

Doug Thomas & Tikvah Health and Wellness Sync

Overview

Project Overview & Goals: Tikvah aims to build a search tool for holistic health providers, starting in Charleston with plans for broader reach. MVP set as a filterable database, future versions will integrate with insurance & employers.

Business Model & Monetization: Revenue from platform access fees for employers, navigation services for members, and provider commissions. Options for freemium/paid features for practitioners to enhance user/provider support.

Technical Approach & MVP Development: Doug Thomas proposes an iterative MVP approach, beginning with a local prototype using UI & database, transitioning to a cloud-based solution (AWS, Python, Flask). Initial focus on backend services; UI enhancements (like Google Maps) to follow based on B2B/B2C strategy.

Timeline & Resource Planning: MVP vision completion targeted for August/September. Development based on 20 hours/week from Doug Thomas, who is ready to start and will document architecture for future scaling.

Team Structure & Next Steps: Doug to create a detailed project plan with timeline for MVP phases. Jack Lynch to manage onboarding with Catch Talent; David Thedinga and Vicente Munoz to explore SCRA funding and project costs. Follow-up meeting to connect Doug with investors/marketing team.

Integration & Prioritization Discussion: Initial focus on backend B2B integration over B2C UI; backend services for employer/insurance integration prioritized while limiting front-end features initially. Expansion possible based on partnerships and

Notes

Project Overview & Goals (02:09 - 04:15)

Tikvah Health and Wellness seeks to develop a search tool for members to find holistic health providers, with initial focus on Charleston and plans for national/international expansion.

The MVP will be a small, filterable provider database, with future iterations to include broader functionality and integration with insurance carriers and employers.

Business Model & Monetization (13:03 - 17:15)

Revenue will be generated via platform access fees for employers and navigation/education services for members, as well as commissions from contracted providers.

Freemium and paid highlight options for practitioners are considered, with a focus on supporting both end-users and providers.

Technical Approach & MVP Development (17:15 - 23:35)

Doug Thomas proposes an iterative MVP: initial local prototype with UI and database, followed by a cloud-based version using AWS, Python, and Flask.

MVP will prioritize backend services and API development, with UI enhancements (e.g., Google Maps integration) considered for later phases depending on B2B/B2C focus.

Timeline & Resource Planning (24:48 - 26:17)

Target for MVP vision completion is August/September 1st, with development feasible at 20 hours/week commitment from Doug Thomas.

Doug is available immediately and will fully document the architecture for future handoff or scaling.

Team Structure & Next Steps (27:24 - 31:24)

Doug Thomas to provide a detailed project plan and timeline for MVP phases.

Jack Lynch to coordinate onboarding and contract details with Catch Talent and Dan Coombs.

David Thedinga and Vicente Munoz to review SCRA funding and coordinate with investors for project costs.

A follow-up meeting will be scheduled for Doug to meet investors and marketing team.

Integration & Prioritization Discussion (31:24 - 34:55)

Discussion on whether to prioritize B2B backend integration or B2C UI, with initial focus on backend services for employer/insurance carrier integration.

Front-end features may be limited initially, with potential for expansion based on partnerships and reimbursement models.

Action items

Doug Thomas

Provide a rough plan for an iterative MVP, starting with a local prototype and then outlining a cloud-based phase, including time estimates for each phase (22:03)

Send over a breakout of the project plan, including timeline for phase one and phase two, to Jack Lynch and the team (25:32)

Jack Lynch

Coordinate with Dan Coombs and the Catch Talent team regarding Doug's onboarding, including potential start date and contract details (29:33)

David Thedinga