PROBLEM

Investing in health is very costly for millions of people around the world, specially when it comes to medical treatments and surgical procedures. In 2020, INEGI identified the existence of 33 million people in the country who do not have affiliation to public or private health services. The few foundations that support individuals are limited, almost always, to offer scholarships and grants for studies or support artistic or research projects, currently large companies have their own foundations that support different purposes, as an example we can mention the BBVA Mexico Foundation. However, according to a report made by INEGI in 2020 only 7.2% of the total funds of these organizations are dedicated to support the health sector in Mexico.

In 2015 the father of my best friend and teammate was diagnosed with a serious illness, costs such as airfare and lodging in highly industrialized cities are very high. Added to this was the fact that he needed a kidney donor, and let's face it, it's a bit hard to come by and he needed it urgently. He had to sell all his property, leaving himself totally exposed. This is not only the story of my friend, it is the reality of millions of Mexicans every day.

According to an interview with Business Insider, hospitalization costs for a kidney transplant can range from 1,700 USD to 10,000 USD, depending on the hospital where it is performed.

SOLUTION

Thinking of each of the 33 million people who do not have access to health services, we devised a web application that allows the general public to make direct donations to low-income families to cover emergency expenses and immediate needs, without the need for bank transactions, the use of debit cards or the limit of cash withdrawal by banks. All this through a network or simply with the use of a cell phone.

Why is it feasible?

Well, and you may be wondering if it is a direct transfer without commissions, how is this project profitable? A clear example is the data from the United Nations, which tells us that in Mexico there are 7.1 million people with disabilities, which is equivalent to almost 6 percent of the total population of the country. This represents a challenge for governments that must attend to and support this segment of the population. In this context, local and federal authorities have chosen to financially support organizations or projects that support people with disabilities or chronic diseases. If this is not enough, it is worth mentioning that millions of advertisers compete for advertising space. This means more money, more relevant ads and more advertising space occupied. Resulting in project funding and the extension of the project to more market horizons.



