RAHC Elevator Pitch & Q&A Guide

30-Second Elevator Pitch

"Rural Alberta Health Connect is an AI-powered triage platform that helps rural Albertans determine the right level of care for their symptoms. Our app uses advanced AI that can both read symptom descriptions and analyze photos of health concerns—like a rash or injury—to assess urgency and recommend whether you need emergency care, can wait for a clinic visit, or can manage symptoms at home. It works even with poor internet, connects users to nearby emergency services, and provides 24/7 health guidance when you need it most. We're bringing intelligent healthcare triage to communities that need it most."

Product Overview Q&A

Q: What is your product and what does it do?

A: Rural Alberta Health Connect is a mobile triage platform for rural communities that provides AI health assessment by analyzing both symptom descriptions and photos to determine urgency and recommend care levels, health tracking to monitor symptoms over time, and emergency services connection with nearby clinics, one-tap calling, and GPS directions, all working offline or with poor internet.

Emerging Trends Q&A

Q: What's the technical emerging trend in your project?

A: We're using multi-modal AI that can both see and read health problems by combining YOLO computer vision with natural language processing, so our AI analyzes both photos and text descriptions together for more accurate health guidance, similar to how real doctors need to both see and hear about symptoms.

Q: What's the non-technical emerging trend?

A: We're pioneering rural-first healthcare design by building specifically for rural constraints like slow internet, long distances to care, and limited resources, flipping the traditional approach where telehealth is built for cities then poorly adapted for rural use, so our AI-guided triage helps people decide whether a symptom justifies a two-hour drive to the ER.

Branding Q&A

Q: Why did you choose these specific colors?

A: Our Healthcare Blue conveys trust and calmness essential during stressful health moments, Calm Blue provides soothing visual breathing room, Medical Green signals health and safety, Alert Yellow draws attention without causing panic, and Professional Dark ensures readability, all meeting accessibility standards for users from teenagers to elderly residents with vision challenges.

Q: Why did you choose these fonts?

A: Barlow Semi Condensed for headers provides clear legibility even in poor lighting or small sizes, while system fonts for body text ensure accessibility for users with vision impairments, require no downloading for slow rural internet, and reduce cognitive load through familiarity when users are already stressed about health concerns.

Logo & Vision Q&A

Q: Can you explain your logo and visual identity?

A: Our visual identity centers on connectivity between rural communities and healthcare, the balance between cutting-edge AI and human-centered care, and Alberta's rural landscape, reflected in our domain ruralabhealth.ca which establishes Canadian credibility, healthcare focus, and regional identity while staying short and memorable for users with slow connections.

Q: What's your vision for this platform?

A: Healthcare access should not be determined by your postal code, so we're empowering rural residents with the same 24/7 health guidance, symptom assessment, and emergency coordination as urban residents, helping people make informed decisions about appropriate care timing, with long-term potential for any underserved community facing healthcare access barriers.

Next Sprint Plans Q&A

Q: What are you working on in your next sprint?

A: Sprint 2 runs October 15 to November 15 focusing on three areas: backend services with Convex database integration, location services, and secure data management; advanced AI analytics with natural language processing, multi-modal AI combining text and image analysis, risk assessment engine, and bias detection; and health tracking with daily logging,

historical visualization, and AI integration, plus we're prioritizing critical bug fixes from user testing including the vision detection crashes, date picker issues, and profile data persistence problems.

Q: What comes after Sprint 2?

A: Sprint 3 from November 16 to December 5 covers emergency services with GPS integration and offline protocols, HIA and PIPEDA compliance validation, security audits, comprehensive user testing with rural residents, multi-language support including Indigenous languages, and full documentation for production-ready deployment.

Technical Depth Q&A

Q: How does your app work without internet?

A: We use offline-first architecture where symptom logging and health history work completely offline, the AI model downloads once then runs locally on the device, and data syncs automatically when connectivity returns, with cached clinic information and offline emergency protocols so users can log symptoms, get AI guidance, and access emergency numbers without any signal.

Q: How do you ensure your AI is accurate and safe for health decisions?

A: We train our YOLO model on medically validated rural health images, combine text and image analysis to reduce false positives, make conservative recommendations that err toward professional care when uncertain, monitor for algorithmic bias across demographics, follow HIA and PIPEDA healthcare regulations, and maintain transparency by providing guidance for informed decisions rather than claiming to diagnose.

Impact & Commitment Q&A

Q: Why are you personally committed to this project?

A: We're committed because our technical skills can address real healthcare access challenges rural Albertans face like 200km distances to care and 45-minute ambulance responses, building technology that could help someone avoid an unnecessary ER visit or recognize urgent need for care, keeping us focused on trustworthy, reliable, genuinely helpful systems rather than just technically impressive features, because we're building solutions for communities that existing systems have failed.

Q: Why is this specific to rural communities? Can't urban residents use it too?

A: While urban residents could certainly use the app, we designed it rural-first because rural communities face unique challenges that urban telehealth solutions don't address: unreliable internet requiring offline functionality, long distances to healthcare facilities making triage decisions critical, 45+ minute ambulance response times versus urban's 8-10 minutes, and limited local healthcare resources. Urban residents already have better access to walk-in clinics, shorter travel times to hospitals, and telehealth platforms built for their fast internet connections, so by solving for the hardest constraints first—rural Alberta—we create a solution that works everywhere but truly serves the communities that need it most, rather than building another urban-focused app that fails in rural areas.

Q: So urban people can use it, but you focused on rural needs first?

A: Exactly, our rural-first design philosophy means the app works beautifully in cities too, but we prioritized features rural communities desperately need like offline functionality, location-aware emergency services with distance calculations, and AI triage to avoid unnecessary long-distance travel. Urban users benefit from these features as well—offline access, smart triage, emergency coordination—but for them it's convenient, whereas for rural residents it's essential, and that's why we built specifically for rural constraints rather than adapting an urban solution that would fail when internet drops or the nearest clinic is two hours away.