

InnovateHER 2016:

Innovating for Women Business Challenge

Business			MedaCheck		
Fill in the need in the marketplace 30%	Score 0-5				Total
Market Research (formal or informal)	1	2	3	4	5
Is this business addressing a real problem?	1	2	3	4	5
Does this business provide solution to the problem?	1	2	3	4	5
=					14
Potential for Commercialization 40%					
Market Size	1	2	3	4	5
Competitive Positioning	1	2	3	4	5
Team ability to execute	1	2	3	4	5
Potential Profitability	1	2	3	4	5
=					17
Measurable Impact on Women and Families 30%					
Increase Revenue (Income)	1	2	3	4	5
Save time	1	2	3	4	5
Increase efficiencies	1	2	3	4	5
=					11
Grand Total					

InnovateHER 2016:

Innovating for Women Business Challenge

Business		MedaCheck	
Fill in the need in the marketplace 30%	Score 0-5	Comments	Total
Market Research (formal or informal)	1 2 3 4 (5)		
Is this business addressing a real problem?	1 2 3 4 (5)	medication Adherence	15
Does this business provide solution to the problem?	1 2 3 4 (5)		
=			
Potential for Commercialization 40%		\$1.3M seed \$300k and securing \$3M	\$10-\$20/mo
Market Size	1 2 3 4 (5)		
Competitive Positioning	1 2 3 4 (5)		
Team ability to execute	1 2 3 4 (5)		20
Potential Profitability	1 2 3 4 (5)		
=			
Measurable Impact on Women and Families 30%			
Increase Revenue (Income)	1 2 3 4 (5)		
Save time	1 2 3 4 (3)		
Increase efficiencies	1 2 3 4 (5)		15
=			
Grand Total			50

PSA ✓
Insurance ?
Drug cost?

InnovateHER 2016:

Innovating for Women Business Challenge

Business		MedaCheck				
Fill in the need in the marketplace 30%	Score 0-5				Comments	Total
Market Research (formal or informal)	1	2	3	4	(5)	
Is this business addressing a real problem?	1	2	3	4	(5)	
Does this business provide solution to the problem?	1	2	3	4	(5)	
						= 15
Potential for Commercialization 40%						
Market Size	1	2	3	4	(5)	
Competitive Positioning	1	2	3	4	(5)	
Team ability to execute	1	2	3	(4)	5	
Potential Profitability	1	2	3	4	(5)	
						= 19
Measurable Impact on Women and Families 30%						
Increase Revenue (Income)	1	(2)	3	4	5	
Save time	1	2	(3)	4	5	
Increase efficiencies	1	2	3	(4)	5	
						= 9
Grand Total						

Size of business
FSA

hired "best
attorney in
town"

target
med
technology

Background

InnovateHER 2016:

Innovating for Women Business Challenge

Jeffrey Shepard

Business

MedaCheck

Fill in the need in the marketplace 30%	Score 0-5					Comments	Total
Market Research (formal or informal)	1	2	3	4	5		
Is this business addressing a real problem?	1	2	3	4	5		
Does this business provide solution to the problem?	1	2	3	4	5		12
=							
Potential for Commercialization							
40%							
Market Size	1	2	3	4	5		
Competitive Positioning	1	2	3	4	5		
Team ability to execute	1	2	3	4	5		
Potential Profitability	1	2	3	4	5		15
=							
Measurable Impact on Women and Families							
30%							
Increase Revenue (Income)	1	2	3	4	5		
Save time	1	2	3	4	5		
Increase efficiencies	1	2	3	4	5		15
=							
Grand Total							42/50

- Qualified Team
- Good research
- Progress to date...
- Strong database...

Hospitality Pay