

Title: Desirability Team Validation Report

1. Executive Summary

- The partnership with JRAH offers a unique strategic advantage, reducing initial market entry risk.
- Recognition of pain points, such as staff burden and revenue loss due to manual processes, confirms the business opportunity.
- Key recommendation: Leverage JRAH's diverse stakeholder involvement for pilot testing and rapid iteration.

2. Validation Criteria

- Assessment focused on customer desirability, solution adaptability, and the tangible economic impact of implementation.
- Evaluated existing commitments from JRAH as pilot partners and initial customers.
- Data sources included current trends in regional health systems and potential economic models.

3. Key Debates & Challenges

- Discussion centered on the scalability of the solution beyond JRAH and Missouri's borders.
- Debate on pricing models: Incentives versus long-term perceived value.
- Resolved with a flexible pricing strategy tied to observed outcomes during pilots at JRAH.

4. Final Recommendations

- Utilize JRAH for iterative testing, capturing detailed feedback from all stakeholder groups.
- Develop case studies based on pilot outcomes for further expansion efforts.
- Continuously monitor industry trends and adjust product adaptability accordingly.
- Acknowledged need for conservative financial projections while proving the solution's scalability.
- Potential expansion beyond Missourian markets contingent on the success of initial implementations.