



stetho

www.stethoapp.com

PennVention Round 1 application
February 2016

Who is Stetho?

We are a group of MD and doctoral students passionate about improving healthcare delivery with the skills/ experiences to achieve real results



Michael

- UPenn MD/PhD candidate, class of 2018
- Experienced graphic designer



Hoameng

- UPenn MD/PhD candidate, class of 2019
- BS in BME from Stanford
- Experienced full-stack developer¹



Keyvan

- MD/MBA candidate between UPenn & Harvard Business School, class of 2016
- Former McKinsey management consultant

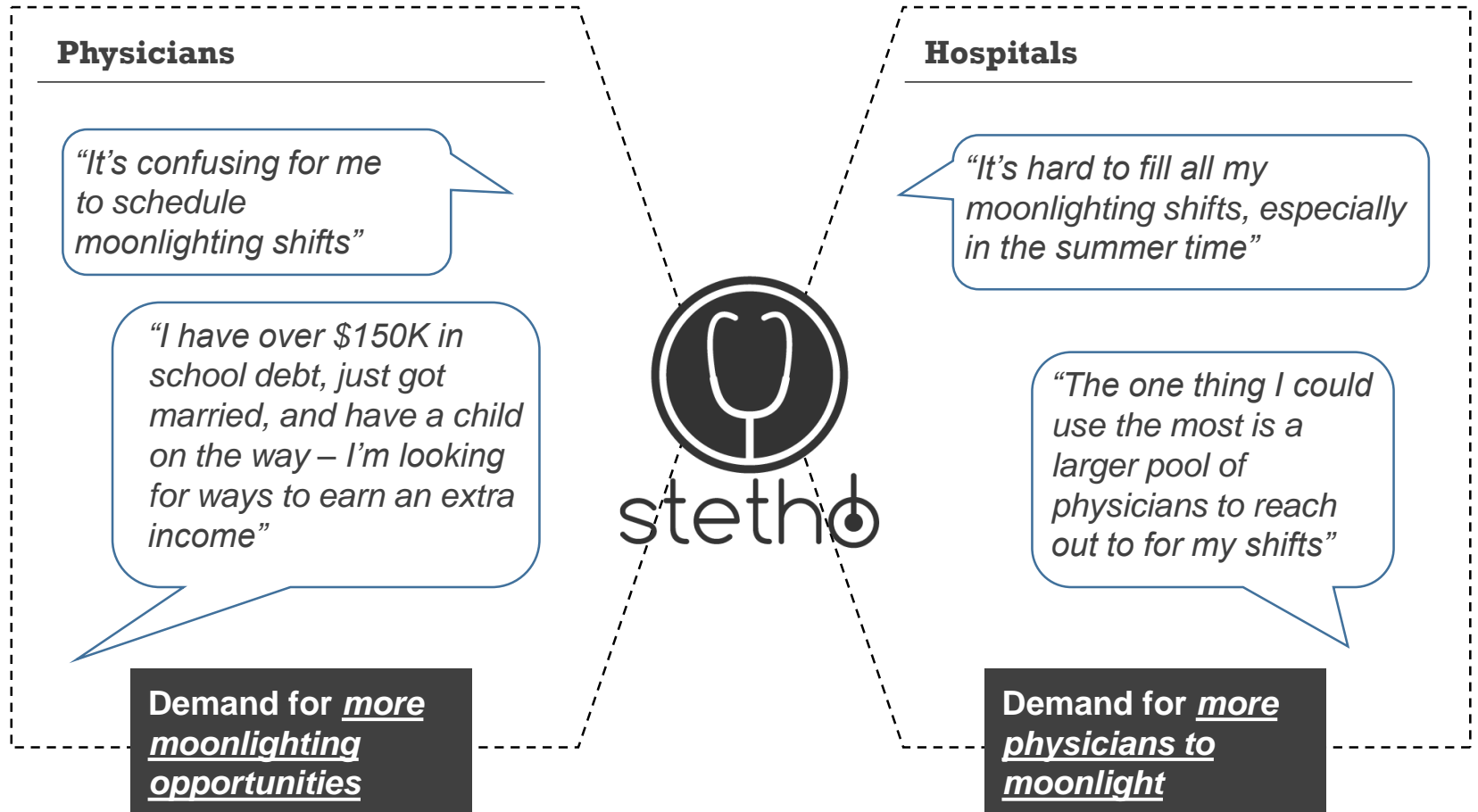


Lohith

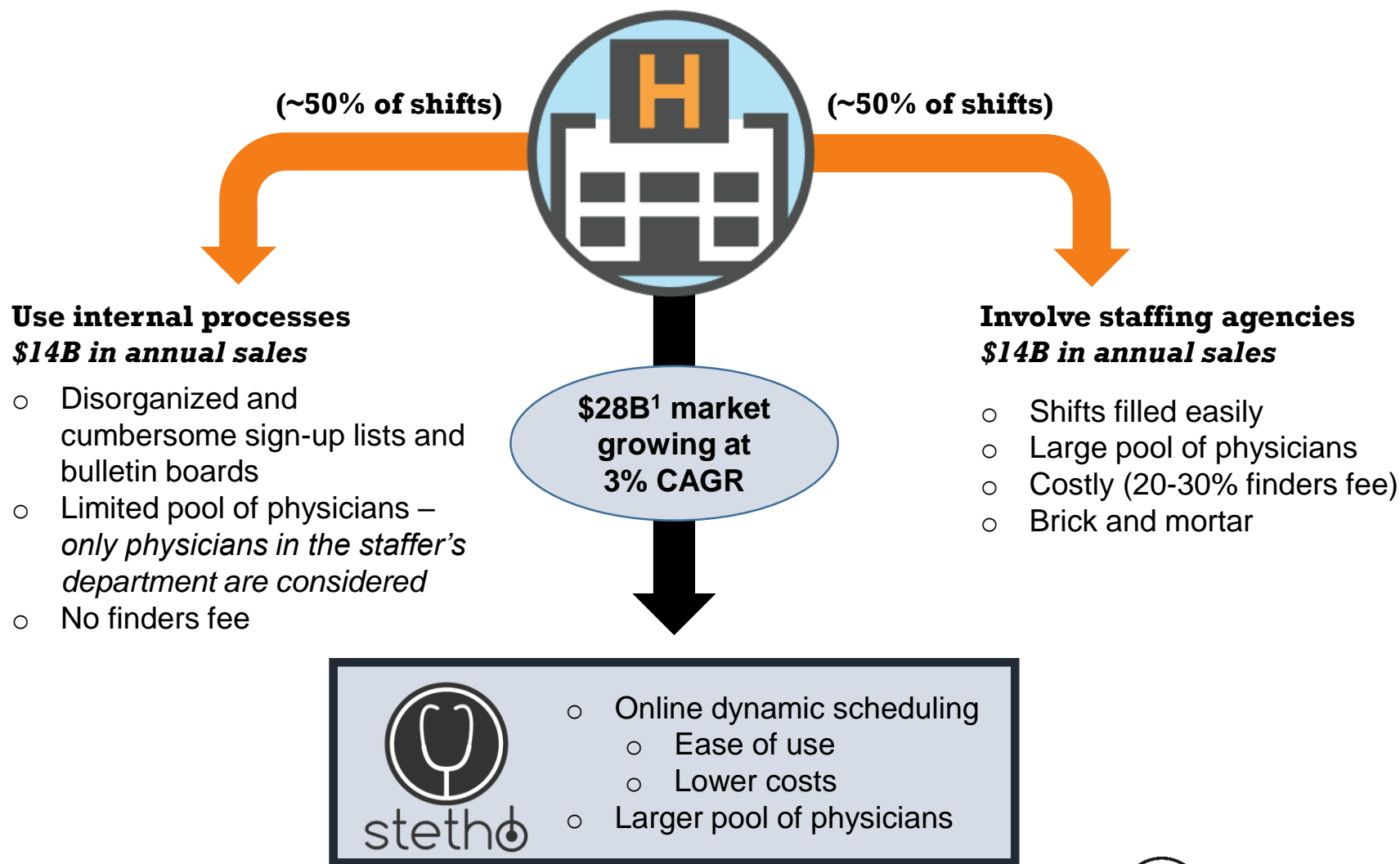
- UPenn MD/PhD candidate, class of 2019
- BS and Master's in EE and CS from MIT
- Experienced full-stack developer¹

¹ Includes languages (e.g., Python, JavaScript, CSS3, HTML5, SQL) and technologies (e.g., Django, MySQL, JQuery) critical to the product being developed

Stetho is an online market connecting hospitals who need to fill shifts with providers who want them




Current state: shifts are filled by staffing agencies and patchy internal informal processes



¹ \$14B in internal processes + \$14B in staffing agency spend = \$28B
Source: IBIS World Market Report, Scott-Macon Industry Analysis

Stetho is finishing its MVP in the next 6 months and testing it HUP¹ – *LOI is signed*

Timeline	Activity
	<i>Prove Stetho at one institution</i>
May 2016	1. Initial market analysis, conducted initial customer validation, incorporation, acquired the URL, logo creation
June 2016	2. Finish MVP
July – Aug 2016	3. Test/ refine Stetho with HUP scheduler . This includes the product validation experiments. <i>LOI has already been signed</i>
Sep – Dec 2016	4. Pilot Stetho at 5 departments at HUP ¹ . <i>LOI has already been signed</i>
Jan 2017 onwards	<i>Integrate neighboring institutions</i>
	5. Expand Stetho to include 3 hospitals in Philadelphia. Add billing/ payment capability to software
	<i>Scale quickly</i>
	6. Expand geographically and functionally – <i>Stetho is built to become a national marketplace for all healthcare based temporary staffing</i>

¹ Hospital of the University of Pennsylvania. A letter of intent (LOI) has been signed with the moonlighting administrator of 5 departments at HUP

\$20K PennVention award will enable Stetho to advance through the pilot and raise seed funds

Key uses of cash

USD

Legal counsel	5,000	<ul style="list-style-type: none"> • Manage release of interest with UPenn • Draft official contracts for pilot with HUP • Copyright code of MVP • Apply to provisional patent for Karma system • Prepare for seed funding – e.g., convert to C-corp from existing LLC
Personnel – summer interns	6,000	<p>Hire 3 undergraduate interns to accelerate product development and commercialization with focused projects in the following areas:</p> <ul style="list-style-type: none"> • Full-stack developer (back-end) • Web design (front-end) • Marketing plan
Testing and pilot	5,000	<ul style="list-style-type: none"> • Launch and run the described pilot at HUP. Includes the following <ul style="list-style-type: none"> • Print marketing material (e.g., flyers, pamphlets) • Launch event • Consider second pilot at second institution
Cash need	16,000	To be used for future pilots and cash cushion
Remaining cash	4,000	Contribute to cash needed till seed round