StrykeForce

Mission Statement

To improve efficiency related to ineffective communication between operating room team members.

The Problem

- OR time costs **$62** per minute

- Avg. downtime between surgeries is **15 minutes**

- There are about **30,000 ORs** in the United States

>$1 Billion per year nationwide
wasted

Problem Statement

There is inefficient pre-operative and intra-operative communication between surgical and support staff. This results in time delays or canceled cases due to inaccurate or incomplete room setup.

What Contributes

- Static preference card

- Patient details stored in a separate system

- Integrating patient and doctor info can save **5 minutes per operation**

Current solutions

- Fragmented piecemeal offering

  - EHR/EMR portals

  - Inventory software

  - Scheduling systems

  - Paper-based surgeon preference cards

- Staff have to navigate different interfaces and gather data from multiple sources simultaneously

Our Solution

- We will provide a dynamic unified OR planning

- Replace 4 static interfaces

Product Demo Video
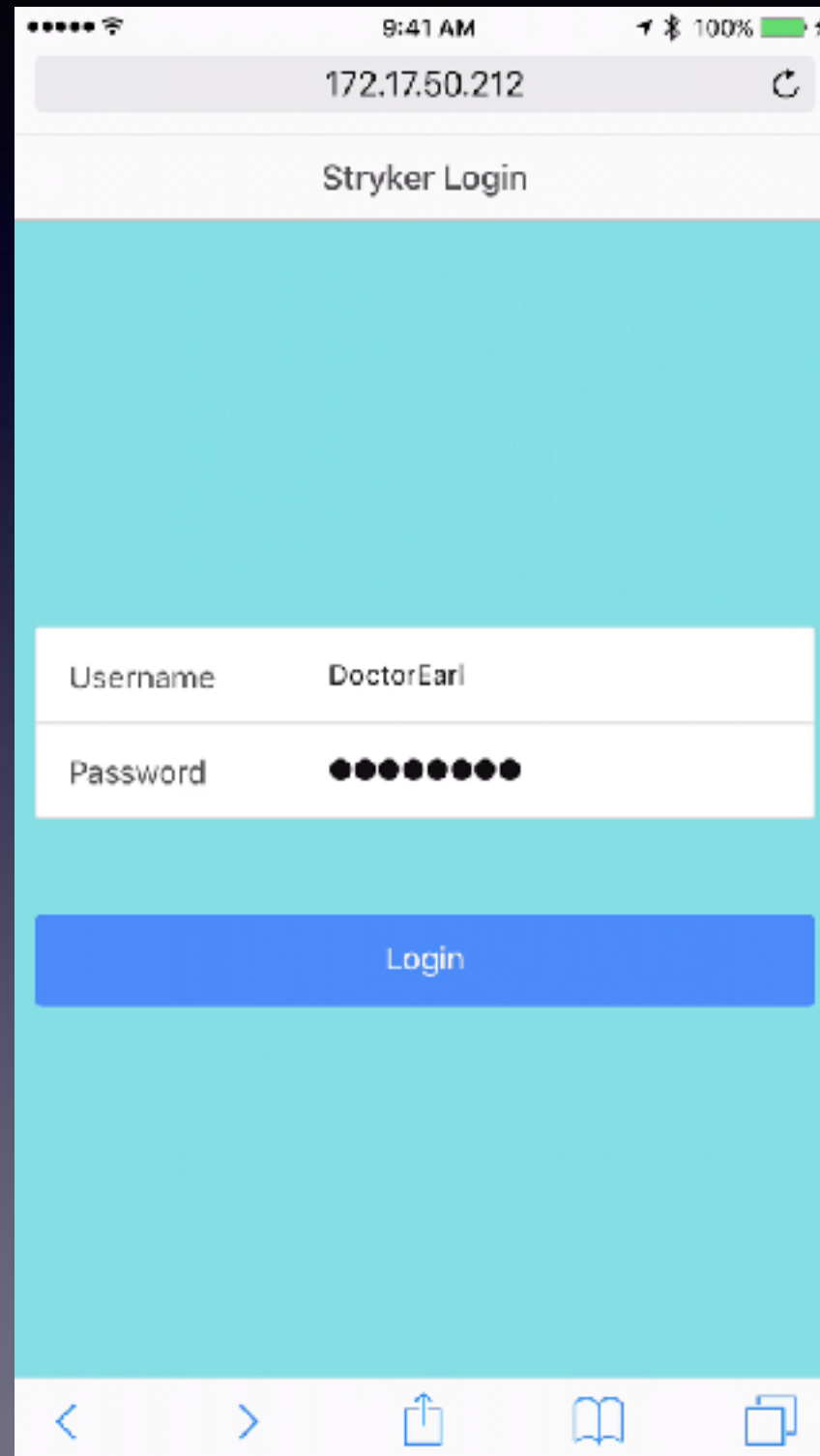
Target Segment

Segment	Value Proposition
Buyer- OR admin	Significant cost savings
Influencer- OR clinical staff	Fewer errors in supplies and setup
OR support staff/ SPD	Streamline setup through synchronizing doctor's preferences
Patient	Improve safety, satisfaction and consistency

Improved Outcomes

- **Patient:** less time in the OR and under sedation, less chance of infection due to human traffic in and out of the OR

- **Clinical:** fewer deviations from procedure and MERS reporting incidents

- **Business:** increased efficiency from decreased OR turnaround time. More surgeries per day.

User Benefits

- Demoralized doctors and nurses

  - Increases staff turnover

- Cascading delays throughout the day's schedule

- Foot traffic increases risk of infection

- Doctors have to cancel procedures at the last minute due to missing equipment

- Increase overall patient satisfaction

The Problem for ORs

- OR average 4.6 cases per day (ASC Review)

- OR time costs $62/minute (Akron)

- Operating costs per OR are $1.2 million per year (ASC).

$10,000,000	
$1,000,000	
$100,000	
$10,000	
$1,000	
$100	
$10	$62.00
$1	

Time blocks saved

Cost per OR/minute

Sales and Marketing

- Initially target a single hospital for a product validation trial

    - Test software in half of ORs and compare to control group

    - Publish on success in a peer-reviewed journal

- Competition- we have to beat the Module Development Cost (MDC) of leading EMR providers

- **Marketing strategy:**

    - Word of mouth

    - Snow balling

    - Product champions

- Larger vision of implementation in every OR

Future Plan

- Engage Venture Capital

- Build on the software

- Integrate with allies

- Begin buildout trials

Team Introduction

- Benjamin Rizkin- PhD ChemEng, NYU Tandon

- Gaetano Scroco- Senior Clinical Engineer, NYU Langone

- Paulami Roy- MS in EE, NYU Tandon

- Earl Co- NYU Educational Technologist

- Devon Powell- PhD CompSci, NYU Tandon

Questions?

Pitch notes

- Slide 0- name and logo

- Slide 1- problem (2-3 sentences)

  - Concise, basic

  - Problem validation is worth a lot, clarity of the problem, identified customer and user

  - Strategy going forward

- Slide 3- product

  - How product solves the problem and helps people

  - Key features

  - Short visual walkthrough of the product

  - Why current solutions don't work

  - What we propose to do better

  - Value proposition

  - Who are the earliest adopters

- User experience- MVP

- How you make money

    - Mechanics of what you sell, to whom

    - Specific numbers around it- how much do you sell it for, major assumptions on how much a user buys, cost per user

    - Better cost that MDC for Epic

- Go to market strategy

- Competition- direct and indirect

- Team and advisor board

- Roadmap after the weekend

Judges

- Raj from Stryker

- Four other judges

- Jeremy Block- Blackstone

- Check website

- Presentation 5 minutes, 2 minutes Q&A