**Executive Summary**

Platelet-rich plasma therapy is an effective and simple method of treatment for a wide variety of medical issues. The initial concept of PRP injections arose in the 1970s, for blood transfusions. After 2009, nearly a dozen clinical research trials took place within just a few years of each other and showed promising results for PRP therapy. As there is an advancement in our understanding of the human immune system, the use of PRP therapy has widely expanded.

PRP injections have now been shown valuable in not only medical treatments but also cosmetic procedures allowing them to gain popularity with the public. In 2017 there was a "Vampire Facial" trend that exploded on social media due to a celebrity that promoted the treatment. The injections are now used for a variety of procedures such as previously mentioned facials and to treat hair loss and now possibly to help individuals regain a sense of smell.

PRP is produced from the patients' blood, therefore, reducing the risk of infection. It is composed of a higher concentration of platelets which circulate through the blood and are critical for blood clotting. The platelets are separated from other blood cells and their concentration is increased during centrifugation. Platelets are on the front line of the immune response and play a significant role by delivering growth factors that can influence tissue repair in a variety of different cell types.

The rise in demand is beneficial for providers who offer the therapy but there are barriers that various providers and patients experience due to insurances not willing to cover most PRP treatments. The high out-of-pocket cost for a PRP treatment has discouraged many potential patients from undergoing the treatment even when it is for a medical problem.

Individuals with lower income may not even consider PRP treatment despite the benefits and low risk. That is what lead the team to create Centry LLC. Our goal is to provide PRP injection kits with increased effectiveness but at a lower cost to allow a diverse range of patients to gain access to the treatment.

PRP therapy requires follow-up appointments to reinject the treated area every three to six months depending on area size and quantity of injections. Centry will offer PRP injection kits with activator serum which will increase the effectiveness of growth factors found in the plasma. Centry will also offer the compatible centrifuge specialized to prepare PRP injections. The improved effectiveness of the PRP injection not only will reduce the quantity of blood that needs to be drawn but also will decrease the number of sessions the patient needs to show up for which will reduce the cost for the patient.

**Customer discovery plan**

To develop Centry, feedback from potential customers is crucial in order to address concerns early on. By administering a series of diverse surveys, we can adjust to the ideal business model for Centry. Our customer discovery plan will take into account the provider as well as the patient. The surveys will be modified for the person that we interview but we intend to reduce the cost for the provider to overcome hesitancy and to find what the best price point is for the customer.

One issue we run into when narrowing the patient population for a survey sample is that the range of uses for PRP is vast. Centry plans to keep in mind the various uses of PRP but we also believe it is important to focus on a specific use to gain a deeper understanding of the expectations for those providers and patients. The use Centry will primarily focus on is for hair loss. Since the customer base for such treatments is promising and diverse. Centry plans to partner with dermatologists and individuals experiencing hair loss to provide the most reliable and effective PRP kit.

In the customer discovery journey, Centry's goal will be to initially focus on the patient's needs since most cosmetic procedures are paid out of pocket. If we do not find a reasonable price point for the patient then despite the effectiveness of the Centry PRP kit, patient demographics will not expand.

Another area of interest for Centry will be PRP injections to help regain the loss of smell. SARS COV-2 has left numerous individuals with a persistent loss of smell after contracting the virus. In various cases, it is a partial loss of smell, but individuals are unable to enjoy foods as they did before contracting the virus. Centry has decided to perform customer discovery with those individuals due to various recent studies showing a promising future for PRP injections to help with post-viral symptoms.

Based on our research from potential patient outputs, we can then direct our focus towards providers. We can then address the requirements and concerns of medical professionals to overcome hesitancy. Centry's goal is to provide PRP as an option for individuals who could previously not afford it, and the feedback we will gain from customer discovery will be at the center of our business plan.

Centry at the moment is comprised of three individuals with a passion for helping people regain their confidence. The team believes that everyone should have fair access to treatments which is why the main focus is on reducing the cost of each treatment. The team's CEO is Mariana Perez, she is a graduate student whose primary interest in PRP technology arose from the desire to help people live a confident life. She is prepared to contribute knowledge from her biological background and previous roles in operations management to the role of CEO for Centry LLC.

The team's CFO is Thao, she is a current student in the Masters in Bioinformatics program with an interest to focus on how the treatment of plasma-rich platelet (PRP) could potentially improve the quality of life of customers, both personally and professionally. She hopes through her biological knowledge and learning experiences aspect can contribute to Centry, LLC.

The team's CTO is Jonathan Richards, he is a graduate student as well, Masters in Bioinformatics. He has a background in statistics and data analysis and uses those skills to help analyze the effectiveness of Centry's PRP technology. He hopes his prior experience in customer service and as a QA will serve both the team and the public appropriately.