

**PLUG AND PLAY TECH CENTER X HEALTH IN HER
HUE**

STARTUP STRATEGY ANALYSIS

YACUB MAHAMOUD

Health
In Her
Hue

PLUGANDPLAY

COMPANY OVERVIEW

CORE VALUES

"We connect Black women and women of color to culturally competent and sensitive healthcare providers."

Health In Her HUE moves beyond simple healthcare, it's about creating a space where black women and women of color are heard. Black women, with other women of color, gain visibility, attention as well as help during their unique health journeys. It's a community- one designed for strength and elevation. Health In Her HUE offers resources and connections with providers who truly understand their experiences. It ensures that health lessons exist plus they are valuable and private. Because this is "healthcare that truly cares."



Ashlee Wisdom

CEO + FOUNDER



KEY FEATURES

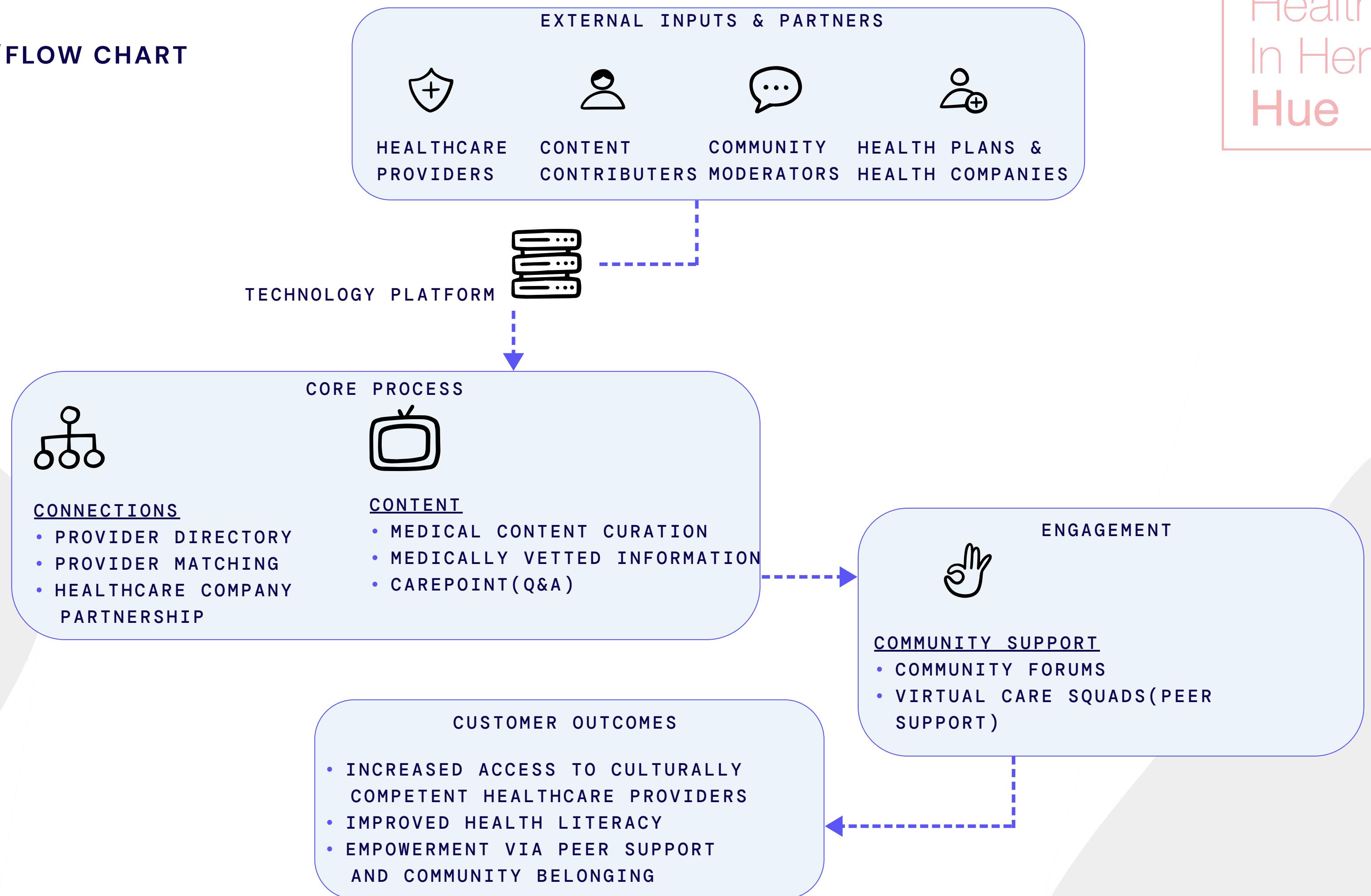
- **Provider Directory:** A curated network of culturally competent doctors, therapists, and healthcare professionals.
- **Educational Content:** Access to articles, videos, and webinars tailored to the health concerns of Black women & women of color.
- **Community Support:** A digital space where women can share experiences, ask health-related questions, and connect with others.
- **Telehealth Integration:** Ability to connect with providers for virtual consultations.

MARKET OPPORTUNITY

- Existing provider directories & telehealth solutions lack cultural representation, making Health in Her HUE a niche but highly impactful player.
- Increasing demand for DEI (Diversity, Equity, Inclusion) in healthcare is driving investment in health equity solutions.

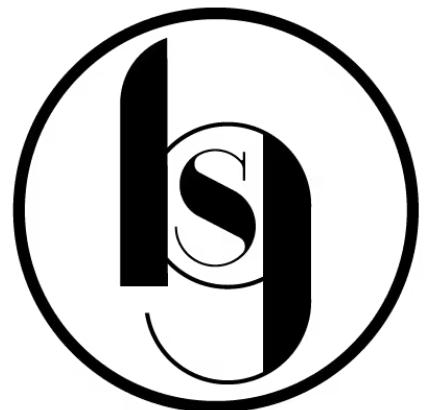
"Health In Her HUE is the first touchpoint for Black women and women of color to be informed and empowered when making choices pertaining to their health."

VALUE CHAIN/FLOW CHART



PARTNERSHIPS

01



Black Girl Sunscreen

- **Why?** Many Black women face disparities in dermatological care, and there's a myth that darker skin doesn't need sun protection. Thus leading to an array of issues. Partnering with Black Girl Sunscreen can help educate users on the importance of skin health while offering exclusive content.
- **Key Resource/Tool:** Educational content.
- **How?** BGS could help sponsor or co create content on the platform about the importance skin health, sun protection, and dermatology concerns specific to Black women, ensuring more access to preventative healthcare.

02



Pfizer

- **Why?** Black women are historically underrepresented in clinical trials and medical research, leading to gaps in treatment efficacy and healthcare solutions tailored to their needs. Many pharmaceutical companies, such as Pfizer, are now seeking to improve diversity in trials and inclusive health research.
- **Key Resource/Tool:** Diverse Clinical Trial participation (Healthcare company).
- **How?** A partnership with Pfizer could allow for the recruitment of Black women for clinical trials ensuring treatments are tested on diverse populations. This can foster awareness on why clinical trial participation matters.