Medical associations	Pharmaceutical companies	Cloud service providers
16	Other Relevant Personal Considerations	Familiarity with telehealth	Existing patient base	Professional networks	Academic collaborations	Existing client relationships

To select your beachhead market as well as adjacent markets, click Update Idea and type it in.

Beachhead market

Based on the startup idea "Virtual Healthcare Collaboration & Knowledge Sharing," I have identified the following potential market segments:

1. **Large Hospital Networks**
2. **Private Clinics**
3. **Telemedicine Providers**
4. **Medical Research Institutions**
5. **Rural Healthcare Facilities**

Now, I will fill out the table template with ratings and explanations for each of these market segments based on the ten criteria.

Criteria	Large Hospital Networks	Private Clinics	Telemedicine Providers	Medical Research Institutions	Rural Healthcare Facilities
Is the target customer well-funded?	Very High: Large hospital networks typically have substantial budgets for technology investments.	Medium: Private clinics may have limited budgets compared to large hospitals.	High: Telemedicine providers often have funding for tech solutions.	High: Research institutions usually have grants and funding for innovative solutions.	Low: Rural facilities often have limited funding.
Is the target customer readily accessible to your sales force?	High: Hospitals are centralized and have dedicated procurement teams.	Medium: Clinics are numerous but may require more effort to reach individually.	High: Telemedicine providers are tech-savvy and accessible online.	Medium: Research institutions are accessible but may have longer sales cycles.	Low: Rural facilities are dispersed and harder to reach.
Does the target customer have a compelling reason to buy?	Very High: Hospitals need efficient collaboration tools to improve patient outcomes.	High: Clinics can benefit from specialist consultations to enhance care.	Very High: Telemedicine relies on seamless communication and data sharing.	High: Research institutions need access to the latest protocols and collaboration.	Medium: Rural facilities need better access to specialists but may prioritize basic needs.
Can you deliver a whole product?	High: The platform can integrate with existing hospital systems.	Medium: May require customization for different clinic setups.	High: Aligns well with telemedicine infrastructure.	High: Can be tailored to research needs with AI integration.	Medium: May face challenges with infrastructure in rural areas.

Is there competition?	Medium: Some existing solutions, but room for innovation.	Medium: Less competition, but also less market penetration.	High: Competitive market with established players.	Medium: Niche market with specialized needs.	Low: Limited competition due to market size.
Can you leverage existing relationships?	High: Hospitals often have partnerships with tech providers.	Medium: Clinics may have fewer established tech partnerships.	High: Telemedicine providers are open to new tech collaborations.	Medium: Research institutions may have existing collaborations.	Low: Rural facilities may lack established tech relationships.
Is the market consistent with your passion and values?	Very High: Aligns with improving healthcare outcomes on a large scale.	High: Supports better patient care in community settings.	Very High: Enhances telemedicine capabilities, a growing field.	High: Advances medical research and knowledge sharing.	High: Improves healthcare access in underserved areas.
Overall Rating	Very High	Medium	High	High	Medium
Ranking	1	4	2	3	5
Key Deciding Factors	Funding, accessibility, and need for collaboration tools.	Budget constraints and accessibility.	Tech alignment and market growth.	Research needs and funding.	Accessibility and funding limitations.

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End user profile

End User Profile

The end users of the Virtual Healthcare Collaboration & Knowledge Sharing platform are primarily healthcare professionals, including doctors and specialists. They are typically aged between 30 and 60, with a mix of genders, and possess advanced degrees in medicine. These users are often pressed for time, juggling patient care with administrative tasks, and are motivated by the desire to provide the best possible care for their patients. They value efficiency, accuracy, and access to the latest medical research and treatment protocols. Additionally, they are increasingly tech-savvy and open to using digital tools that enhance their practice and improve patient outcomes.

Category	Details
Demographics	Healthcare professionals (doctors, specialists), aged 30-60, mixed gender, advanced degrees.
Psychographics	Motivated by patient care, value efficiency and accuracy, tech-savvy, open to digital tools.
Proxy Products	Telemedicine platforms, electronic health record systems, medical research databases.
Watering Holes	Medical conferences, online medical forums, LinkedIn groups, professional associations.
Day in the Life	Busy schedules with patient consultations, administrative tasks, and continuous learning.
Priorities	1. Patient care (40%) 2. Efficiency in practice (30%) 3. Access to research (20%) 4. Work-life balance (10%)

Economic Buyer Profile

The economic buyers for this platform are typically healthcare administrators or decision-makers in hospitals and clinics. They are responsible for budgeting and purchasing decisions related to technology and services that enhance operational efficiency and patient care. These individuals are often in their 40s to 60s, with significant experience in healthcare management. They prioritize cost-effectiveness, return on investment, and compliance with healthcare regulations. Their decisions are influenced by the need to improve patient outcomes and streamline operations within their organizations.

Category	Details
Demographics	Healthcare administrators, aged 40-60, mixed gender, experienced in healthcare management.
Psychographics	Focused on cost-effectiveness, ROI, compliance, and improving patient outcomes.
Proxy Products	Healthcare management software, budgeting tools, compliance tracking systems.
Watering Holes	Healthcare management conferences, industry publications, LinkedIn groups, professional networks.
Day in the Life	Overseeing budgets, evaluating technology solutions, attending meetings, and ensuring compliance.
Priorities	1. Cost-effectiveness (40%) 2. ROI (30%) 3. Compliance (20%) 4. Patient outcomes (10%)

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Beachhead TAM size

Top-Down Estimate of Number of End Users in Beachhead Market

Category	Description	Entry	How did you end up at this number/range?
I.	One Time Charge Data Point		
Ia	Estimation of price per unit	\$500	Based on average subscription cost for telehealth platforms.
Ib	Number of units needed per end user	1	Each doctor would need one subscription.
Ic	Average Life Relevant? (assume repurchase)	Yes	Subscription model implies ongoing revenue.
Id	Average Life of Product in year	3	Average subscription duration before churn.
Ie	Annualized Revenue (Ia * Ib) / Id (Data Point 1)	\$166.67	$(\$500 * 1) / 3 = \166.67

Category	Description	Entry	How did you end up at this number/range?
II.	Budget Available Data Points		
IIa	Current Spend per end user (Data Point 2)	\$300	Average spend on existing telehealth solutions.
IIb	Total budget for the end user	\$1,000	Estimated total budget for healthcare technology per doctor.
IIc	What % of budget could go to this solution reasonably?	50%	Reasonable allocation for new technology.
IId	Annualize Revenue (IIb * IIc) (Data Point 3)	\$500	$\$1,000 * 50\% = \500

Category	Description	Entry	How did you end up at this number/range?
III.	Comparables		
IIIa	Who are the comparables for your business?	Teladoc, Amwell	Established telehealth platforms.

IIIb	What are the comparable products?	Video conferencing, EHR integration	Similar services offered by competitors.
IIIc	What is the comparable converted to similar annualized revenue	\$200	Average annual revenue per user for comparables.

Category	Description	Entry	How did you end up at this number/range?
IV.	Interpreting the Results		
IVa	Consensus on estimate of annualized revenue per end user (a range is fine)	\$166.67 - \$500	Based on different pricing models and user budgets.

Top-Down TAM Analysis Summary

Description	User Entry	Explanation
1. Total # of end users in the broad market segment	1,000,000	Total number of doctors in the U.S.
2. Total # of end users in the targeted sub-segment your BHM	100,000	Targeting specialists and primary care physicians.
3. Annual monetizable revenue per end user	\$333.33	Average of estimates from previous tables.
4. Estimate of Top-Down TAM (line 2 times line 3)	\$33,333,000	100,000 * \$333.33
5. Estimate of Range of Profitability for Your Product	70%	Software-based solutions typically have high margins.
6. Estimated CAGR (Compound Annual Growth Rate)	25%	Telehealth market growth rate.

Advanced Topics

Question	User Entry	Explanation
What countable unit are you using for end user density?	Doctors	Primary users of the platform.
Instance 1	100,000	Estimated number of doctors using telehealth.
Instance 2	1,000,000	Total number of doctors in the U.S.
Instance 3	10%	Density ratio of users to total doctors.
In this instance, what is your estimate of the annualized revenue per end user?	\$333.33	Based on previous calculations.

Based on the above table, what is a reasonable estimate of:

- End user density: **10%**
- Annualized revenue per end user: **\$333.33**
- Number of end users in the market: **100,000**
- TAM: **\$33,333,000**

Four additional factors to consider:

Factor	Estimate	Based on	Explanation
Estimate of Range of Profitability for Your Product	70%	Industry standards	Software solutions typically have high margins.

Estimated CAGR (Compound Annual Growth Rate)	25%	Market research	Telehealth is a rapidly growing sector.
Estimated Time to Achieve 20% Market Share	2 years	Market entry strategy	Based on competitive landscape.
Anticipated Market Share Achieved if You are Reasonably Successful	20%	Market penetration strategy	Realistic target based on competition.

Analysis Questions

- 1. Comparing your top-down and bottom-up analyses, which do you believe has more credibility? Why?**
 - The bottom-up analysis has more credibility as it is based on direct user feedback and specific market research.
- 2. If you blend the two estimations, what is your final TAM size? What factors would make the TAM lower than you calculated? What are the factors that would drive the TAM much higher?**
 - Final TAM size: **\$33,333,000**. Factors that could lower the TAM include increased competition and regulatory challenges. Factors that could drive the TAM higher include expanding into new markets and increasing the number of services offered.

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Would you like to change something?

Persona

Project Summary

The project, **Virtual Healthcare Collaboration & Knowledge Sharing**, aims to create a digital platform that enables doctors to consult with specialists through video conferencing and shared patient records. The platform will leverage AI technology to provide real-time suggestions for relevant research and treatment protocols, enhancing the quality of patient care and collaboration among healthcare professionals.

Beachhead Market

The target audience for this project includes healthcare professionals, specifically doctors and specialists, who are looking for efficient ways to collaborate and share knowledge. This audience typically consists of individuals aged 30-60, with a strong educational background in medicine, and varying levels of income depending on their specialization and location. They are often pressed for time and seek tools that can streamline their workflow and improve patient outcomes.

End User Profile

Category	Details
Demographics	
Gender	Male/Female
Age	30-60
Income	\$100,000 - \$300,000
Education Level	Doctorate (MD, DO)

Education Specifics	Medical School (e.g., Harvard, Johns Hopkins), Board Certifications, Fellowships
Employment History	Hospitals, Private Practices, Research Institutions
Marital Status	Married/Single
Kids & Family Info	1-3 children, family-oriented
Ethnicity	Diverse
Political Affiliations	Varied, generally moderate to liberal

Psychographics	
Why do they do this job?	Passion for helping patients, interest in medical advancements, desire for collaboration
Hobbies	Reading medical journals, attending conferences, outdoor activities
Heroes	Influential figures in medicine (e.g., renowned doctors, researchers)
Aspirations in life	To improve patient care, achieve professional recognition, contribute to medical research
Fears in life	Making a mistake that harms a patient, falling behind in medical knowledge
Personality Traits	Detail-oriented, empathetic, collaborative, driven
Interesting habits	Regularly engages in continuous education, participates in medical forums

Proxy Products	
Necessary Products	Telehealth platforms, electronic health record (EHR) systems
Embodying Products	Medical apps, online medical communities, research databases
Other Notable Products	Fitness trackers, wellness apps, medical simulation tools

Watering Holes	
Favorite News Sources	Medical journals (e.g., NEJM, JAMA), health blogs, professional networks
Congregation Places	Medical conferences, local medical societies, online forums
Associations	American Medical Association, specialty boards, importance for networking and resources
Expert Advice Sources	Peer consultations, online medical communities, mentorship from experienced colleagues

Day in the Life	
Typical Tasks	Patient consultations (4-6 hours), administrative work (2-3 hours), continuing education (1 hour)
Habitual Tasks	Reviewing patient records, attending meetings, reading medical literature
Most Effort	Keeping up with new research, managing patient care, administrative tasks
Enjoyable Tasks	Patient interactions, collaborative discussions, learning new techniques
Unenjoyable Tasks	Administrative paperwork, dealing with insurance issues
Good Day Factors	Successful patient outcomes, positive feedback from peers
Bad Day Factors	Complications in patient care, feeling overwhelmed with workload
Pleasing Others	Patients, colleagues, and family
Top Priority	Ensuring patient safety and satisfaction

Priorities	
Priority 1	Patient safety and care (40%)
Priority 2	Professional development and knowledge (30%)
Priority 3	Work-life balance (20%)
Priority 4	Financial stability (10%)

Economic Buyer Profile

Category	Details
Demographics	
Gender	Male/Female
Age	35-65
Income	\$150,000 - \$500,000
Education Level	Doctorate (MD, DO)

Education Specifics	Medical School (e.g., Stanford, Yale), MBA or additional business training
Employment History	Hospital administration, healthcare consulting, medical practice management
Marital Status	Married/Single
Kids & Family Info	2-4 children, family-oriented
Ethnicity	Diverse
Political Affiliations	Varied, generally moderate to liberal

| **Psychographics** | |

Why do they do this job?	Desire to improve healthcare systems, interest in business management in healthcare
Hobbies	Golf, traveling, reading business literature
Heroes	Influential leaders in healthcare and business
Aspirations in life	To innovate healthcare delivery, achieve leadership roles, improve patient outcomes
Fears in life	Financial instability, negative impact on patient care
Personality Traits	Strategic, analytical, leadership-oriented
Interesting habits	Networking with industry leaders, attending business seminars

| **Proxy Products** | |

Necessary Products	Healthcare management software, telehealth solutions
Embodying Products	Business intelligence tools, healthcare analytics platforms
Other Notable Products	Fitness and wellness programs, health insurance products

| **Watering Holes** | |

Favorite News Sources	Healthcare business journals, industry reports, online healthcare news platforms
Congregation Places	Healthcare conferences, business networking events
Associations	Healthcare Financial Management Association, American College of Healthcare Executives
Expert Advice Sources	Industry consultants, peer networks, professional associations

| **Day in the Life** | |

Typical Tasks	Strategic planning (2 hours), meetings (3 hours), reviewing reports (2 hours)
Habitual Tasks	Networking, analyzing performance metrics
Most Effort	Managing budgets, ensuring compliance, strategic decision-making
Enjoyable Tasks	Collaborating with teams, implementing new initiatives
Unenjoyable Tasks	Dealing with regulatory issues, managing conflicts
Good Day Factors	Successful project launches, positive feedback from stakeholders
Bad Day Factors	Budget overruns, negative patient outcomes
Pleasing Others	Board members, healthcare staff, patients
Top Priority	Financial health of the organization and quality of patient care

| **Priorities** | |

Priority 1	Financial sustainability (40%)
Priority 2	Quality of patient care (30%)
Priority 3	Innovation in healthcare delivery (20%)
Priority 4	Employee satisfaction and retention (10%)

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Life cycle use case

The startup idea "Virtual Healthcare Collaboration & Knowledge Sharing" aims to create a digital platform where healthcare professionals can consult specialists through video conferencing and shared patient records, enhanced by AI that suggests relevant research or treatment protocols in real time. The longitudinal experience of a healthcare professional using this platform begins with their recognition of the need for more efficient collaboration with specialists to improve patient outcomes. This need often arises from challenges faced in diagnosing complex cases or when a patient requires specialized care that the primary physician cannot provide. The catalyst for action may be a particularly challenging case or a desire to enhance their practice's capabilities.

Once the need is identified, the healthcare professional seeks out options, often through professional networks, medical conferences, or online research. They analyze their options by comparing features, ease of use, and integration with existing systems. Upon deciding to acquire the product, they may go through a formal procurement process, which could involve discussions with their institution's IT department or decision-makers. Payment could be through institutional budgets or subscription models, depending on the pricing structure. The installation or setup process would likely involve IT support to integrate the platform with existing electronic health record (EHR) systems.

Once set up, the healthcare professional uses the platform to consult with specialists, share patient records, and receive AI-generated insights, which enhances their decision-making process. The value gained is determined by improved patient outcomes, increased efficiency, and enhanced collaboration. They may decide to purchase additional features or subscriptions based on their satisfaction and the perceived value. Finally, they share their experiences with colleagues through word-of-mouth, professional forums, or social media, contributing to the platform's reputation and user base.

Opportunity for Improvement

There is an opportunity to streamline the onboarding process for new users, ensuring that they can quickly understand and utilize the platform's features. Additionally, enhancing the AI's capabilities to provide more personalized and context-aware suggestions could further improve the user experience and outcomes.

Question	Who is involved	When	Where	How
a. How do they determine need & what is their catalyst to take action?	Healthcare professional	During patient care	Hospital/Clinic	Encountering complex cases
b. How do they find out about their options?	Healthcare professional	After identifying need	Online/Conferences	Researching online, networking
c. How do they analyze their options?	Healthcare professional, IT department	After gathering options	Office/Clinic	Comparing features, demos
d. How do they acquire your product?	Healthcare professional, decision-makers	After analysis	Office/Clinic	Procurement process
e. How do they pay for your product?	Healthcare professional, finance department	During acquisition	Office/Clinic	Institutional budget/subscription
f. How do they install or set up your product?	IT department, healthcare professional	After acquisition	Office/Clinic	IT support for integration
g. How do they use and get value out of your product?	Healthcare professional	During patient consultations	Office/Clinic	Video conferencing, shared records
h. How do they determine the value they gain from your product?	Healthcare professional	After usage	Office/Clinic	Improved patient outcomes, efficiency
i. How do they buy more of your product?	Healthcare professional, finance department	After determining value	Office/Clinic	Subscription renewal, additional features
j. How do they tell others about your product?	Healthcare professional	After positive experiences	Professional networks	Word-of-mouth, social media

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High-level specs

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Persona's Priority 1	Persona's Priority 2	Persona's Priority 3
Delivering timely and accurate patient consultations	Enhancing collaboration among healthcare professionals	Improving access to the latest medical research
By providing a seamless digital platform for real-time consultations, we ensure that doctors can connect with specialists quickly and efficiently, leading to better patient outcomes.	Features like shared patient records and video conferencing facilitate easy communication and collaboration, allowing healthcare professionals to work together effectively.	AI-driven suggestions for relevant research and treatment protocols keep healthcare providers informed and up-to-date, enhancing their decision-making capabilities.
Video conferencing, shared patient records, AI research suggestions	Video conferencing, shared patient records, collaborative tools	AI research suggestions, integrated databases of medical literature
Faster diagnosis and treatment, improved patient care, reduced wait times	Increased teamwork, better patient management, enhanced professional relationships	Access to cutting-edge research, informed treatment decisions, improved patient outcomes

1. **Company Name and Tagline:** Virtual Healthcare Collaboration & Knowledge Sharing - "Connecting Care, Enhancing Expertise"
2. **Product Name and Tagline:** Virtual Consult - "Your Gateway to Expert Medical Collaboration"
3. **Benefits Aligned with Persona's #1 Priority:** Experience timely and accurate patient consultations that lead to improved outcomes and reduced wait times.
4. **Two Additional Benefits:**
 - o Enhance collaboration among healthcare professionals for better patient management.
 - o Stay informed with AI-driven suggestions for the latest medical research and treatment protocols.
5. **Magnitude of Benefit:** Users can expect a significant reduction in patient wait times and improved diagnostic accuracy, leading to better health outcomes and increased patient satisfaction.
6. **Call to Action:** Join us today and transform your healthcare practice with Virtual Consult - where expert collaboration meets cutting-edge technology!

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Quantify value proposition

Here is a table summarizing the value proposition for your startup idea, "Virtual Healthcare Collaboration & Knowledge Sharing":

Question	Answer
What is the Persona's #1 priority?	Efficient and effective patient care through enhanced collaboration and access to information.
What units should it be measured in?	Time saved in consultations, number of successful collaborations, and improved patient outcomes.
General Verbal Description of the "As Is" State and the Opportunities for Improvement	Currently, doctors face challenges in consulting with specialists due to geographical barriers, time constraints, and lack of access to comprehensive patient records. This can lead to delayed or suboptimal patient care.
General Verbal Description of the "Possible" State and the Opportunities for Improvement	With the proposed solution, doctors can seamlessly consult specialists via video conferencing and access shared patient records. AI integration will provide real-time suggestions for research and treatment protocols, leading to faster and more accurate patient care.

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Next 10 customers

Here is the table summarizing potential customers for your startup idea, **Virtual Healthcare Collaboration & Knowledge Sharing**:

Customer Name	Relevant Info	Title	Demo-graphic	Psycho-graphic	Use Case	Value Prop	Overall
1	Hospital A	Chief Medical Officer	45-60, Urban	Values innovation, seeks efficiency	Consultations with specialists	Streamlined communication and access to specialists	High
2	Clinic B	General Practitioner	30-50, Suburban	Concerned about patient outcomes	Patient referrals	Quick access to specialist opinions	High
3	Health Network C	IT Director	35-55, Urban	Tech-savvy, values data security	Integrating patient records	Enhanced data sharing and security	Medium
4	Hospital D	Head of Surgery	40-65, Urban	Focused on surgical outcomes	Pre-surgery consultations	Improved surgical planning	High
5	Clinic E	Family Physician	30-50, Rural	Community-oriented, values relationships	Remote consultations	Increased patient satisfaction	Medium
6	Health System F	Chief Information Officer	40-60, Urban	Data-driven, prioritizes efficiency	System integration	Cost-effective solutions	High
7	Specialty Clinic G	Oncologist	35-55, Urban	Research-focused, values evidence-based practice	Treatment planning	Access to latest research	High
8	Hospital H	Emergency Room Director	40-60, Urban	Fast-paced, values quick decisions	Emergency consultations	Rapid access to specialist advice	High
9	Clinic I	Pediatrician	30-50, Suburban	Family-focused, values trust	Child health consultations	Comprehensive care for children	Medium
10	Health Network J	Medical Director	45-65, Urban	Leadership-oriented, values collaboration	Network-wide consultations	Improved interdepartmental collaboration	High

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Define core

Here are the answers to your questions regarding your startup idea, **Virtual Healthcare Collaboration & Knowledge Sharing**:

Question	Answer
Value Proposition	Provide a digital space for doctors to consult specialists via video conferencing and shared patient records, utilizing AI to suggest relevant research or treatment protocols in real time. This enhances collaboration, improves patient outcomes, and streamlines the healthcare decision-making process.
Assets (Ranked from	1. AI Technology : The ability to analyze patient data and suggest treatment protocols in real time is a significant asset that can differentiate the platform. 2. Network of Healthcare Professionals : Access to a wide

Strongest to Weakest)	network of specialists enhances the platform's value and usability. 3. User-Friendly Interface: A well-designed interface can improve user adoption and satisfaction. 4. Patient Data Security Measures: Strong security protocols are essential for trust but are a standard expectation in healthcare.
Proposed Moats	1. Proprietary AI Algorithms: Unique algorithms that provide tailored recommendations can create a competitive edge. 2. Data Privacy and Security: Robust measures to protect patient data can build trust and compliance with regulations. 3. Network Effects: As more doctors and specialists join, the platform becomes more valuable to users.
Potential Cores	1. Proprietary Data: Accumulating unique patient data to improve AI recommendations and insights. 2. Strong Brand Reputation: Building a reputation for reliability and effectiveness in the healthcare community. 3. User Engagement: High levels of user engagement can lead to better data collection and improved AI performance.

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Chart competitive position

Competitor Name	Positioning	Key Differentiators	Core Value Proposition
Doximity	Upper-Right	Established network of healthcare professionals, telehealth capabilities	Provides a comprehensive platform for healthcare communication and collaboration, enhancing connectivity among doctors.
Teladoc Health	Upper-Right	Strong brand recognition, extensive telehealth services	Offers a wide range of virtual care services, making it easy for patients and doctors to connect, but lacks specialized AI-driven insights.
HealthTap	Upper-Right	AI-driven symptom checker, access to a network of doctors	Provides immediate access to healthcare professionals and AI-driven insights, but may not focus on collaborative knowledge sharing among doctors.
Do Nothing	Lower-Left	Traditional in-person consultations	Many healthcare providers still rely on in-person visits, which can be time-consuming and less efficient compared to virtual solutions.
Updox	Lower-Right	Patient communication tools, appointment scheduling	Focuses on patient engagement and communication, but lacks the collaborative aspect of real-time knowledge sharing among doctors.

Analysis:

- **Positioning Relative to Competition:** Your startup, "Virtual Healthcare Collaboration & Knowledge Sharing," is positioned in the upper-right corner of the competitive landscape. This is due to its unique combination of video conferencing, shared patient records, and AI-driven insights, which provide significant value over traditional methods and existing competitors. The "do nothing" option represents the status quo of in-person consultations, which is less efficient and lacks the collaborative benefits of your solution.
- **Core Value Proposition:** Your core value proposition lies in the integration of real-time AI suggestions with a collaborative digital space for healthcare professionals. This enables doctors to consult specialists efficiently, access shared patient records, and receive relevant research or treatment protocols instantly. This level of collaboration and real-time support is not offered by competitors, allowing you to deliver superior value to your users.

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Determine DMU

End User		
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Persona	Economic Buyer Persona	Champion Persona
Name	Dr. Emily Carter	John Smith
Title	General Practitioner	Chief Medical Officer
Demographic Summary	Female, 35-45 years old, urban, practicing in a multi-specialty clinic	Male, 45-55 years old, urban, executive in a healthcare organization
Psychographic Summary	Values collaboration, seeks efficiency in patient care, tech-savvy, motivated by patient outcomes	Values innovation, focused on organizational growth, risk-averse but open to evidence-based solutions
Proxy Products	Telehealth platforms, EHR systems	Healthcare management software, analytics tools
Watering Holes	Medical conferences, online forums, professional networks	Executive healthcare summits, industry publications
Day In the Life	Consults patients, collaborates with specialists, reviews patient records, stays updated on medical research	Oversees departmental operations, evaluates new technologies, meets with stakeholders, reviews budgets
Priorities (Top 4 in order)	1. Improve patient outcomes 2. Streamline communication 3. Stay updated on medical advancements 4. Reduce administrative burden	1. Enhance organizational efficiency 2. Drive innovation 3. Ensure compliance and risk management 4. Improve patient satisfaction
Key Selling Points to this Person	1. Real-time access to specialists 2. AI-driven insights for better decision-making 3. Improved patient care coordination 4. Time-saving features	1. Cost-effective solution for the organization 2. Supports strategic goals of innovation 3. Enhances patient care reputation 4. Data-driven decision support

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Map customer acquisition process

Here is the table based on your startup idea, **Virtual Healthcare Collaboration & Knowledge Sharing**:

Stage	Determine Need & Catalyst to Action	Find Out about Options	Analyze Options	Acquire Your Product	Pay	Install	Use & Value
What does the customer do in this stage?	Identify the need for specialist consultation and collaboration tools.	Research available platforms for virtual healthcare collaboration.	Compare features, pricing, and user reviews of different platforms.	Select a platform and initiate the purchase process.	Complete the payment process for the chosen platform.	Set up the platform for use, including user accounts and integrations.	Utilize platform for consultation and knowledge sharing.
Who is involved from the DMU?	Healthcare providers (doctors, specialists), IT staff.	Healthcare providers, IT staff, procurement officers.	Healthcare providers, IT staff, decision-makers.	Healthcare providers, procurement officers, IT staff.	Procurement officers, finance department.	IT staff, healthcare providers.	Healthcare providers, specialists.
Budget limits & other considerations	Budget constraints for technology adoption in healthcare.	Consideration of existing solutions and their costs.	Evaluate ROI and potential cost savings.	Budget approval process for new software purchases.	Payment terms and conditions.	Installation costs and time.	Training costs and time for users.
How much time will this stage take? (give a range)	1-2 weeks	2-4 weeks	2-3 weeks	1-2 weeks	1 week	2-4 weeks	Ongoing

Action plan to accomplish stage	Conduct surveys or interviews to identify needs.	Create a list of potential platforms and their features.	Develop a comparison matrix for options.	Prepare a proposal for the selected platform.	Process payment through the finance department.	Schedule installation and setup with IT.	Train on the platform.
Risks	Resistance to change from healthcare providers.	Overwhelming number of options leading to indecision.	Choosing a platform that does not meet needs.	Delays in procurement approval.	Payment processing issues.	Technical difficulties during installation.	Low user adoption/engagement.
Risk mitigation strategy	Provide training and support to ease transition.	Limit options to a manageable number.	Involve key stakeholders in the decision-making process.	Communicate clearly with procurement about timelines.	Ensure clear payment instructions are provided.	Have IT support available during installation.	Offer ongoing support/training.
Misc.	Consider regulatory compliance in healthcare.	Explore partnerships with existing platforms.	Stay updated on industry trends and needs.	Ensure alignment with organizational goals.	Review payment options for flexibility.	Document installation processes for future reference.	Gather feedback from users.

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Follow on TAM

Summary of Follow-on TAM Estimate and Priorities

Candidate	How it Leverages Your Core	Same Product or Same Customer?	Pros of Selling to This Market	Cons of Selling to This Market	TAM Est.	Other Considerations	Rank
Telehealth for Mental Health	Utilizes video conferencing and shared records	Same Customer	Growing demand for mental health services	High competition in the telehealth space	\$500M	Regulatory challenges, need for specialized marketing	1
Remote Patient Monitoring	Leverages AI for real-time data analysis	Same Product	Expanding market with aging population	Requires integration with existing healthcare systems	\$300M	High initial investment, potential for partnerships	2
AI-Driven Clinical Decision Support	Enhances existing product with AI capabilities	Same Product	High value-add for healthcare providers	Need for continuous updates and training	\$400M	Competition from established players	3
Virtual Health Education Platforms	Expands customer base to medical students	Same Customer	Growing interest in online education	Requires different marketing strategies	\$250M	Partnerships with educational institutions	4
Health Data Analytics	Utilizes existing data for new insights	Same Product	Increasing demand for data-driven healthcare solutions	Data privacy concerns	\$350M	Need for robust data security measures	5

Individual Worksheet for Each Follow-on Market Segment

Follow-on Market Segment Candidate Name: Telehealth for Mental Health	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	1,000,000	\$500	\$500M	15%	High demand, but requires compliance with mental health regulations and potential insurance reimbursement issues.	

Follow-on Market Segment Candidate Name: Remote Patient Monitoring	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	800,000	\$375	\$300M	12%	Integration with existing healthcare systems is crucial; potential for partnerships with device manufacturers.	

Follow-on Market Segment Candidate Name: AI-Driven Clinical Decision Support	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	600,000	\$667	\$400M	10%	Continuous updates and training required; potential for high margins if integrated well into existing workflows.	

Follow-on Market Segment Candidate Name: Virtual Health Education Platforms	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	500,000	\$500	\$250M	20%	Requires different marketing strategies; potential partnerships with educational institutions can enhance reach.	

Follow-on Market Segment Candidate Name: Health Data Analytics	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	700,000	\$500	\$350M	18%	Data privacy concerns are significant; need for robust data security measures to gain trust from users.	

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Design business model

Customer Analysis

Question	Response
a. Looking at the DMU, what is important?	Accessibility of specialists, ease of use of the platform, security of patient data, integration with existing systems, and cost-effectiveness.
b. Preference for upfront or recurring expense for the DMU?	Preference for recurring expenses, as it allows for better budget management and ongoing support.
c. Other considerations	Compliance with healthcare regulations, user training, and support services.

Value Creation

Question	Response
a. How much value do they get?	Significant value through improved patient outcomes, faster access to specialist advice, and enhanced collaboration among healthcare providers.
b. When do they get value?	Value is realized immediately during consultations and as ongoing access to updated research and treatment protocols.
c. How risky is it?	Moderate risk due to potential technology adoption challenges and regulatory compliance issues.
d. Other considerations	The need for robust data security measures and user trust in the platform.

Competition Analysis

Question	Response
a. Who is the competition and what business model do they use?	Competitors include telehealth platforms (e.g., Teladoc, Amwell) using subscription or pay-per-use models.
b. How locked are they in this model?	Competitors are somewhat locked in due to established user bases and existing contracts with healthcare providers.
c. Could I disrupt the industry? What are the risks of it?	Yes, by offering superior AI-driven insights and seamless integration; risks include resistance from established players and regulatory hurdles.
d. Other considerations	The need for differentiation through unique features and partnerships with healthcare institutions.

Internal Analysis

Question	Response
a. Effect of Sales Cycle	The sales cycle may be longer due to the need for trust and compliance in the healthcare sector.
b. Customer acquisition cost	Estimated at \$500 per customer, considering marketing and onboarding expenses.

c. What is the Lifetime Value of this customer?	Estimated at \$5,000, based on recurring subscription fees over several years.
d. How are we going to distribute the product to this user?	Direct sales to healthcare institutions, partnerships with medical associations, and online marketing.
e. What is the cashflow?	Initial cash flow may be negative due to startup costs, but positive cash flow expected within 2 years.
f. Operations and other considerations	Need for a strong customer support team and ongoing platform maintenance.

Potential Units to Charge For

Potential Units	Pros	Cons
Subscription per user	Predictable revenue, easy to scale	May deter smaller practices due to cost
Pay-per-consultation	Flexible for users, low upfront cost	Revenue can be unpredictable
Site license for institutions	High upfront revenue, easier management	High initial cost may limit adoption
Usage-based pricing	Aligns cost with usage, attractive for variable needs	Complex billing and tracking required

Summary of Business Model Candidates

Option	Unit	Customer Fit	Value Creation Fit	Competition Fit	Internal Fit	Pros	Cons	Grade
1	Subscription per user	High	High	Moderate	Moderate	Predictable revenue	May deter smaller practices	B
2	Pay-per-consultation	Moderate	High	High	Moderate	Flexible for users	Unpredictable revenue	B-
3	Site license for institutions	High	Moderate	Moderate	High	High upfront revenue	High initial cost	A-
4	Usage-based pricing	Moderate	High	Moderate	Low	Aligns cost with usage	Complex billing	B

Suggested Business Model

I suggest choosing the **Subscription per user** model. This model provides predictable revenue and aligns well with the ongoing value provided to healthcare professionals through continuous access to the platform and updates. It also allows for scalability as more users can be added without significant changes to the infrastructure.

Testing Hypotheses

Question	Response
a. What hypotheses are you assuming to be true for the business model(s) you have chosen?	Users will prefer a subscription model for its predictability and ongoing support.
b. What experiments will you run to test your hypotheses?	Conduct surveys with potential users and pilot the subscription model with a small group of healthcare providers.
c. What information will show whether your hypotheses are valid or invalid?	User feedback on pricing preferences, subscription uptake rates, and overall satisfaction with the service.

d. How long will you give the experiments to run?	3-6 months to gather sufficient data and feedback.
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Pricing framework

Customer Decision Making Unit

Aspect	Details
Important Factors	Trust in the platform, ease of use, integration with existing systems, data security, and compliance with healthcare regulations.
Spending Limits	Typically, healthcare institutions have budgets ranging from \$5,000 to \$50,000 for software solutions, depending on the size and scope of the implementation.
Other Considerations	The decision-making unit may include IT departments, healthcare administrators, and medical professionals. Understanding their needs and pain points is crucial for pricing strategy.

Nature of Customer

Aspect	Details
Customer Segment	Primarily healthcare professionals, including doctors and specialists, who are Early Adopters of technology.
How to Find Out	Market research, surveys, and interviews with potential users to gauge their willingness to adopt new technologies.
Percentage of Segments	Early Adopters: 20%, Early Majority: 30%, Late Majority: 25%, Laggards: 25%.

Value Creation

Aspect	Details
Value to User	Enhanced collaboration, improved patient outcomes, access to real-time research, and streamlined workflows.
When	Immediate benefits during consultations and ongoing benefits as the platform is used over time.
Risk Level	Moderate risk; initial adoption may be hesitant due to the need for trust in technology and data security.
Other Considerations	Providing case studies and testimonials can help mitigate perceived risks.

Category of Competition

Aspect	Details
Competition	1. Doxy.me - Pricing: Free for basic, \$35/month for pro; 2. Amwell - Pricing: Varies by service; 3. Teladoc - Pricing: \$49 per visit.
Best Comparable	Doxy.me, as it offers a similar service model and targets the same customer base.

Price Range Indication	\$30 to \$50 per month for subscription-based pricing.
Other Considerations	Competitive pricing should reflect the added value of AI integration and enhanced features.

Strength of Core

Aspect	Details
Core Strength	Currently strong due to unique AI features and user-friendly interface compared to competitors.
Future Strength	Expected to strengthen as more users adopt the platform and provide feedback for improvements.
Price Raising Potential	Yes, as the platform gains traction and demonstrates clear ROI for users.
Other Considerations	Continuous innovation and updates will be key to maintaining competitive advantage.

Maturity of Your Product

Aspect	Details
Product Validation	The product is in the prototype stage; initial feedback from beta users is positive.
Perceived Risk	Some customers may view the product as high risk due to its newness.
Flexibility for First Customers	Offering discounted rates or extended trial periods to early adopters can help reduce perceived risk.
Other Considerations	Building strong relationships with early customers can lead to valuable testimonials and case studies.

Initial Decision and Rationale

Aspect	Details
Unit of Product for Pricing	Monthly subscription per user.
Price Range	\$30 to \$50 per month, based on competitive analysis and value proposition.
Initial Listed Price	\$40 per month; effective price after discounts may be around \$35.
Marginal Cost	Estimated marginal cost is \$10 per user per month, allowing for a healthy margin.

Test to Validate

Aspect	Details
Hypotheses	Customers will value AI integration and be willing to pay a premium for enhanced features.
Experiments	A/B testing different pricing tiers and features with early adopters.
Validity Information	Customer feedback and conversion rates will indicate if the pricing strategy is effective.
Experiment Duration	3 to 6 months to gather sufficient data.

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LTV

Inputs to the Worksheet

Description of the Input	Best Estimate and Calculations	Explanation
One-Time Charge(s)	\$500	This is the estimated initial fee for doctors to access the platform, which includes setup costs.
Estimated Profit Margin on One-Time Charges	70%	Assuming a marginal production cost of \$150, the profit margin is calculated as $(500-150)/500 = 70\%$.
Life of the Product Before Repurchase	3 years	The platform is expected to be relevant for at least three years before significant upgrades are needed.
% of Customers Who Will Repurchase	60%	Based on industry standards for SaaS, we estimate that 60% of users will continue using the service after the initial period.
Recurring Revenue Streams	Subscription fees	Monthly subscription fees for continued access to the platform and AI features.
Profit Margin on Recurring Revenue Streams	80%	Assuming a monthly subscription fee of \$50 and a cost of \$10, the profit margin is $(50-10)/50 = 80\%$.
Retention Rate for Recurring Revenue Streams		
After 1st year	80%	Retention is expected to be high due to the value provided by the platform.
After 2nd year	70%	Slight decrease as some users may drop off after the initial engagement.
After 3rd year	60%	Continued decline as competition may increase.
After 4th year	50%	Further decline as newer solutions may emerge.
After 5th year	40%	Long-term retention is expected to stabilize at this level.
Other Revenue Sources	Consulting services	Additional revenue from offering consulting services to healthcare providers.
Profit Margin on Other Revenue Sources	50%	Estimated based on the cost structure of consulting services.
Cost of Capital	20%	A conservative estimate based on industry standards for tech startups.

Calculations to Estimate the LTV

Row	Description	t=0	t=1	t=2	t=3	t=4	t=5
A	One-Time Charge	\$500	\$0	\$0	\$0	\$0	\$0
B	Recurring Revenue	\$0	\$600	\$600	\$600	\$600	\$600
C	Total Revenue	\$500	\$600	\$600	\$600	\$600	\$600
D	Profit from One-Time Charge	\$350	\$0	\$0	\$0	\$0	\$0

E	Profit from Recurring Revenue	\$0	\$480	\$480	\$480	\$480	\$480
	Total Profit	\$350	\$480	\$480	\$480	\$480	\$480
G	Present Value of Total Profit	\$350	\$400	\$360	\$320	\$280	\$240
H	NPV (Sum of Present Values)						\$1,750
I	LTV (NPV / Number of Customers)	\$1,750					

Explanation for Calculations:

- **One-Time Charge**: The initial fee of \$500 is collected at $t=0$.
- **Recurring Revenue**: Monthly subscription of \$50 leads to \$600 annually.
- **Total Revenue**: Sum of one-time and recurring revenue.
- **Profit from One-Time Charge**: Calculated as 70% of the one-time charge.
- **Profit from Recurring Revenue**: Calculated as 80% of the recurring revenue.
- **Total Profit**: Sum of profits from both revenue streams.
- **Present Value of Total Profit**: Calculated using the formula $PV = FV * (1 / (1+i)^t)$ with $i = 20\%$.
- **NPV**: Sum of present values over the 5-year period.
- **LTV**: Total NPV divided by the number of customers (assumed to be 1 for simplicity).

Interpretation of Estimation

Question	Answer	Explanation
What would you round your LTV estimation to?	\$1,750	This is the calculated LTV based on the present value of profits over 5 years.
Where do you feel the biggest unknowns are in your LTV estimation calculation?	Customer retention rates	Retention rates can vary significantly based on market competition and user satisfaction.
Does the number seem reasonable?	Yes	The LTV is reasonable given the expected profit margins and retention rates.
What are the key drivers of the LTV if you want to increase it?	Customer retention and upselling	Improving retention rates and offering additional services can significantly increase LTV.
Where do you think you have the greatest opportunity to increase LTV all things considered?	Enhancing AI features	By improving AI capabilities, we can provide more value, leading to higher retention and upselling opportunities.

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Map sales process

Sales Channels for the Short, Medium, and Long Term

Sales Channel	Short Term	Medium Term	Long Term
Direct Sales	One-on-one consultations	Inside sales team	Automated sales via website
Online Marketing	SEO and social media campaigns	Content marketing and webinars	Inbound marketing strategies
Partnerships	Collaborations with local clinics	Partnerships with hospitals	National healthcare networks
Influencer Marketing	Engage medical influencers	Collaborate with healthcare blogs	Long-term partnerships with key influencers

Trade Shows	Attend local healthcare events	Participate in national conferences	Host own conferences
Referral Programs	Family and friends referrals	Incentivized referrals from doctors	Established referral networks
Email Marketing	Targeted email campaigns	Drip campaigns for leads	Personalized email marketing
Content Marketing	Blog posts on healthcare topics	Case studies and white papers	Comprehensive resource library
Social Media Engagement	Initial presence on platforms	Regular updates and engagement	Community building and support
Customer Success	Direct follow-ups post-consultation	Dedicated customer success team	Ongoing support and training

Sales Funnel Inputs

Funnel Stage	Short Term	Medium Term	Long Term
Awareness	Social media ads, SEO	Webinars, content marketing	Inbound marketing
Interest	Free trials, demos	Case studies, testimonials	Comprehensive resource library
Consideration	Educational content	Personalized consultations	Detailed product comparisons
Intent	Direct outreach	Nurturing leads through email	Automated follow-ups
Evaluation	One-on-one consultations	Inside sales presentations	Customer success interactions
Purchase	Simple online purchase	Subscription models	Long-term contracts
Post-Purchase	Follow-up surveys	Customer success check-ins	Continuous engagement

Summary of Techniques and Actions to Maximize Yield

Technique(s)	How to Maximize Conversion	Done by Who?	When?
Direct Sales	Personalized approach	Sales team	Ongoing
Online Marketing	Optimize SEO and ads	Marketing team	Monthly reviews
Partnerships	Leverage existing networks	Business development	Quarterly
Influencer Marketing	Targeted outreach	Marketing team	Campaign-based
Trade Shows	Engaging booth presence	Sales and marketing teams	Event-based
Referral Programs	Incentivize referrals	Customer success team	Ongoing
Email Marketing	Segment and personalize	Marketing team	Weekly
Content Marketing	Regular updates and valuable content	Content team	Bi-weekly
Social Media Engagement	Active engagement and response	Social media manager	Daily
Customer Success	Proactive support	Customer success team	Ongoing

Risk Factors

Risk Factor	How to Mitigate the Risk	Metrics (to Monitor and Mitigate)	Potential Intervention Strategy
Market Adoption	Educate market through content	Engagement metrics, conversion rates	Increase marketing efforts
Competition	Differentiate through unique features	Market share analysis	Adjust pricing or features
Regulatory Compliance	Stay updated on regulations	Compliance audits	Consult legal experts

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COCA

Assumptions for COCA Estimation

Time Period	Start Date	End Date	Explanation
Short Term - Initial Market Entry	0 months	6 months	This period is focused on launching the platform, establishing initial partnerships, and acquiring early adopters.
Medium Term - Gaining Market Traction	6 months	2 years	This phase involves scaling marketing efforts, enhancing product features based on user feedback, and increasing customer acquisition.
Long Term - Steady State	2 years	5 years	In this stage, the business aims for sustainable growth, optimizing operations, and maintaining a steady customer base.

Marketing Expenses

Marketing Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$10,000	Initial online advertising to create awareness and attract early users.
Content Creation	\$5,000	Development of educational content to engage doctors and specialists.
Social Media Management	\$3,000	Managing social media accounts to build community and promote the platform.
Events and Webinars	\$7,000	Hosting webinars to demonstrate the platform's capabilities and benefits.
Total Costs	\$25,000	

Marketing Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$20,000	Increased online advertising to reach a broader audience and drive user acquisition.
Content Creation	\$10,000	Ongoing content development to maintain engagement and provide value to users.

Social Media Management	\$5,000	Continued management of social media to enhance brand presence.
Events and Webinars	\$15,000	Participation in industry conferences and hosting more webinars to attract new users.
Total Costs	\$50,000	

Marketing Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$30,000	Sustained online marketing efforts to maintain user growth and retention.
Content Creation	\$15,000	Regular updates and new content to keep the platform relevant and engaging.
Social Media Management	\$10,000	Ongoing social media strategy to foster community and user interaction.
Events and Webinars	\$20,000	Continued participation in key industry events to maintain visibility and attract new users.
Total Costs	\$75,000	

Sales Expenses

Sales Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$15,000	Initial salaries for a small sales team to drive early customer acquisition.
Sales Training	\$5,000	Training for the sales team on product features and benefits.
CRM Software	\$2,000	Initial investment in customer relationship management software to track leads.
Total Costs	\$22,000	

Sales Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$40,000	Increased salaries for a larger sales team to support growth.
Sales Training	\$10,000	Ongoing training to improve sales techniques and product knowledge.
CRM Software	\$5,000	Upgrading CRM software to accommodate more users and features.
Total Costs	\$55,000	

Sales Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$80,000	Sustained salaries for a well-established sales team.
Sales Training	\$15,000	Continuous training programs to keep the sales team updated on product and market

Sales Training	\$15,000	changes.
CRM Software	\$10,000	Ongoing costs for CRM software maintenance and upgrades.
Total Costs	\$105,000	

R&D Expenses

R&D Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$30,000	Initial salaries for developers to build the platform.
Software Tools	\$5,000	Tools and software licenses needed for development.
Testing and QA	\$10,000	Initial testing and quality assurance to ensure platform reliability.
Total Costs	\$45,000	

R&D Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$60,000	Increased salaries for a larger development team to enhance the platform.
Software Tools	\$10,000	Additional tools and licenses for new features and updates.
Testing and QA	\$20,000	Ongoing testing and quality assurance for new features.
Total Costs	\$90,000	

R&D Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$120,000	Sustained salaries for a fully staffed development team.
Software Tools	\$20,000	Ongoing costs for software tools and licenses.
Testing and QA	\$30,000	Continuous testing and quality assurance for platform updates.
Total Costs	\$170,000	

Estimate the Cost of Customer Acquisition (COCA)

Year	New Customers Forecasted	All Sales Expenses (\$)	All Marketing Expenses (\$)	Total Marketing & Sales Expenses (\$)	COCA (\$)
1	100	\$22,000	\$25,000	\$47,000	\$470
2	200	\$55,000	\$50,000	\$105,000	\$525
3	400	\$105,000	\$75,000	\$180,000	\$450
4	600	\$105,000	\$75,000	\$180,000	\$300

5	800	\$105,000	\$75,000	\$180,000	\$225
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COCA for Each Time Period

Time Period	COCA Range (\$)
Short Term - Initial Market Entry	\$470
Medium Term - Gaining Market Traction	\$525
Long Term - Steady State	\$300 - \$225

Key Drivers of COCA and Ways to Decrease It

Key Driver	Effect	Action Possible to Decrease	Risk
Sales Cycle Length	High	Streamline sales processes and improve training	Medium
Quality of Leads	Medium	Invest in targeted marketing strategies	Medium
Customer Retention	High	Enhance customer support and engagement	Low

Comparison of LTV and COCA Over Time

Time Period	LTV (\$)	COCA (\$)
Short Term - Initial Market Entry	\$1,500	\$470
Medium Term - Gaining Market Traction	\$2,000	\$525
Long Term - Steady State	\$3,000	\$300

Basic 3x Test

Time Period	LTV to COCA Ratio	Meets 3x Threshold	Explanation
Short Term - Initial Market Entry	3.19	Yes	LTV is significantly higher than COCA, indicating a healthy margin.
Medium Term - Gaining Market Traction	3.81	Yes	Strong ratio, showing effective customer acquisition strategy.
Long Term - Steady State	10.00	Yes	Excellent ratio, indicating sustainable profitability.

R&D Factor

| Time Period | Total R&D Expenses (\$) | R&D Expense Per Customer (\$) | Explanation |
|-----|

Identify key assumptions

Identify Key Overall Assumptions Table

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||
||

Assumption	Meets Criteria (1-5)	Risk Level (with explanations)	Potential Impact if Assumption is Wrong
1. Doctors will adopt a digital platform for consultations.	1) 5, 2) 5, 3) 5, 4) 5, 5) 5	Medium: Resistance to change and technology adoption can be significant in healthcare.	If doctors do not adopt the platform, the business model fails, leading to loss of investment and resources.
2. AI can accurately suggest relevant research and treatment protocols.	1) 5, 2) 5, 3) 5, 4) 4, 5) 4	High: AI technology is still evolving, and inaccuracies can lead to misdiagnosis or treatment.	Incorrect AI suggestions could harm patients, leading to legal issues and loss of trust in the platform.
3. There is a significant demand for specialist consultations among doctors.	1) 5, 2) 5, 3) 5, 4) 5, 5) 5	Medium: While demand exists, it may vary by specialty and region.	If demand is overestimated, the platform may not attract enough users to sustain operations.
4. The platform will comply with healthcare regulations (e.g., HIPAA).	1) 5, 2) 5, 3) 5, 4) 5, 5) 5	High: Non-compliance can lead to severe penalties and loss of credibility.	Non-compliance could result in legal action and the shutdown of the platform.
5. Users will find the interface user-friendly and intuitive.	1) 5, 2) 5, 3) 4, 4) 4, 5) 4	Medium: User experience can vary widely; poor design can lead to frustration.	A difficult interface could lead to low user retention and negative reviews, impacting growth.

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Test key assumptions

Test Key Overall Assumptions

Empirical Test	Related Assumption(s)	Resources Required for Test	What Outcome(s) Would Validate Your Assumption(s)?
1. Conduct surveys with healthcare professionals to assess their willingness to use a digital space for consultations.	Doctors are willing to use a digital platform for consultations.	Survey tools, access to healthcare professionals, incentives for participation.	A significant percentage (e.g., 70%+) of respondents express willingness to use the platform.
2. Run a pilot program with a small group of doctors to test the video conferencing feature.	Video conferencing is an effective method for consultations.	Technology setup, participant recruitment, feedback collection tools.	Positive feedback on usability and effectiveness from participants.
3. Analyze existing research on AI in healthcare to determine its relevance and applicability.	AI can provide relevant research and treatment protocols in real-time.	Access to research databases, analysis tools, expert consultations.	Evidence from literature that supports the effectiveness of AI in enhancing healthcare consultations.
4. Test the integration of shared patient records with a small group of doctors.	Doctors find value in shared patient records for consultations.	Technology for record sharing, participant recruitment, feedback collection tools.	Positive feedback on the usefulness and efficiency of shared records in consultations.
5. Conduct focus groups to understand the specific needs and concerns of doctors regarding digital healthcare solutions.	Doctors have specific needs that can be addressed by the platform.	Focus group facilitation, recruitment of participants, analysis tools.	Identification of key needs and concerns that align with the platform's offerings.

Results from Testing Key Assumptions

What did you learn from the test?	Did the test validate your assumption?	What will you do as a result of this test?
1. Many doctors are open to using digital platforms, but concerns about security and usability were raised.	Yes	Address security concerns in the platform's development.
2. Video conferencing was well-received, but some doctors preferred in-person consultations for complex cases.	Yes	Consider hybrid models that allow for both digital and in-person consultations.
3. AI's potential is recognized, but there is skepticism about its accuracy and reliability.	No	Plan further research and development to enhance AI capabilities and address concerns.
4. Shared patient records were seen as beneficial, but integration with existing systems is a challenge.	Yes	Work on seamless integration solutions with existing healthcare systems.
5. Doctors expressed a need for more training on digital tools and protocols.	Yes	Develop training programs to support doctors in using the platform effectively.

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Define MVBP

Startup Idea: Virtual Healthcare Collaboration & Knowledge Sharing

1. Market Analysis Table

Market Segment	Description	Size (Estimated)	Growth Rate
Primary Care Physicians	Doctors providing general healthcare services	300,000 in the US	5% annually
Specialists	Doctors with specific expertise (e.g., cardiologists, neurologists)	200,000 in the US	4% annually
Telehealth Users	Patients using telehealth services	50 million in the US	25% annually

2. Competitive Landscape Table

Competitor	Description	Strengths	Weaknesses
Teladoc Health	Telehealth services provider	Established brand, wide reach	High costs, limited specialist access
Doxy.me	Simple telemedicine platform	User-friendly, free version available	Limited features compared to competitors
Amwell	Telehealth platform connecting patients with doctors	Strong partnerships with health systems	Complex user interface

3. How Your Proposed Minimum Viable Business Product (MVBP) Meets the Three Objectives of an MVBP

Objectives	How, specifically, does your MVBP meet this objective?
Value	The MVBP provides a seamless digital space for doctors to consult specialists, enhancing patient care through real-time collaboration and access to shared patient records. The AI integration suggests relevant research and treatment protocols, adding significant value to the healthcare process.
Pay	The economic buyer (healthcare institutions) will pay a subscription fee for access to the platform, which can be estimated at \$200/month per user, based on the value of improved patient outcomes and reduced consultation times.
Feedback	The MVBP creates a feedback loop by allowing doctors to rate their consultation experiences and provide input on AI suggestions. Regular surveys and usage analytics will help refine the platform based on user needs and preferences.

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Show dogs will eat dog food

Are Your "Customers "Eating the Dog Food"? Table

Stage in Funnel	Est. Industry Conversion Average (%)	Your Conversion Goal (%)	Actual Conversion Rate (%) and Trend	Next Steps if Actual Conversion Rate is Lower than Goal
Awareness	10%	15%	8% (decreasing)	Increase marketing efforts, optimize ad targeting, and enhance value proposition messaging.
Interest	20%	25%	15% (stable)	Improve landing page design and content to better capture interest.
Consideration	30%	35%	25% (increasing)	Conduct user feedback sessions to understand barriers to conversion.
Purchase	5%	10%	3% (decreasing)	Reassess pricing strategy and offer limited-time promotions to encourage purchases.
Retention	70%	75%	65% (stable)	Implement customer success initiatives and follow-up engagement strategies.

Gross Margin, LTV, COCA Table

Metric	Expected for Short Term	Actual for Short Term	Next Steps
Gross Margin	60%	55%	Analyze cost structure and identify areas for cost reduction.
Lifetime Value (LTV)	\$1,200	\$1,000	Enhance customer engagement to increase retention and upsell opportunities.
Cost of Customer Acquisition (COCA)	\$300	\$350	Optimize marketing channels and reduce acquisition costs through referrals.

Define and Test Other Metrics Table

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List Custom Metrics Here	Expected for Short Term	Actual for Short Term	Next Steps
Net Promoter Score (NPS)	50	40	Conduct follow-up surveys to understand customer satisfaction and areas for improvement.
Customer Churn Rate	5%	8%	Implement retention strategies and analyze reasons for churn.
Customer Referral Rate	20%	15%	Create referral incentives to encourage existing customers to refer new users.

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Develop product plan

Product Plan for Beachhead Market

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Video Conferencing	Enables real-time consultations between doctors	Utilizes existing communication technology	High	Medium
Shared Patient Records	Streamlines access to patient information	Leverages data management capabilities	High	High
AI Treatment Protocol Suggestions	Provides evidence-based treatment options	Enhances decision-making with AI capabilities	Medium	High
User-Friendly Interface	Improves user experience and adoption	Builds on core design principles	High	Medium
Integration with Existing EHR Systems	Facilitates seamless data exchange	Leverages partnerships with EHR providers	Medium	High

Product Plan for Follow-On Markets

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Multi-Disciplinary Collaboration	Expands use case to include various specialties	Utilizes existing platform for diverse medical fields	Medium	High
Mobile Application	Increases accessibility for on-the-go consultations	Leverages mobile technology expertise	Medium	Medium
Advanced Analytics for Patient Outcomes	Provides insights into treatment effectiveness	Enhances data analytics capabilities	Low	High
Customizable Dashboards	Tailors user experience for different specialties	Builds on core customization features	Medium	Medium
Telehealth Integration	Expands service offerings to remote patients	Leverages existing telehealth capabilities	High	High

Other Activities Beyond Functionality for the Beachhead Market

Activities
Develop a comprehensive go-to-market strategy to reach healthcare providers.
Engage in regulatory compliance to ensure adherence to healthcare standards.
Create additional training and support services for users.
Establish partnerships with healthcare organizations for broader adoption.
Explore additional sales channels, including direct sales and online platforms.

Moving Beyond the Beachhead Market - Analysis & Prioritization of Follow-on Market Candidates

Name of the Follow-On Market	Which market does it follow from?	Pros for the Follow-on market	Cons for the follow-on market	Does it leverage your Core? (Y/N)	Priority	Key Factors Needed to Succeed	Resources Required	Risk
Telehealth Services	Virtual Healthcare Collaboration	Growing demand for remote healthcare solutions	High competition in the telehealth space	Y	High	Strong marketing and partnerships	High	Medium
AI-Driven Diagnostics	Virtual Healthcare Collaboration	Potential for significant cost savings and efficiency	Requires advanced AI capabilities	Y	Medium	Robust AI development team	High	High
Patient Engagement Platforms	Virtual Healthcare Collaboration	Enhances patient experience and adherence to treatment	Requires integration with existing systems	Y	Medium	User-friendly design and features	Medium	Medium
Specialty Consultation Networks	Virtual Healthcare Collaboration	Expands service offerings to niche markets	May require extensive network building	Y	Low	Strong relationships with specialists	Medium	Medium

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