

INFUSION

Empowering patients
to take control of their lives

Serhan Ulkumen / Deanna Lam / Brian Cohn / Martin Shapiro



INFUSION

THE PROBLEM

Chemotherapy patients struggle to balance their treatment with their lives.

Side effects of treatment interfere with attendance of important events.

“

I end up having to schedule my life
around chemotherapy—not just the
infusion dates, but the effect that
[chemotherapy is] having on my body.

– Hodgkin’s Lymphoma survivor

“

I had to miss my own high school
graduation because my chemotherapy
side effects got worse after an
increased dose.

— 3x cancer survivor



Feeling really down now with chemo side effects (self.cancer)

submitted 1 year ago by  28M, Stage 3 Bowel Cancer, NET

So I've spent the last two days in bed, exhausted and constantly nauseous with diarrhea too. Cyclizine doesn't seem to be working and I'm hoping that now the capecitabine has stopped until my next oxaliplatin on Thursday that the effects of chemo will ease even for a few days. Just feeling really down at the moment and don't want to continue, I'm 2 cycles in to a 6 cycle course and I've felt so much worse after the second one that I'm dreading what it'll be like as the treatment goes on.

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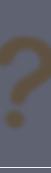
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 4 

 ?

BEP chemo, wondering about side effects and the future! (self.cancer)
submitted 9 days ago by 

Hi! I'm a 21 year old female, I was diagnosed with ovarian cancer, specifically a yolk sac tumor on June 20th, 2017. I've since had 2 surgeries to remove my left ovary and tube and then started BEP chemo. The plan is to do 3 cycles. I'm one cycle in, about to start cycle 2 this Monday. I didn't have too many side effects the first time around, a little nausea and fatigue in the first week and the hair loss started recently, think it'll all be gone in a few days :/
What I wanted to ask if anyone has experience with this, should I expect the chemotherapy and side effects to get worse in the 2nd and third cycle?
Also my afp levels have been going down, before surgery they were over 60k, afterwards they were in the 700s, then 300s and at 100 right now. Is there any chance that I can get by with only 2 cycles of chemo? If my levels keep going down at this rate, do I have a chance of that?
Thanks for any help, if any one has experience w the bep regimen, please share your experience :)

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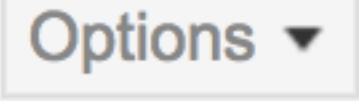
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Member



16-05-2017 03:11 PM

Hi everyone.. this may sound crazy to some of you but my best friend is getting married in august and I really want to be well for her wedding. I was diagnosed with BC Wednesday and after my initial lymph node surgery they want to proceed with chemo straight away. I feel fit and healthy right now and wonder if delaying it was an option, should I ask my team or is this a bad thought ?



OPPORTUNITY

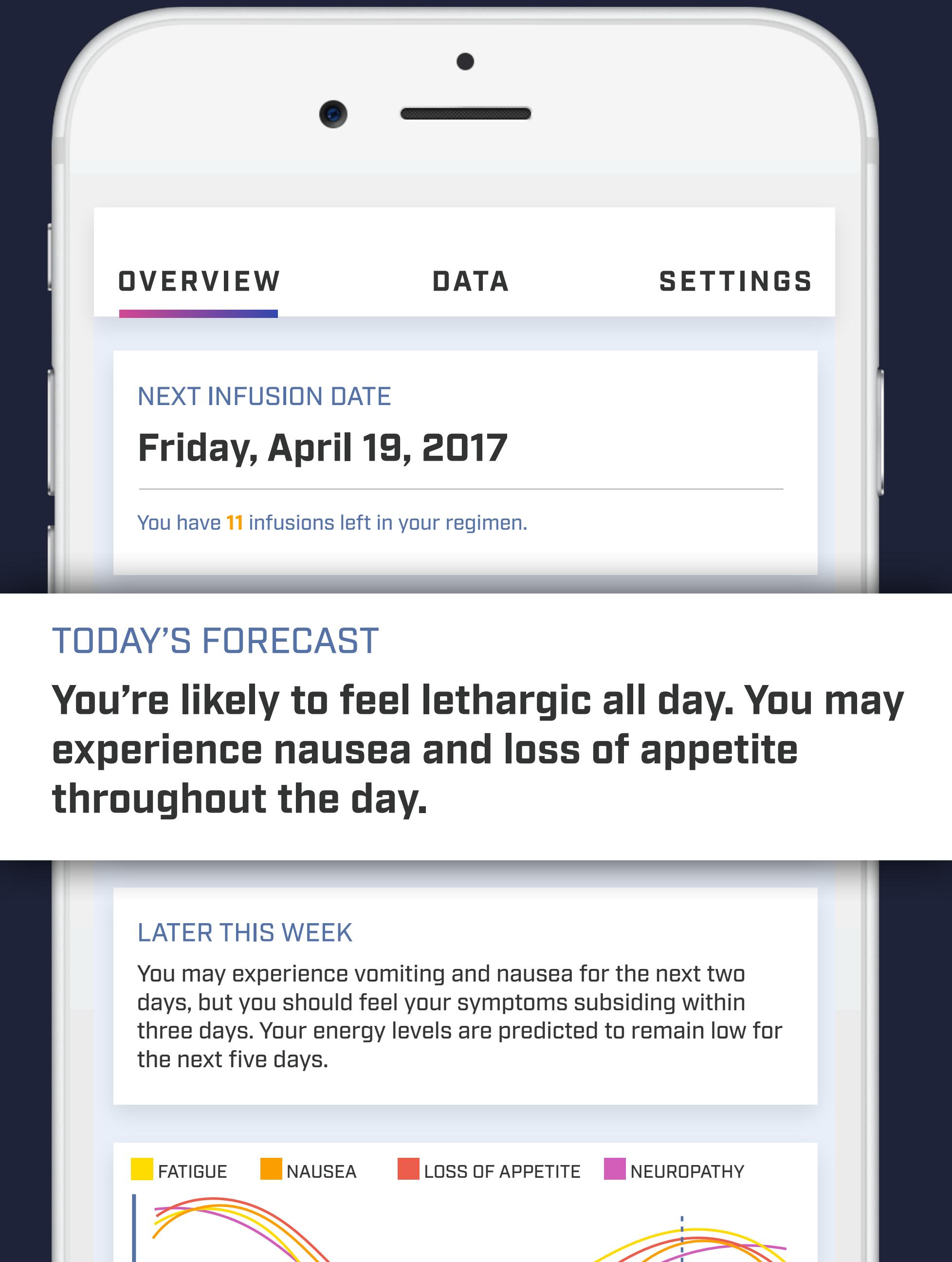
- Increase in participation/activity in online cancer groups
- Few high-rated medical apps that specifically target chemotherapy
- Existing symptom tracking apps are either difficult to use or don't provide real value to patients

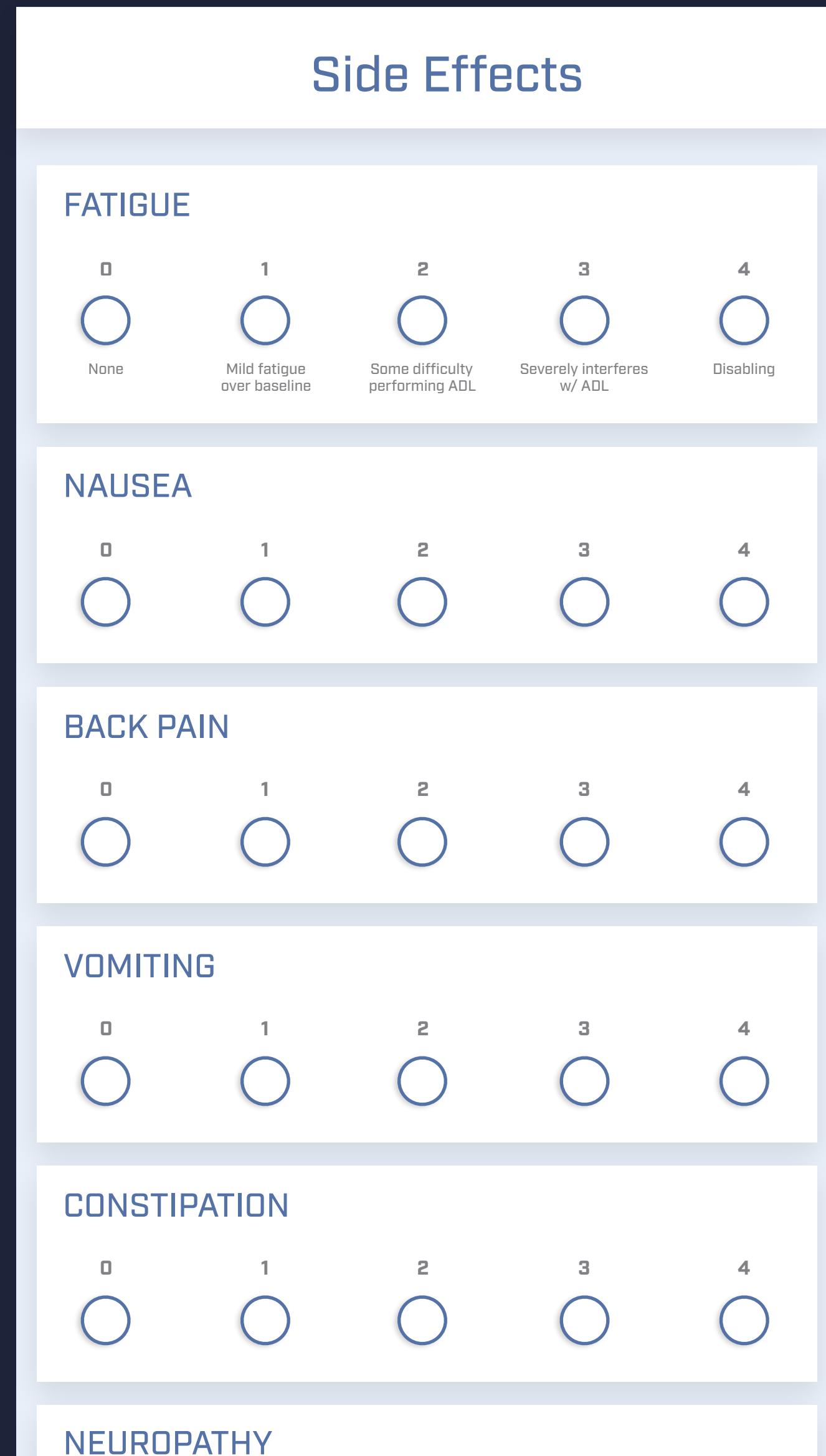


THE SOLUTION

Infusion helps patients
schedule chemotherapy
around their life, not their
life around chemotherapy.

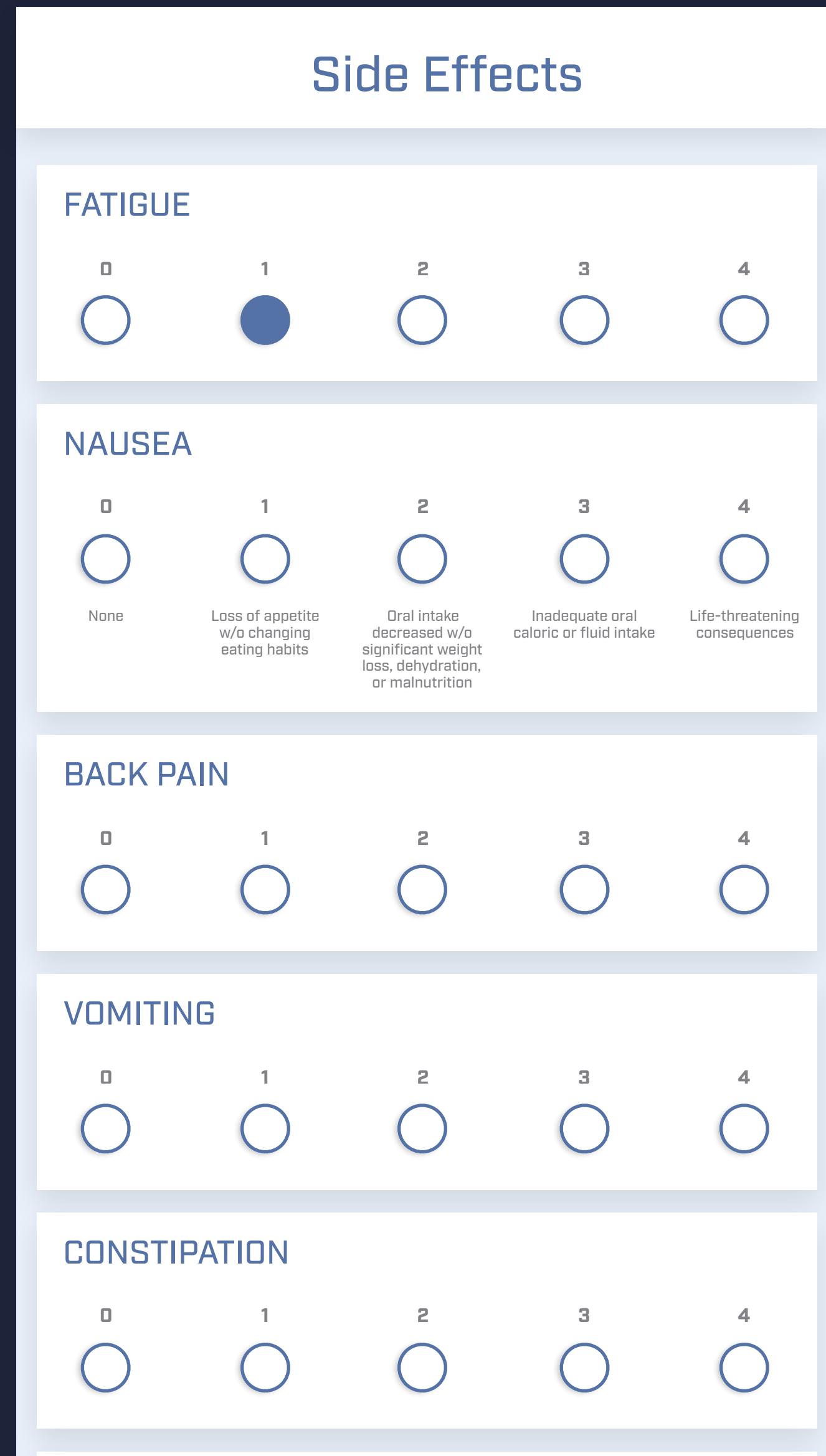
INFUSION





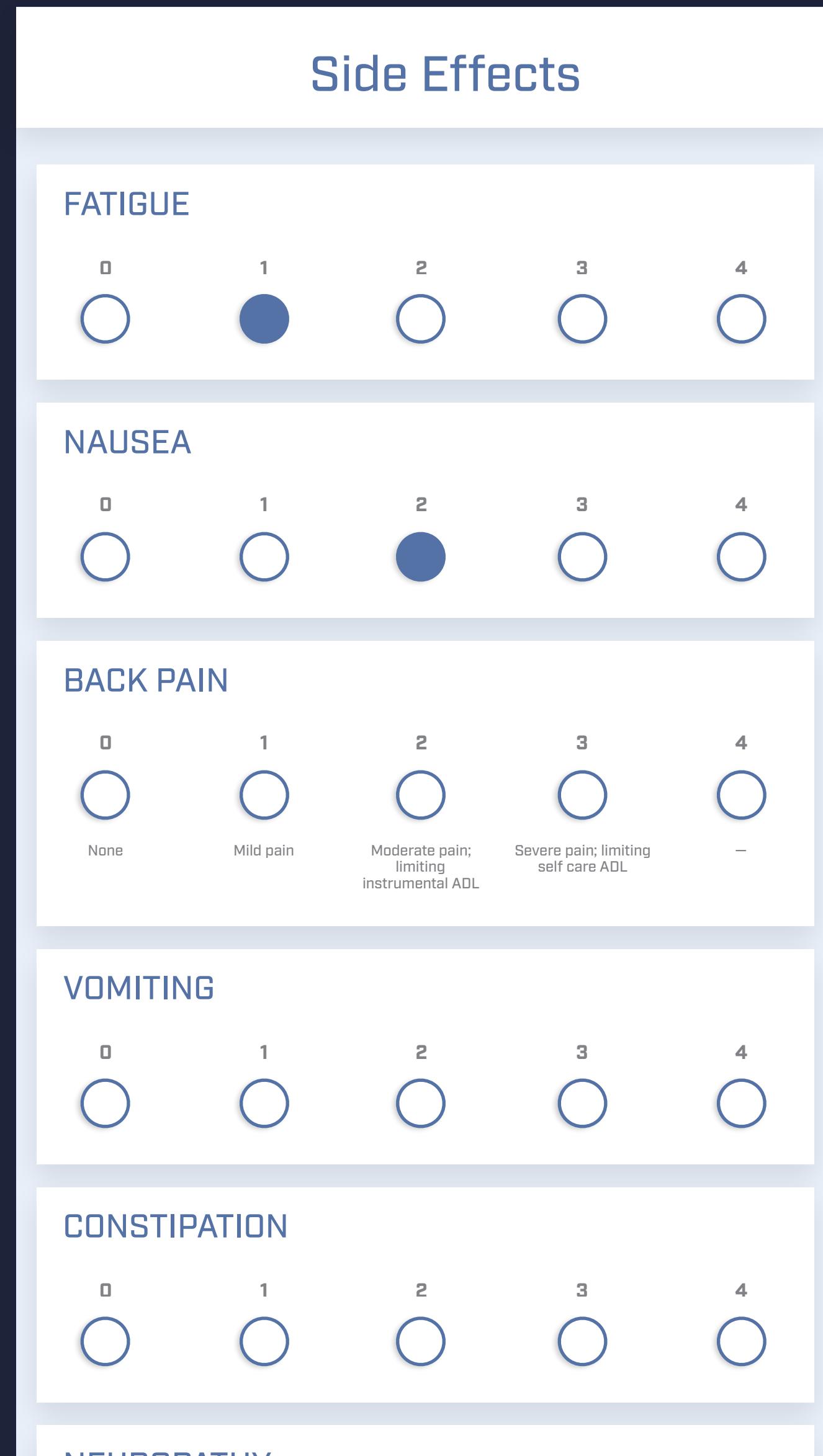
VALUE FOR USERS

Easily track and monitor side effects whenever, wherever



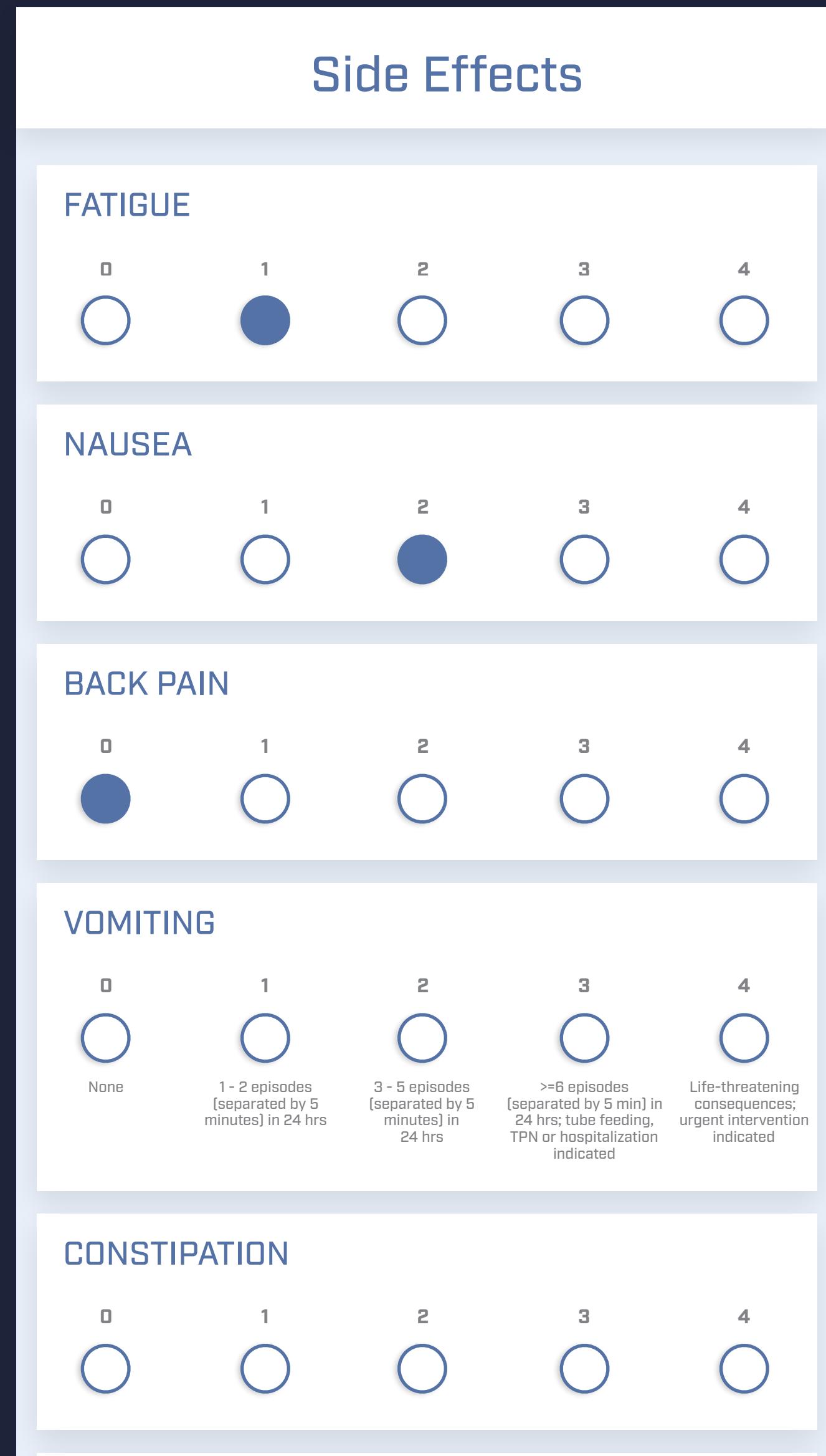
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OVERVIEW **DATA** **SETTINGS**

NEXT INFUSION DATE

Friday, April 19, 2017

You have **11** infusions left in your regimen.

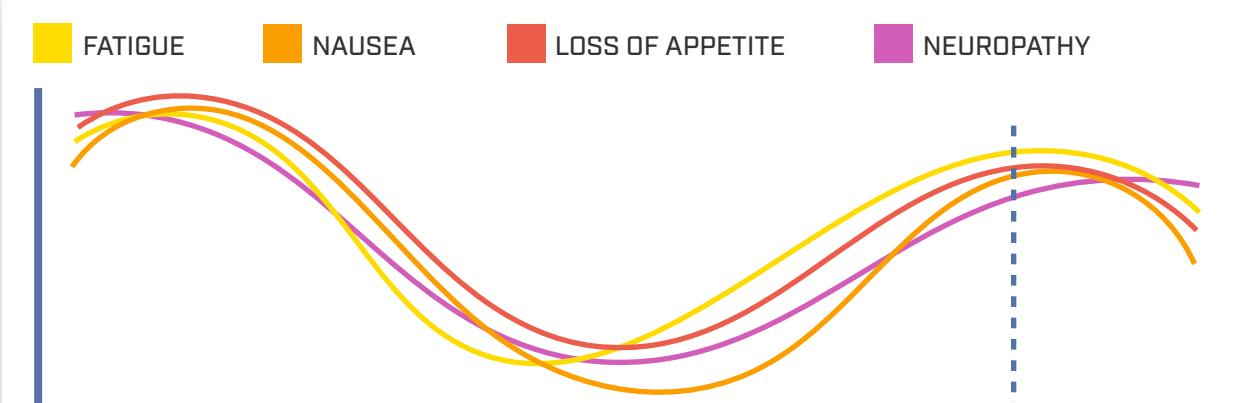
TODAY'S FORECAST

**You're likely to feel lethargic all day.
You may experience nausea and loss
of appetite throughout the day.**

LATER THIS WEEK

You may experience vomiting and nausea for the next two days, but you should feel your symptoms subsiding within three days. Your energy levels are predicted to remain low for the next five days.

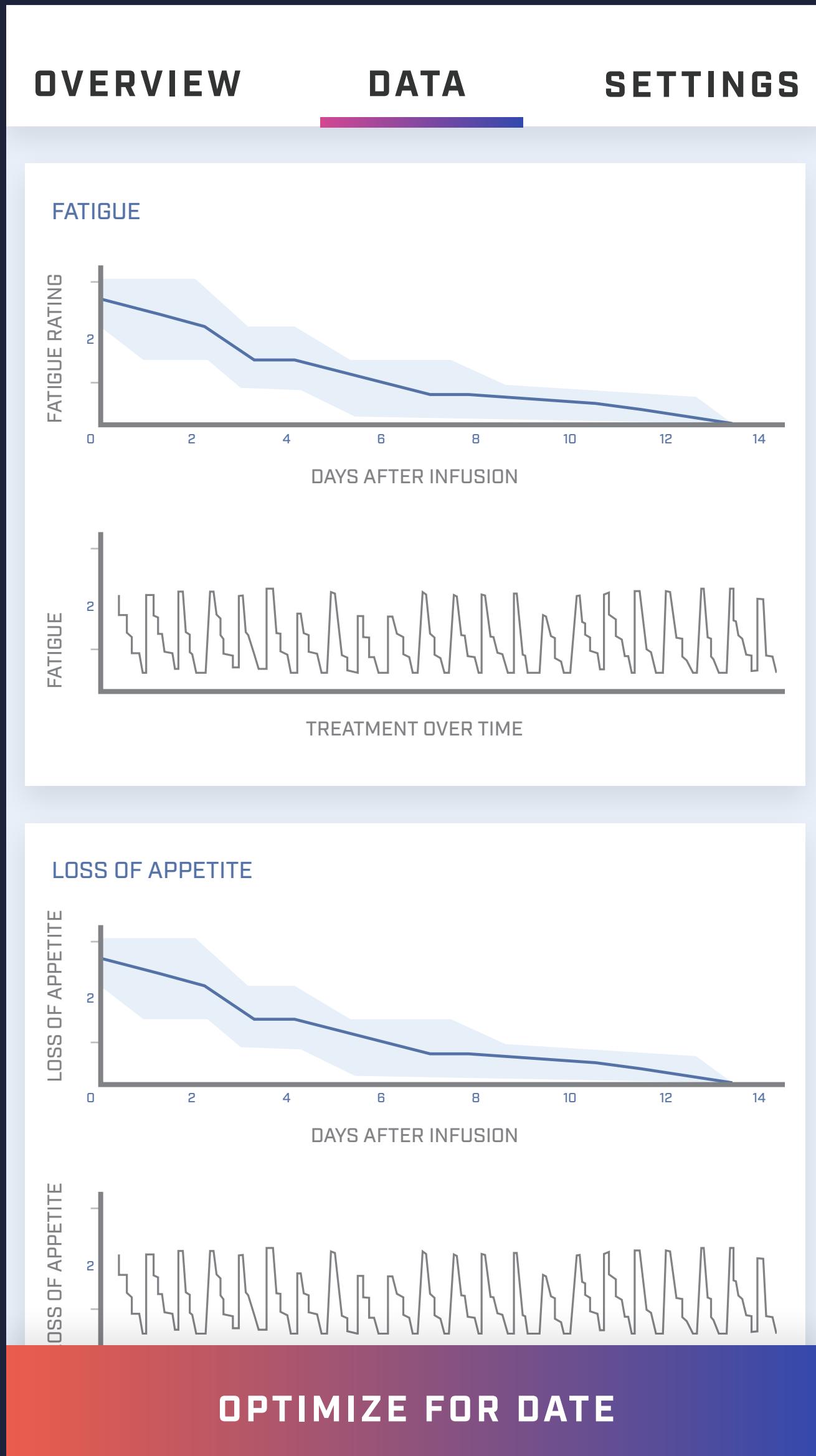
FATIGUE NAUSEA LOSS OF APPETITE NEUROPATHY



INPUT SIDE EFFECTS

VALUE FOR USERS

Make sense of what's happening in their body



VALUE FOR USERS

Make sense of what's happening in their body

The screenshot shows a mobile application interface titled "Optimize for Date". At the top left is a back arrow icon. The main title "Optimize for Date" is centered at the top. Below it is a section titled "CHOOSE A DATE" with a date input field showing "06 / 29 / 2017". A descriptive message states: "Based on your current schedule, you're predicted to feel severely fatigued (with a fatigue level of 4) and nauseous throughout the day. You may also experience constipation." Under the "SUGGESTION" heading, it says: "To minimize the side effects on **June 29, 2017**, you will need to adjust your current schedule: You currently have an infusion scheduled for May 3, 2017. Moving your infusion to **May 2, 2017** will yield minimal side effects with a fatigue level of 0." At the bottom is a large red button labeled "UPDATE REGIMENT".

INFUSION

VALUE FOR USERS

Schedule with confidence
and plan around life events

< Optimize for Date

CHOOSE A DATE

06 / 29 / 2017

Based on your current schedule, you're predicted to feel severely fatigued (with a fatigue level of 4) and nauseous throughout the day. You may also experience constipation.

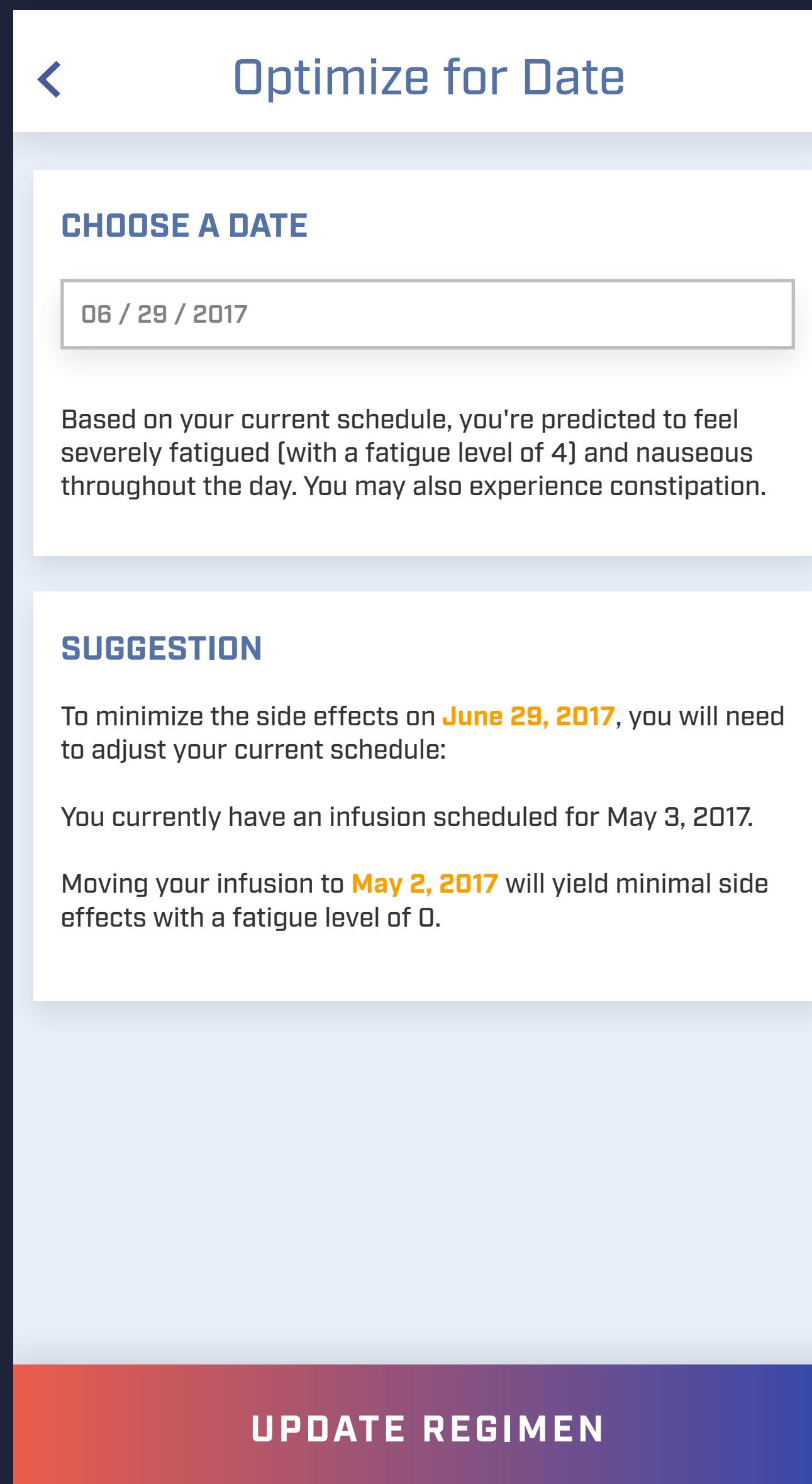
SUGGESTION

To minimize the side effects on **June 29, 2017**, you will need to adjust your current schedule:

You currently have an infusion scheduled for May 3, 2017.

Moving your infusion to **May 2, 2017** will yield minimal side effects with a fatigue level of 0.

UPDATE REGIMEN

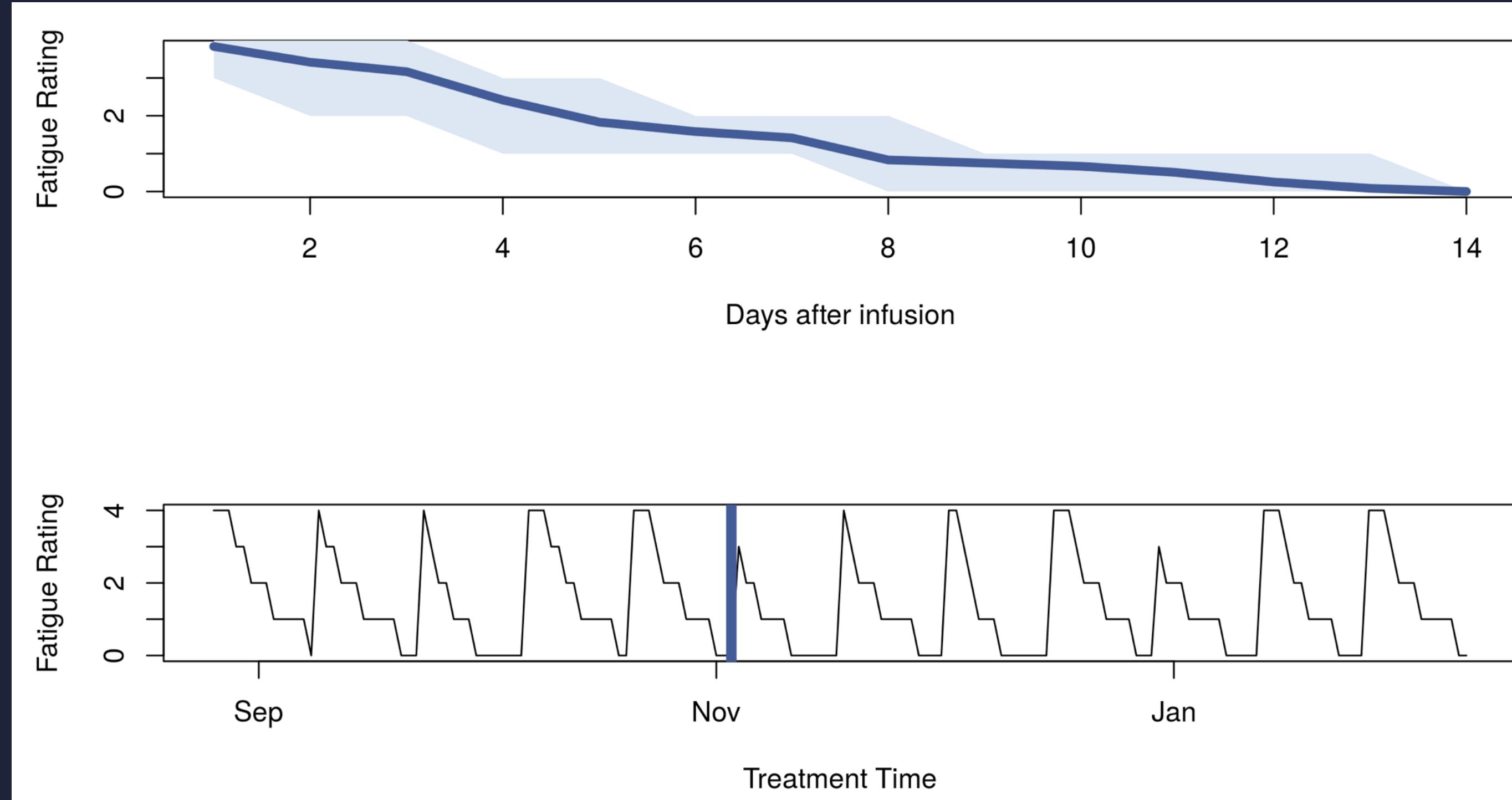


“

Having my team of doctors working together to get me to prom meant so much. Because of their help, I was able to have one night of being a normal high school student, not worrying about treatments, or doctors' appointments, or blood counts. That is one night I know I will never forget.

– 17 year old
Hodgkin's Lymphoma patient

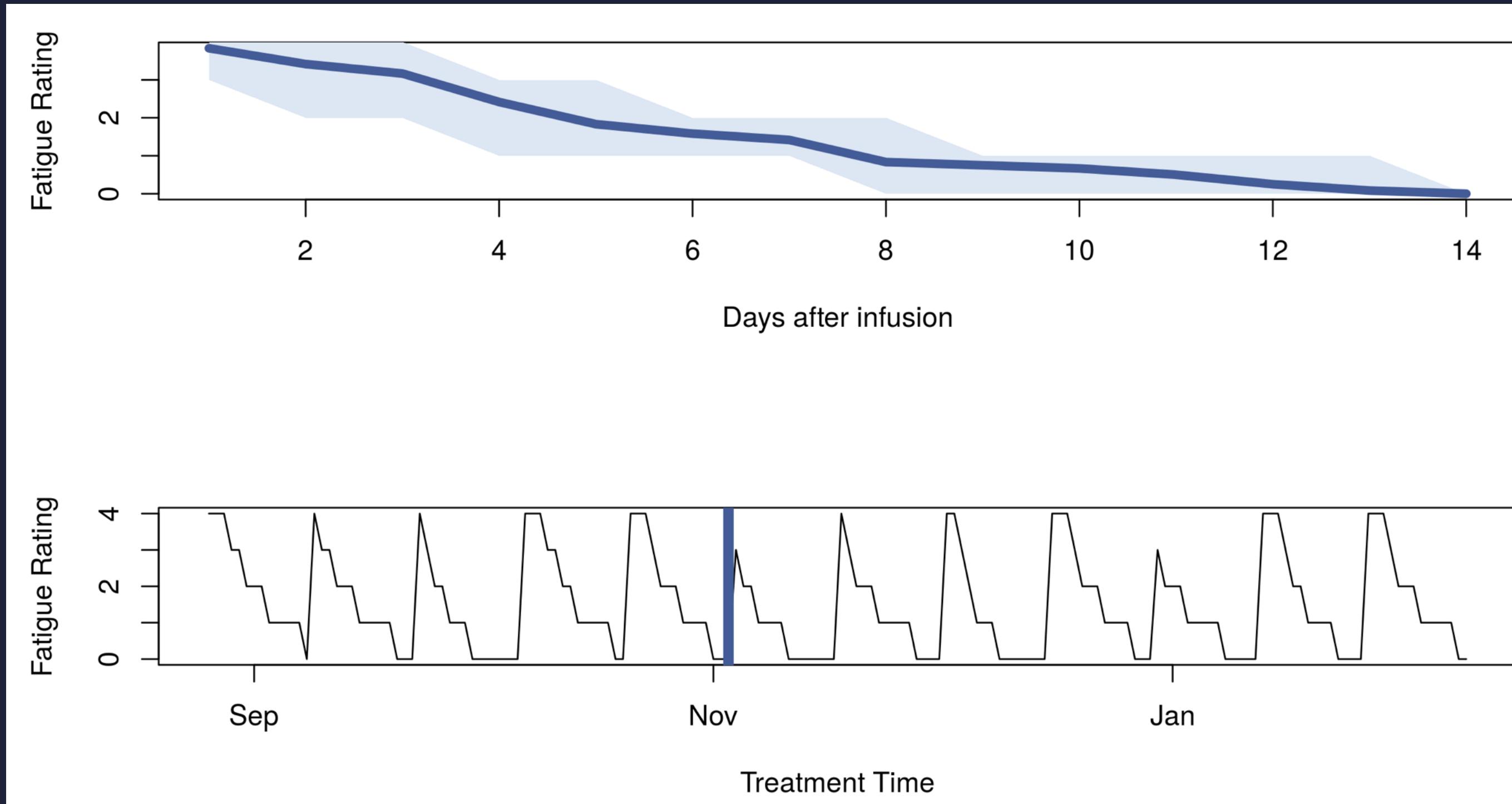
THE TECHNOLOGY



Phase 1: Descriptive Statistics

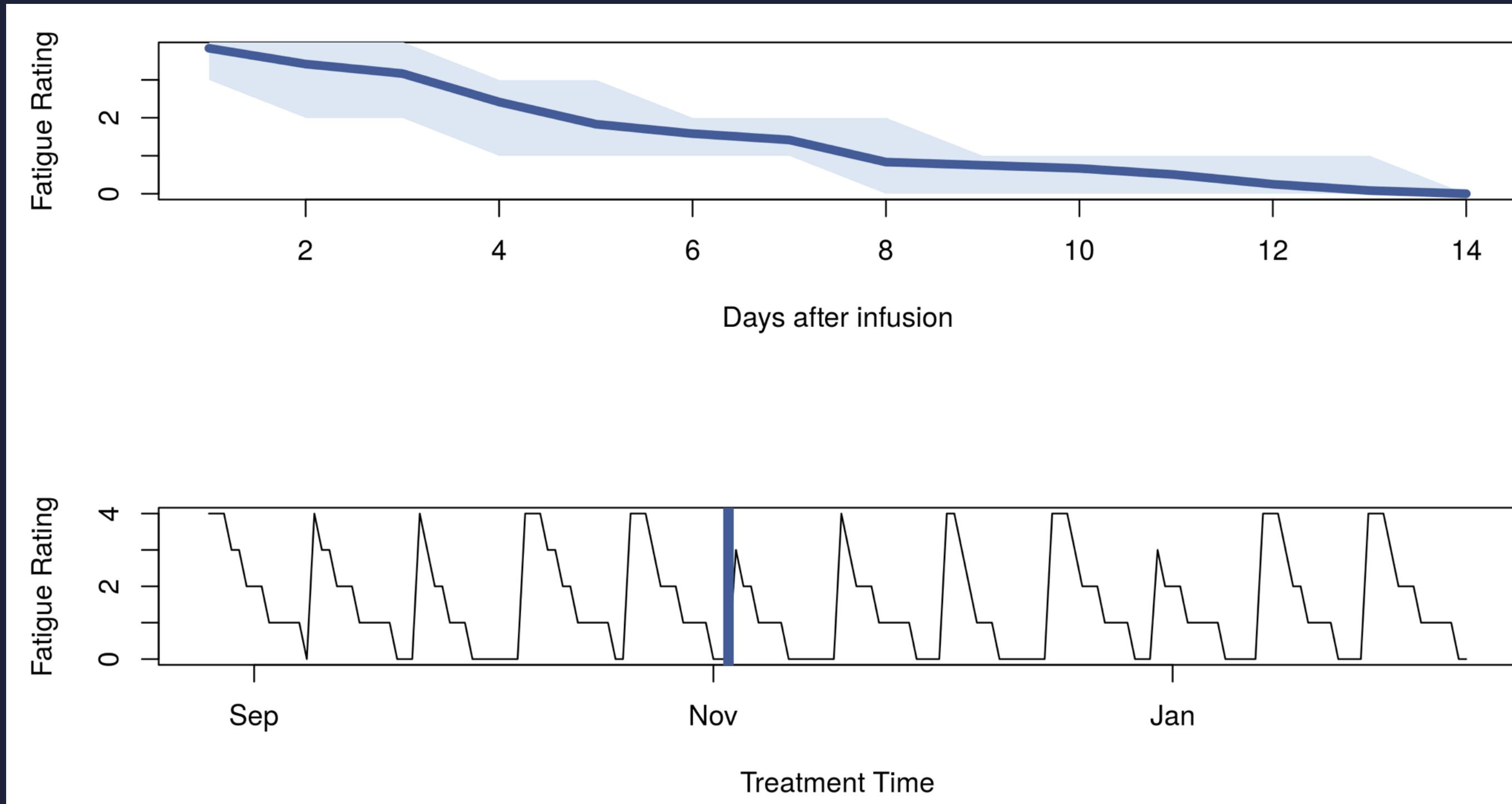
INFUSION

THE TECHNOLOGY



Phase 2:
Decay Modeling

THE TECHNOLOGY



Phase 3:
Advanced Analytical
Modeling

BUSINESS MODEL

Hospitals + infusion centers + advocacy groups + managed care orgs

PARTNERSHIPS

Generate organic traffic + increase demand through events + outreach

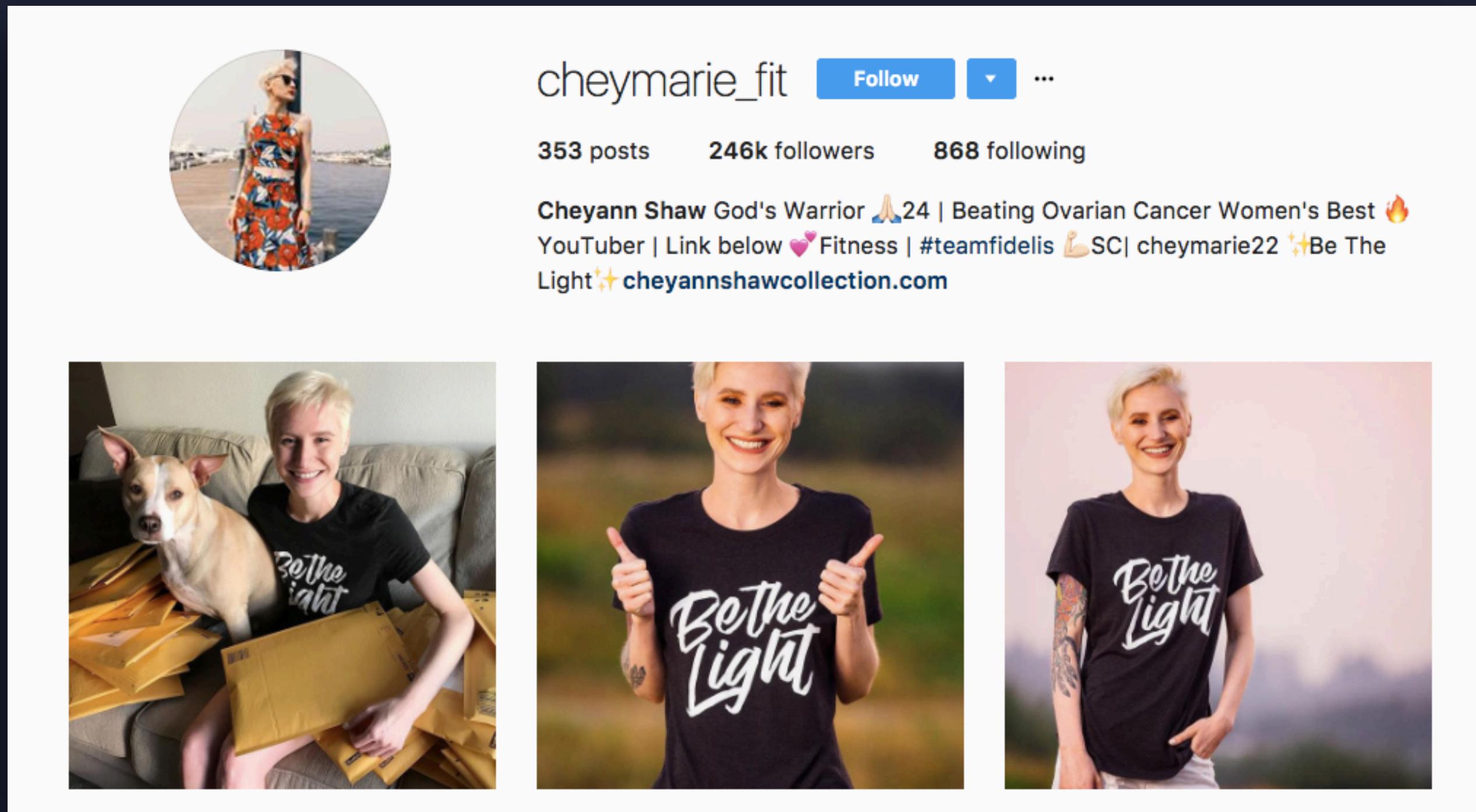
ACQUISITION

Large user base + high quality data + better communication between patients + physicians

POTENTIAL

Infusion partners with medical organizations to provide a free, patient-centric app that empowers patients and strengthens communication between patients and physicians.

REACHING THE USER



Direct Marketing

- Hosted events + outreach

Organic Traffic (Social Media)

- Organizations + popular personal social media accounts for pre-launch + launch-day coverage

Paid Search

- Google Sponsored Links
- Facebook Ads
- SEO

REACHING THE USER

Schedule chemotherapy around your life.

Ad <http://infusion.co>

Easily track and monitor your side effects to predict how you'll feel in the future. Structure your regimen around the people and events that matter most.

Direct Marketing

- Hosted events + outreach

Organic Traffic (Social Media)

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THE COMPETITION

	Estimated downloads	Cancer-Specific	Patient-Centric (Usability)	Symptom Tracking	Informative	Predictive Analytics
CareZone	> 1,000,000		x	x (observation journal)	x	
My Cancer Coach	5,000	x		x (observation journal)	x	
Symptom Management Guide	5,000	x		x	x	
CancerAid	> 1,000	x	x	x	x	
Chemo Calendar	< 500	x		x		

THE TEAM



Serhan Ulkumen
BS Computational
Neuroscience



Deanna Lam
BA Design | Media Arts



Brian Cohn
PhD Computer
Science

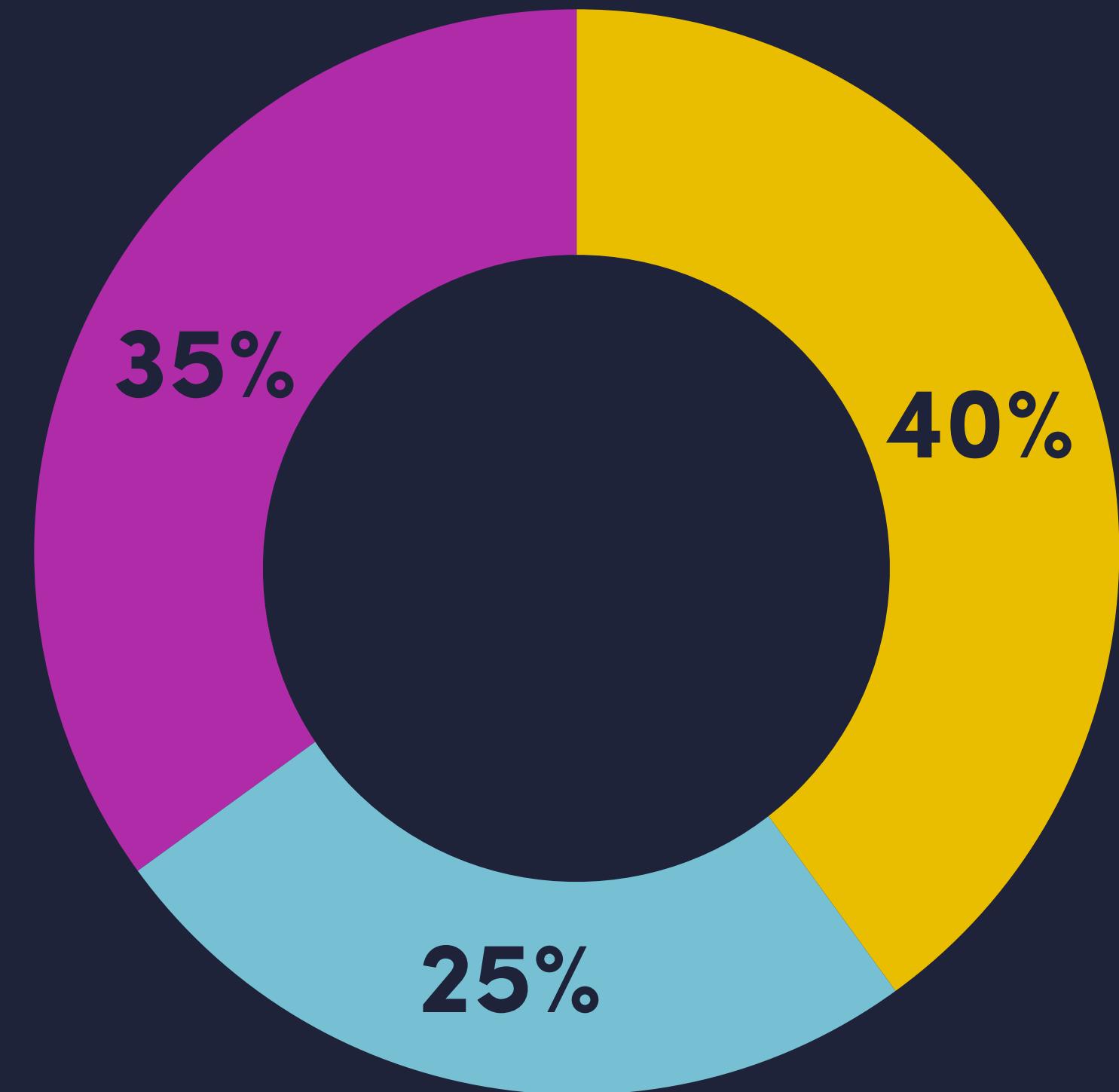


Martin Shapiro
MD, MBA

Developer: Taegyum Kim

FINANCIAL PROJECTIONS

- Development: \$8,750
 - App development + QA
- Traditional Advertising: \$6,250
 - Hosted events + outreach
 - Marketing collateral (flyers, brochures)
- Digital Marketing: \$10,000
 - Facebook ads (CPC: 27.62 cents)
 - Google sponsored links
 - Social media partnerships
 - Website hosting for landing page



DIGITAL MARKETING



FACEBOOK ADS

Conversion Rate: 10%

Customer Acquisition Cost: \$2



GOOGLE SEARCH

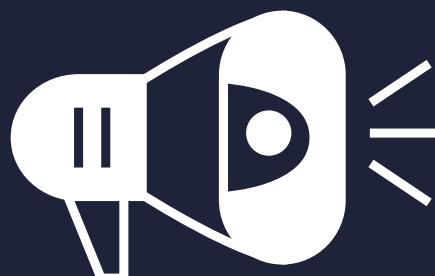
Conversion Rate: 2.75%

“chemotherapy side effects”

1 K-10 K monthly searches at \$1.96

Continuous Maintenance:

- Social Media Engagement
- Track Usage Rank
- Measure Reach of Specific Media Channels



CAMPAIGN DATES

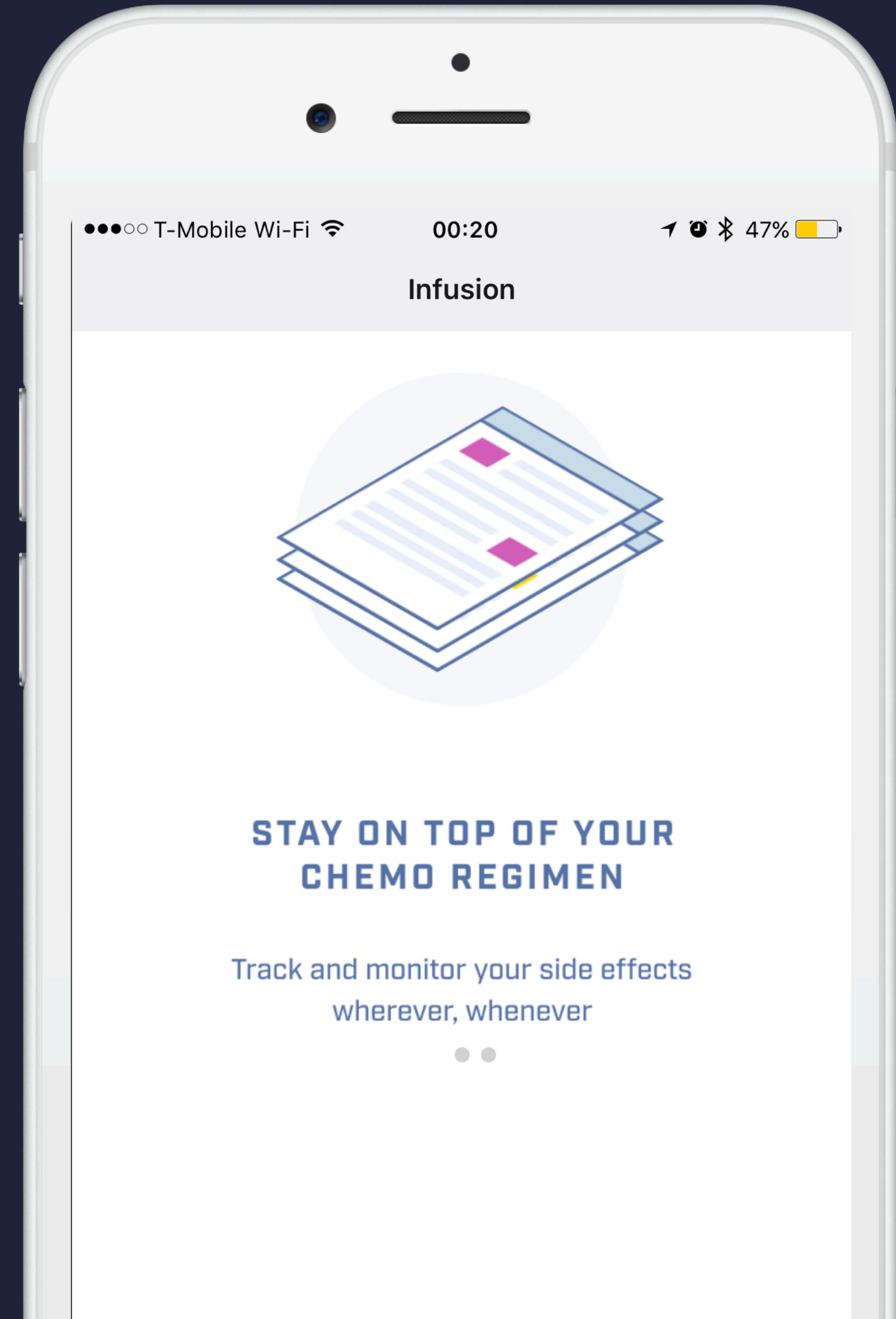
Late summer, early spring

1 mo. pre-launch,

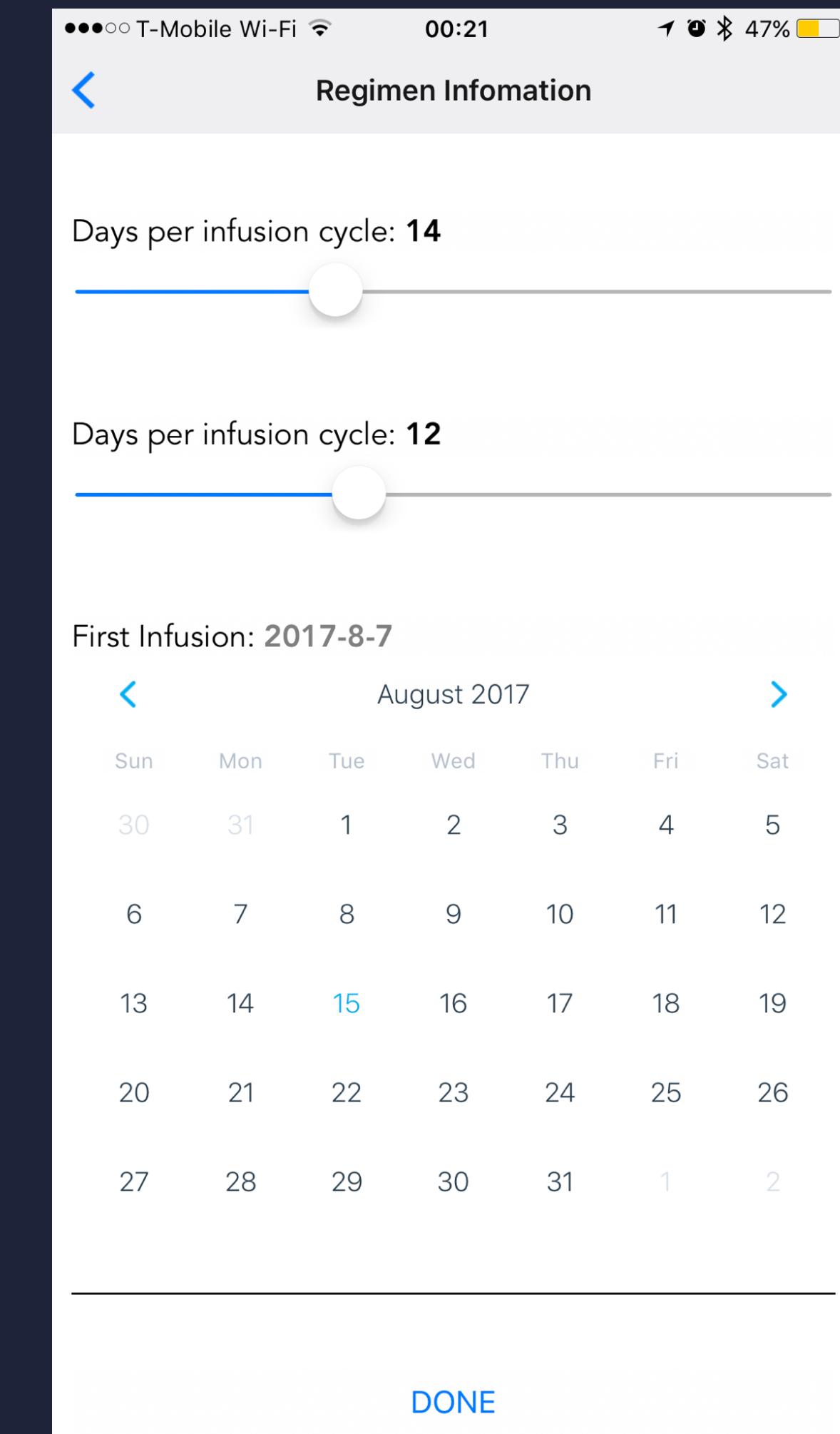
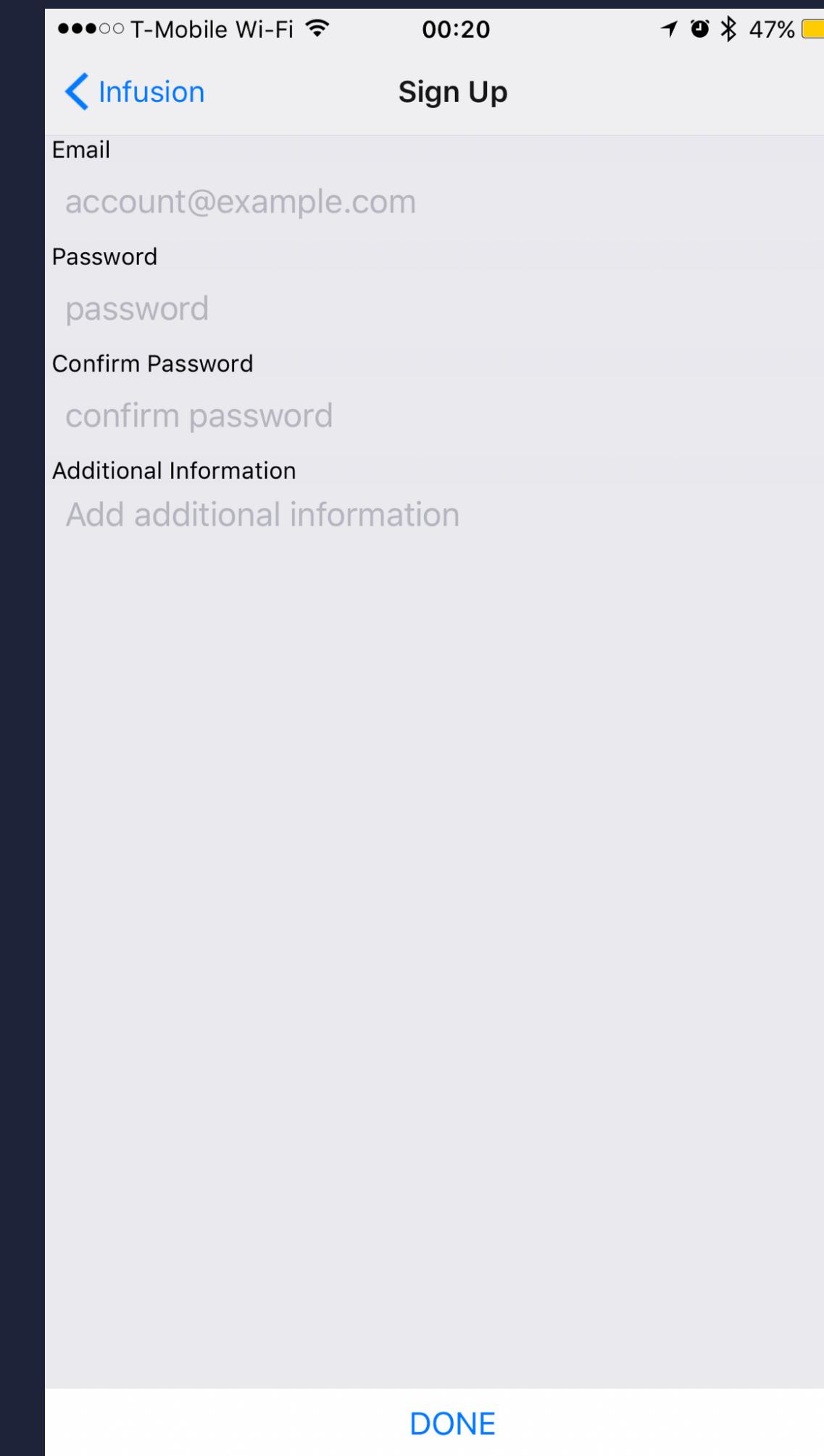
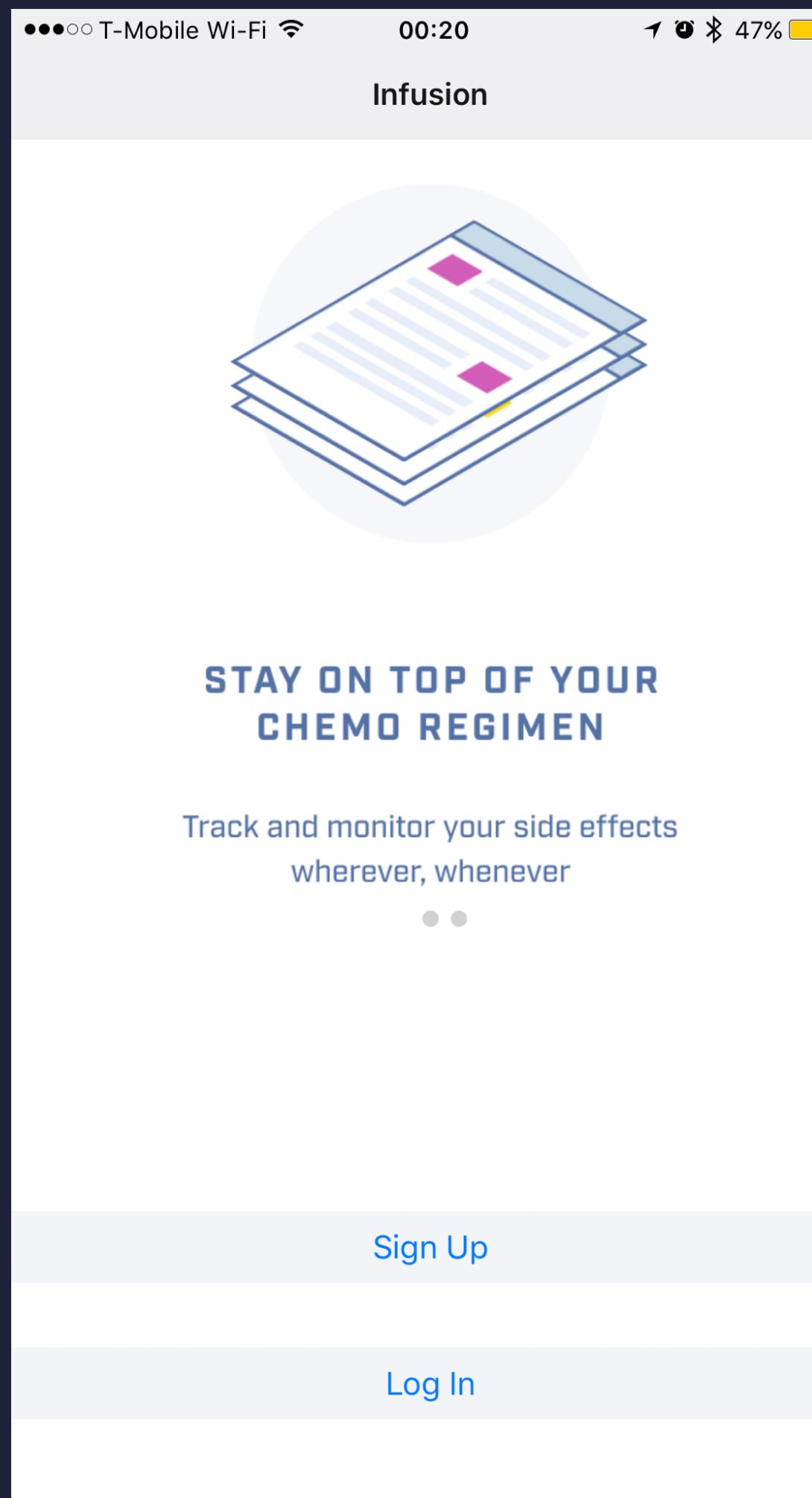
2 weeks after launch day

CURRENT STATUS

- Patient + physician interviews
- Landing page for website
 - Collect emails to send launch-day updates
- Working prototype of app



SEAMLESS ONBOARDING



CORE FUNCTIONALITY

Carrier ⌂ 11:23 PM

< Side Effect

FATIGUE

NAUSEA

APPETITE

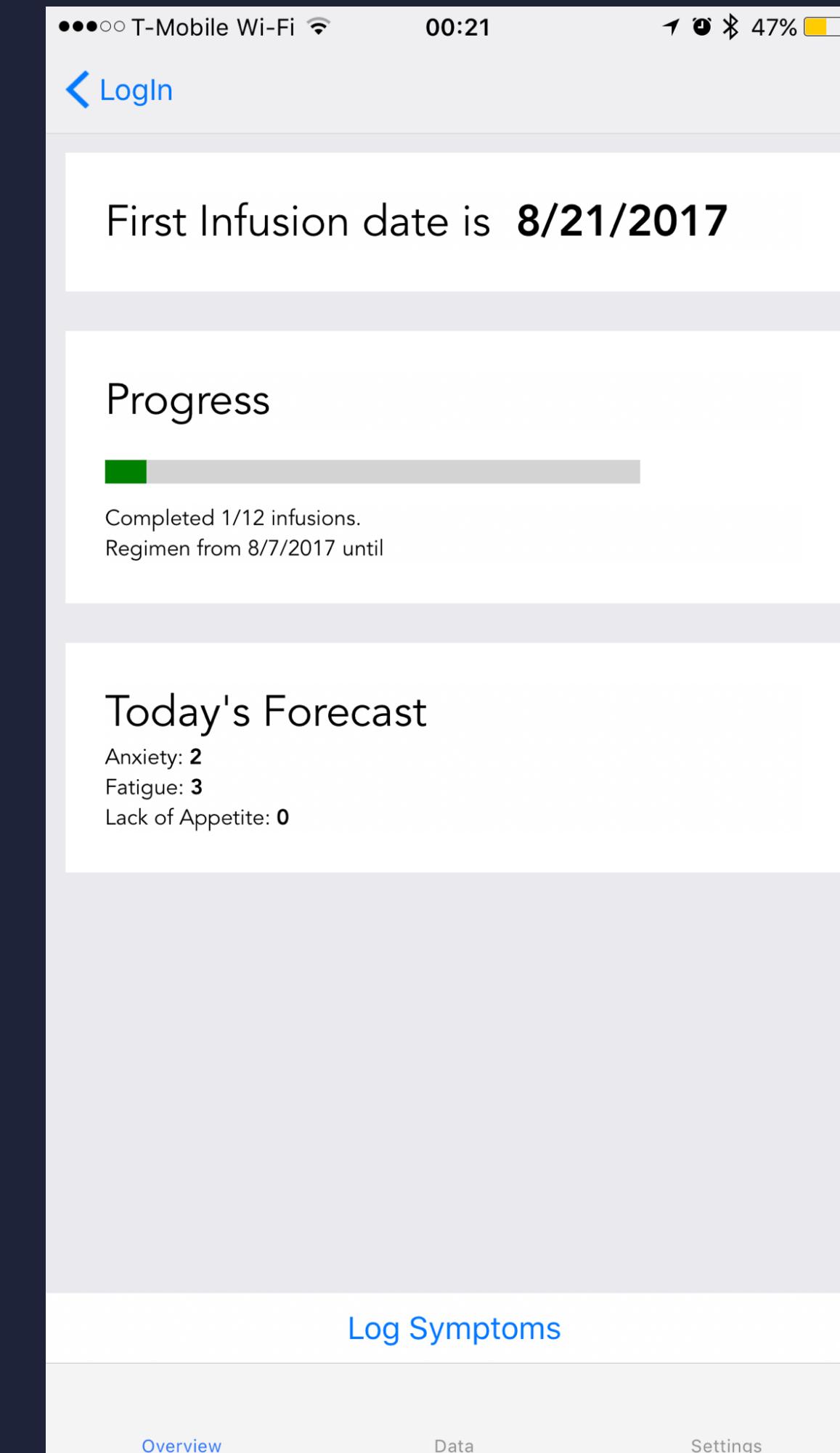
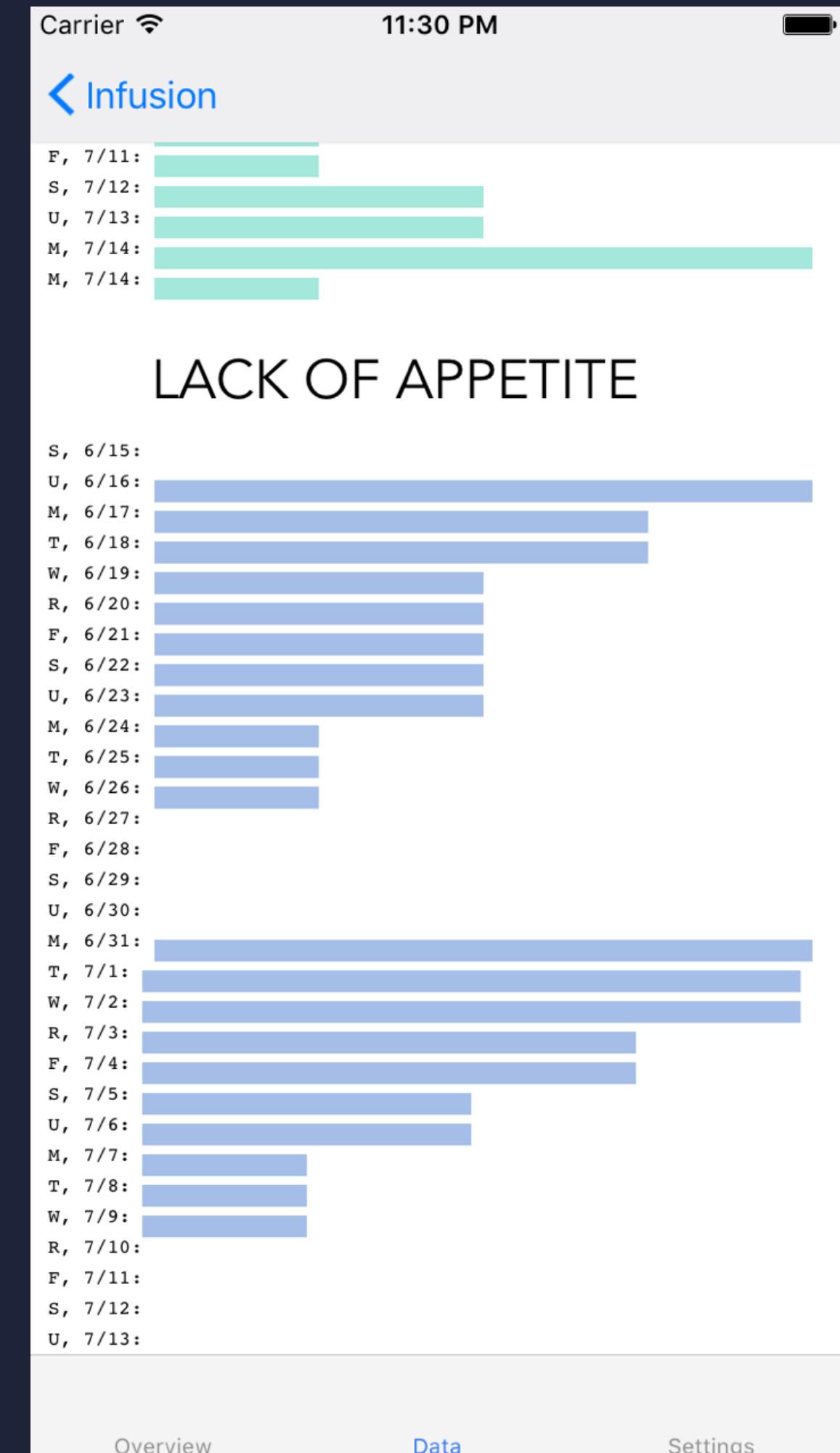
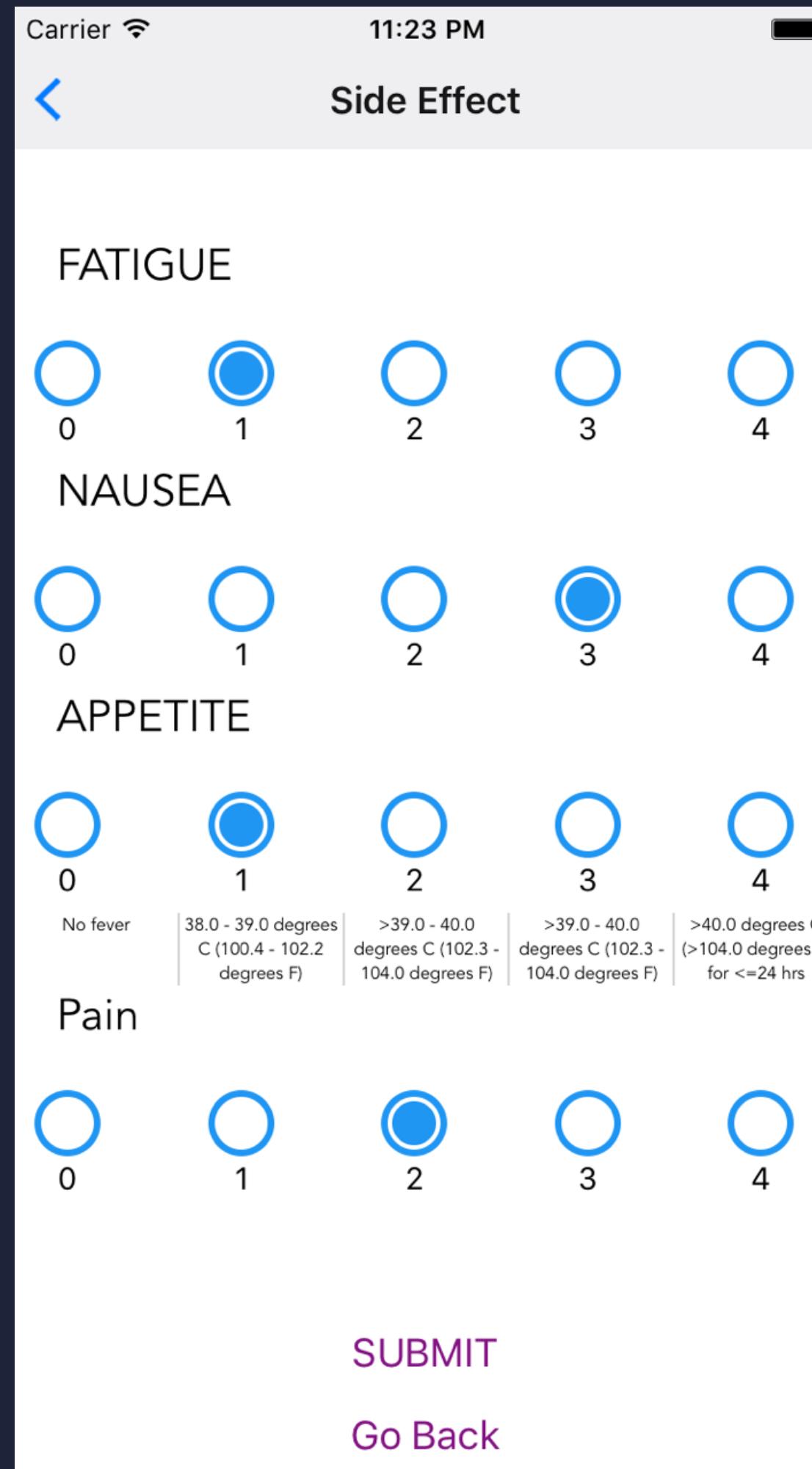
Pain

SUBMIT

Go Back

0 1 2 3 4

No fever | 38.0 - 39.0 degrees C (100.4 - 102.2 degrees F) | >39.0 - 40.0 degrees C (102.3 - 104.0 degrees F) | >39.0 - 40.0 degrees C (102.3 - 104.0 degrees F) | >40.0 degrees C (>104.0 degrees F) for <=24 hrs



QUESTIONS