

# **Launch Plan for Clerky – AI■Driven Clinical Consultation Platform**

## **1 . Company Structure & Registration**

- Form a private limited company (Ltd) via Companies House.
- Use SIC code 62012 – Business and domestic software development.
- Register for Corporation Tax and PAYE once trading.
- Apply for R&D; tax credits and SEIS/EIS advance assurance.

## **2 . Co■Founder Setup**

- Both founders listed as directors and shareholders (e.g., 1 000 shares each).
- Draft a founders' agreement covering roles, vesting, and dispute resolution.
- Assign all prototype IP to the company.

## **3 . Banking & Financial Setup**

- Open a digital business bank account (Starling, Monzo, Tide).
- Set up cloud bookkeeping (Xero, QuickBooks, FreeAgent).
- Create Stripe/PayPal accounts for future payments.

## **4 . Legal & Compliance**

- Use standard model articles; add shareholders' agreement before outside investment.
- Draft NDAs, contractor agreements, privacy policy, and terms of service.
- Map pathway for UKCA Class IIa medical■device compliance and UK GDPR.

## **5 . Go■To■Market Strategy**

- Pilot in an NHS maternity■triage unit with clinical champions.
- Gather metrics on time saved and guideline adherence.
- Iterate and expand to additional trusts via AHSNs and DigitalHealth.London.

## **6 . Funding Roadmap**

- Combine grants (AI in Health & Care Award, SBRI, Innovate UK) with SEIS angels.
- Target seed VC funds (AlbionVC, Crista Galli, Seedcamp) after successful pilot.

## **7 . Marketing (AI■Enabled)**

- Build a simple website and publish thought leadership content on LinkedIn.
- Use AI tools (ChatGPT, Jasper) for copy and visuals; schedule posts with Buffer.
- Capture pilot data for case studies and press releases.

## **8 . Leveraging Agentic AI Internally**

- Use GitHub Copilot/AutoGPT for coding; ChatGPT for documentation drafts.
- Deploy an AI support chatbot for users.
- Automate research and outreach tasks through Zapier + OpenAI.

## **9 . HighLevel Timeline**

Months 0–2: Incorporate company, bank account, legal basics.

Months 3–5: Build MVP, secure pilot site, apply for grants.

Month 6: Launch NHS pilot and gather data.

Months 7–9: Iterate, analyse results, prepare investor materials.

Months 10–12: Engage angels/VCs, close seed round, start regulatory submission.

Months 13–18: Scale to multiple sites, achieve UKCA, expand marketing.