

Startup Cockpit for Clownterapia

Market opportunity:

The Association "Ridere per Vivere" of trained Clown-Doctors aims to develop a new program that allows volunteers to visit long-term care patients in their own homes. Studies have shown that clown-therapy accelerates recovery from illness while supporting the patient's family. Activating a 'Clown-Doctor at Home' service requires committing two volunteers over a two month-period with bi-weekly visits, and thus activating trained new volunteers to develop the program (training lasts a year). Over the medium term, the association aims to have clown-therapy recognised by health insurance companies, and increase adoption by training social-health workers in Italian-speaking Switzerland.

Founder	Team	Innovation Field	Location	Profile
Cristina Allegri	5	Disruptive Commerce	Melano	Not For Profit

PROBLEM:

Business Model: Evaluate the startup's business model, revenue streams, and potential customer segments.

Product: Assess the product's features, usability, and potential for scalability.

Team: Assess the composition, skills, and experience of the startup's team.

Execution: Evaluate the startup's progress, timeline, and execution strategy.

Funding: Assess the startup's funding, cost structure, and potential for growth.

Risk Profile: Identify and assess the risks associated with the startup.

Exit Strategy: Evaluate the startup's exit strategy and potential for exit.

Start is looking for

Startups seeks sales and marketing support and a 500k financing round

FINANCIAL NOTES

Low. The project requires minimum capital contributions.

INCUBATION TARGET

Strategic, governance, iteration and validation of business model

SDGs CONTRIBUTION

3 GOOD HEALTH AND WELL-BEING



Milestones

