



## Healthcare Entrepreneurs' BootCamp

### SOURCES

Aligning Forces for Quality  
Robert Wood Johnson Foundation

May 2014  
Joshua Rosenthal, PhD

## Basics Industry Sources

(you probably already know)

## and Examples of How to Use them

(that You're Probably too Smart for)

## without Showing You How to Put It together

(just a call to DIY it)



# PLAN

What follows is not an overview of how to start up – that's a bigger topic

This is merely some basic tools and examples of how to use them with an end in mind

The idea is to explore on your own, build your own knowledge base – you've probably seen these resources before, but the idea is to use them as tools critically for a specific purpose

You can do this by yourself or with a group - whether you have a start up idea in mind or are looking for one

Goal is to 1) build a basic knowledge base to be able to carry an informed conversation, 2) identify an network of folks to have that conversation with, 3) put together the basic collateral to structure that conversation and take it from talk to a funded start up

Could put together some samples showing how to put this together, but that's an exercise for another time – for now use your imagination, be creative yet specific, weird even

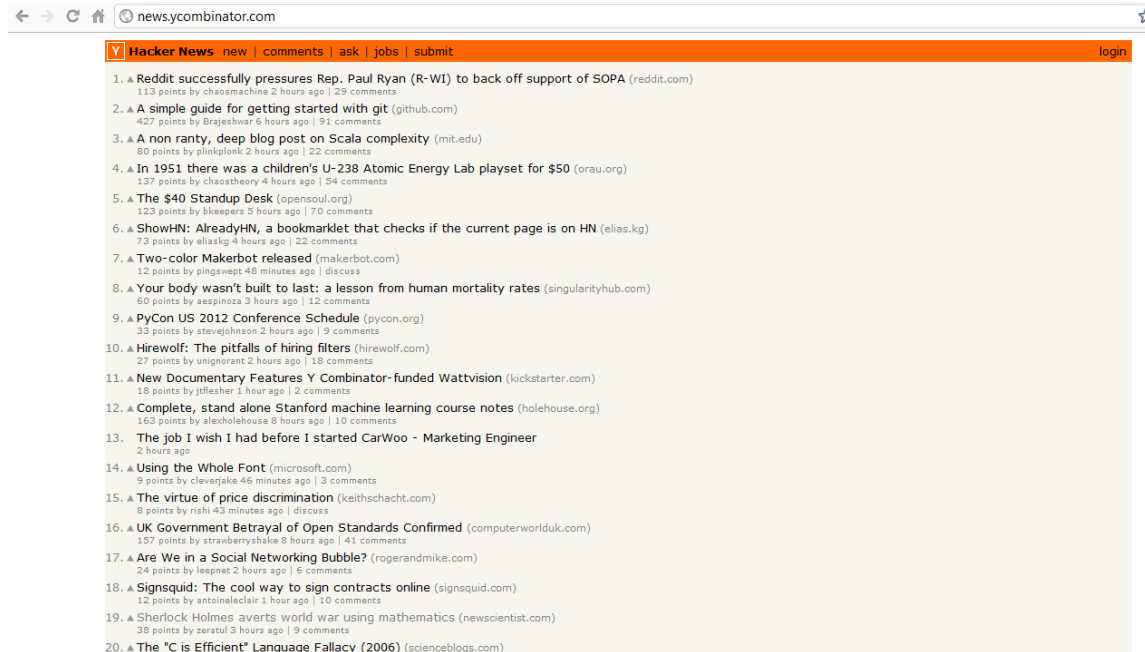
Even if you end up taking the desk job, do this as an exercise – you'll learn more than you think and it will be good for your soul



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### HACKER NEWS



This is the Y  
Combinator feed  
essentially

Think of it as a  
crowd sourced  
Wall Street Journal  
for start ups (good  
people will have  
read and digested  
this – it will be  
part of the star-up  
discourse)



Read this every day for 3 months – seriously –  
the whole is greater than the sum of the part and the effect cumulative

# Healthcare Entrepreneurs' BootCamp

What's this Y Combinator thing?

11. ▲ New Documentary Features **Y Combinator-funded Wattvision** (kickstarter.com)

18 points by jtflesher 1 hour ago | 2 comments

Who is Wattvision?

12. ▲ Complete, stand alone Stanford machine learning course notes (holehouse.org)

163 points by alexholehouse 8 hours ago | 10 comments

Why would they be funded by Y Combinator?

13. The job I wish I had before I started CarWoo - Marketing Engineer

2 hours ago

14. ▲ Using the Whole Font (microsoft.com)

9 points by cleverjake 46 minutes ago | 3 comments

15. ▲ The virtue of price discrimination (keithschacht.com)

8 points by rishi 43 minutes ago | discuss

16. ▲ UK Government Betrayal of Open Standards Confirmed (computerworlduk.com)

157 points by strawberryshake 8 hours ago | 41 comments

17. ▲ Are We in a Social Networking Bubble? (rogerandmike.com)

24 points by leepnet 2 hours ago | 6 comments

18. ▲ Signsquid: The cool way to sign contracts online (signsquid.com)

12 points by antoineleclair 1 hour ago | 10 comments

19. ▲ Sherlock Holmes averts world war using mathematics (newscientist.com)

What is Kickstarter?

Why is this featured in Hacker News?

What does it mean that this was voted up by readers of Hacker news?

Why is Kickstarter posting this in the first place?



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11. ▲ New Documentary Features Y Combinator-funded Wattvision (kickstarter.com)  
18 points by jtflesher 1 hour ago | 2 comments
12. ▲ Complete, stand alone Stanford machine learning course notes (holehouse.org)  
163 points by alexholehouse 8 hours ago | 10 comments
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2 hours ago
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9 points by cleverlake 46 minutes ago | 3 comments
15. ▲ The virtue of price discrimination (keithschacht.com)  
8 points by rishi 43 minutes ago | discuss
16. ▲ UK Government Betrayal of Open Standards Confirmed (computerworlduk.com)  
157 points by strawberryshake 8 hours ago | 41 comments
17. ▲ Are We in a Social Networking Bubble? (rogerandmike.com)  
24 points by leapnet 2 hours ago | 6 comments
18. ▲ Signsquid: The cool way to sign contracts online (signsquid.com)  
12 points by antoineleclair 1 hour ago | 16 comments
19. ▲ Sherlock Holmes averts world war using mathematics (newscientist.com)

What is price discrimination?

Why is the topic featured / popular for start ups?

Who is Clay Shirky?  
(Hmm... 3<sup>rd</sup> time I've seen his name -- click link, repeat process, subscribe to him)

Who is this guy?

Hmm... similar or analogous biz to my idea – find him on LinkedIn, Facebook, Twitter – ask him a question

Keith Schacht



I'm a product guy, entrepreneur, programmer living in SF. I've started, built, and sold three technology companies, the last was a social apps company, Crafted Fun, acquired in May 2010. I currently work at Facebook.

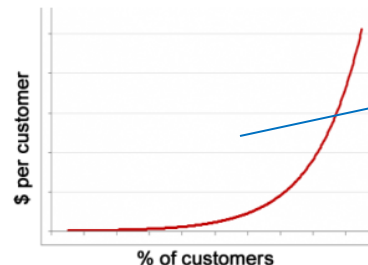
[LinkedIn](#)  
[Facebook](#)  
[Twitter](#)

Home – view all posts

## The virtue of price discrimination

KEITH SCHACHT | JANUARY 6TH, 2012

[Tweet This!](#) [Like](#) 5



I was reading **Clay Shirky's latest post** about the new pricing model that will supposedly save newspapers, and it struck me how little talk there is about the real fundamental issue at work here: price discrimination.

The same product or service is worth different amounts to different customers. You maximize revenue by figuring out how to charge the right amount to each customer *without* complicating (and therefore adding friction to) the buying experience.

My previous business was building social games on the Facebook platform that monetized with virtual currency. One of the reasons this has been one of the fastest growing sectors in history is because of this brilliant pricing model that allows for very efficient price discrimination (I didn't develop it, I just recognized and emulated it). You let people play your game for free but something about the game play is restricted: limited number of turns per day, a certain class of accessories that cannot be purchased, levels or regions of gameplay that are off limits, etc. Then you allow people to purchase units which get them access to the restricted game play. The more they purchase, the more they get the restricted game play.

90-95% of your players will never pay, but then a good chunk of customers will spend a little and a very small

Does this point ring true?

Is it for DTC or B2B or both?

How would it apply to a start up based on my idea?



# BASIC INDUSTRY SOURCES

### CRUNCHBASE

The screenshot shows the CrunchBase website. At the top, there's a navigation bar with 'TechCrunch', 'CrunchBase', and 'More'. Below this is the 'CrunchBase' logo. A search bar is present with a 'Search' button and a link to 'Advanced Search'. On the right, there are links for 'Register', 'Login', and a Facebook 'Log In' button. The main content area is divided into three columns. The left column has a 'Home' link and a 'What is CrunchBase?' section explaining it's a free database of technology companies, people, and investors. Below this is a 'CrunchBase Stats' table. The middle column is titled 'Hot on CrunchBase' and features a 'Trending Now' section with a 'real-time data' label. It lists 'Facebook', 'Vinod Khosla', 'Tiger Global', 'Vkontakte.ru', 'Google', and 'Ampush Media', each with a row of blue dots representing their popularity. The right column is titled 'Contribute' and includes links to 'Add Company', 'Add Financial Organization', and 'Add Person'. Below this is an advertisement for 'New Corning® Gorilla® Glass' featuring a gorilla holding a large number '2'. At the bottom right, there's a section for 'Latest Milestones Added'.

Category	Count
Companies	81,227
People	107,292
Financial Organizations	7,328
Service Providers	3,959
Funding Rounds	25,900
Acquisitions	6,173

Again, Y  
Combinator  
network

This is a database  
of companies vital  
stats including  
funding &  
personnel. Think  
of this as case  
history of  
successful and  
unsuccessful  
companies



Use this as a historical research tool and find what makes success for  
companies like yours – also use this to find current trends

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[Advanced Search](#)

[Home](#)

### What is CrunchBase?

CrunchBase is the free database of technology companies, people, and investors that anyone can edit.

Here, you can learn and edit everything about companies like Facebook, YouTube, Twitter, MySpace and Tagged, products like Droid and Google Wave, and people like Mark Zuckerberg and Steve Jobs.

### CrunchBase Stats

Companies	81,227
People	107,292
Financial Organizations	7,328
Service Providers	3,959
Funding Rounds	25,900
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### Location Search

Search companies in CrunchBase by location. [Browse Startup Offices](#)

### Hot on CrunchBase

Trending Now

Popular Pages

In The News

real-time data

Facebook

Vinod Khosla

Tiger Global

Vkontakte.ru

Google

Ampush Media

Pinterest

Thumbtack

Build up your basic knowledge base using these categories (each important in their own way)

Companies – who are the companies (in your space or similar) that are successful? Success defined as exit. Cf. “Acquisitions”

People – who are the people (in your space or similar) that are successful? Success defined as exit. Cf. “Acquisitions”

Financial Organizations – who is funding similar companies, at the stages you are looking for (seed, VC, etc.)? Cf. Funding Rounds.

Funding Rounds – who is funding early stage vs. more developed, etc.

Acquisitions – this, not media coverage etc., defines success.

Local search might also make easy to meet – or if you’re looking for something in a smaller region (companies, people and funding emphasis by geography)





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## Acquisition Stats

Total Acquisitions	6,173
Total Acquisition Amount	\$3.35B
Total Exit Price	\$1.77B

## Top Acquirers

Cisco	145
Microsoft	119
Google	109
IBM	101
Hewlett-Packard	86
Yahoo!	67
Oracle Corporation	61
AOL	55
EMC	48
Intel	46

Very small \$4MM exit – likely 'boutique' – media space in 'personal interest'

## Acquisitions

TechCrunch Research Q3 2009 report - \$295 »

Date	Target	Acquirer	Price
11/11	Carimo	Luxury Retreats	N/A
11/11	SOLE RHYTHM	Shoe York	N/A
11/11	Magma Design Automation	Synopsys	N/A
11/11	Efficient Frontier	Adobe Systems	\$400M
11/11	HyperCube	West Corporation	N/A
11/11	HealthCentral	Remedy Health Media	N/A
11/11	Soocial	Viadeo	N/A
11/11	Marijuana.com	WeedMaps Media	\$4.2M
11/11	Whisper Systems	Twitter	N/A
11/11	WhoGlue	Facebook	N/A
11/11	SPB Software	Yandex	\$38M
11/11	Cotendo	Akamai	\$268M
11/11	Keynoir	Time Out Group	N/A
11/11	Simena	NetScout Systems	N/A
11/11	VideoSurf	Microsoft	\$100M
11/11	Prenova	Ecova	N/A
11/11	Nanda Technologies	Nanometrics	N/A
11/11	Z Corporation	3D Systems	N/A
11/11	BARRX Medical	Covidien	\$325M
11/11	Hunch	eBay	\$80M
11/11	Valpey Fisher	CTS Corporation	N/A
11/11	Avenda Systems	Aruba Networks	N/A
11/11	VKernel Corporation	Quest Software	N/A

These are recently active acquirers. But who are they acquiring? Are they small or large? Early stage or late stage? In which verticals? Why?

Click / drill down to find out.

Research the acquirers' trends (cash-laden health plan with mandate to spend for market differentiating technology product?) For large public acquirers cf. their public updates (dial into the calls, read the reports) – for smaller acquirers google to cf. interviews, etc.

Once you have your buyer profile, make the list then find the individuals there doing the deals or setting the strategic direction (alumni network, linked in, twitter, etc.)

This is Chris Dixon's thing. Ultra successful person with cult of personality trying to reinvent search. Brought in the Flickr woman to social-ize it. Bunch of MIT folks too. They had a huge article in Wired and were darlings. Ebay purchase is a sexy acquirer but after years and massive investment (click to drill down) they only sell for \$80MM? **QUESTION:** How do you determine Hype vs. Value?



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Search for a vertical:  
Health Care

Show me companies  
founded in  
the last 2  
years, that  
are small  
(50 or less)  
that have  
been  
funded

**Keywords**  
health care

**Location**  
Within  miles of

**Category**

**Founding Date**  
After  2010   
Before

**Employees**  
Min   
Max  50

**Acquisition**  
Acquired ☐  
\$ Min   
\$ Max   
After    
Before

**Funding**  
Funded ☒  
Round(s)  All   
\$ Min   
\$ Max   
After  2010

## FoundHealth.com

FoundHealth.com is changing the face of health information online. For each health challenge, whether it is depression or melanoma cancer, FoundHealth.com's platform encourages patients and professionals to share their experiences with various...



Founded on 1/10  
4 employees  
Raised \$100k in Seed round

## Simplee

Simplee is the free, simple way to track and pay medical bills and all your healthcare-related expenses.



Founded on 9/10  
8 employees  
Raised \$1.8M in Seed round

## Personal Medicine

Personal Medicine transitions physicians into high tech high touch house call practice. We utilize a cloud based technology platform to enable physicians to add a service line strategy of house calls to their existing office practice. Our...



Founded on 2/10  
4 employees  
Raised Unattributed round

healthcare

emr

phr

wellness

health-2-0

twins

concierge-medicine

patient-portal

health-reform

healthcare-it

procedures

parenting

baby

personal-health-records

practice-management

integrated-health

patient

health2-0

healthcare-expenses

## Sponsors



Build your taxonomy. For competitive landscape, existing business needs and acquisition categories, etc.

What kind of 'health care' company are you? How do you need to position yourself?

Quicken for healthcare -  
\$2MM Seed - DTC?

Web-site - \$100k seed -  
DTC?

Doctor house call  
service - B2B?



# Healthcare Entrepreneurs' BootCamp



edit

## General Information

edit

**Website** personalmedicine.com  
**Blog** personalmedicine...  
**Twitter** @nataliehodge  
**Category** Other  
**Phone** 415 871 0741  
**Email** nhodge@personalme...  
**Employees** 4   
**Founded** 2/10  
**Description** Health Service Organization

## Offices

edit

**San Francisco Address**  
 548 Market St. #23788  
 San Francisco, CA, 94104  
 USA

Co- Founder Chief Health Officer  
**Bob Kramer MD FAAP**  
 Advisory Board

## Funding

edit

Unattributed, 12/10 <sup>1</sup>

## Competitors

edit

Qliance Medical Management, MDVIP

We weren't able to find any matching results.  
 Please remove or broaden the search criteria.

## Personal Medicine

edit

Personal Medicine transitions physicians into high tech high touch house call practice. We utilize a cloud based technology platform to enable physicians to add a service line strategy of house calls to their existing office practice. Our technology utilizes e commerce, social media, 3G networks, and the i pad to create drastic cost reductions for physicians and easy access convenient health care for patients. We help physicians and patients ride the third great wave of innovation to create better health of the world.

## Milestones

edit

- ✓ Personal Medicine added Bob Kramer MD FAAP as Advisory Board. (7/1/10)  
 Posted 12/17/10 at 8:56am
- ✓ Personal Medicine added Luis Maury as Co- Founder COO. (2/1/10)  
 Posted 12/17/10 at 8:56am
- ✓ Personal Medicine added Natalie Hodge MD FAAP as Co- Founder Chief Health Officer. (2/1/10)  
 Posted 12/17/10 at 8:56am
- ✓ Personal Medicine added Gordon Garrett as CEO. (12/1/10)  
 Posted 12/17/10 at 8:56am
- 💰 Personal Medicine received in Unattributed funding. (12/16/10)  
 Posted 12/17/10 at 8:56am

- Lived and not dependent on declining reimbursement
- Increased
- Reduction in malpractice premiums with major carrier

- Lifestyle**
- Reduced practice volume approximant one-fifth
- Limited geographic area
- Less stress
- More personal time
- Flexible practice size
- Sense of control

- Professional Satisfaction**
- Evidence-based
- Quality of care
- Patient satisfaction
- Manageable volume
- State-of-the-art, user-friendly technology
- National physician network
- Emotional experience

548 Market St #23788 | San Francisco | CA | 94104 | t +1 415.871.0751  
 info@personalmedicine.com | www.personalmedicine.com



How are they describing themselves? Why?  
 What trend are they capitalizing on? What are they trying to communicate to their buyer?

What has their path looked like?  
 When did they bring specific roles on?  
 When did they take funding?

Hmm... Wonder what the "Advisory Board" is?

What are they sharing? Why?  
 Subscribe, follow

Given they are new, what features are included in their Minimum Viable Product?

Who is their competition?  
 How are they different (funding, biz model, etc.)  
 How far along is the market?



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### QUORA



The screenshot shows a Quora profile for Jason McCabe Calacanis. The header includes the Quora logo, a search bar, and navigation links for Home, Inbox, Joshua Rosenthal, and Account. The profile section features a profile picture, a bio stating "I'm a 'cereal' entrepreneur who has built a half dozen businesses," and a list of websites he has invested in: www.GDGT.com, www.Blippy.com, www.ChallengePost.com, www.backupify.com, and www.Thumbtack.com. It also mentions his show "This Week in Startups" and his Twitter handle. Below the bio, there are social media links for Facebook, Twitter, and LinkedIn, along with buttons for Message, Share Profile, Repost, Block Jason, and Report. The profile statistics show 16458 Followers, 8843 Following, 136 Topics, 14 Boards, and 223 Edits. The "Latest Activity" section shows two recent actions: following the "Niche Social Network" board and the "Ron Paul - the most interesting politician" board. The "Answers" section shows a question "Is Mahalo profitable?" with an answer stating they have slipped into profitability and are focusing on investing heavily.

This is a question board

Popular with very high powered and experienced start up founders and investors

Includes detailed specific topics

Things disclosed here you can't find anywhere else



Follow specific topics and people relevant for general strategy and specific tactics – ask something meaningful and get a real answer

# Healthcare Entrepreneurs' BootCamp

## Is Mahalo profitable?

Add Question Details

Repost · Comment · Wiki · Options

Jason McCabe Calacanis, Super Internet Jedi Samurai

We have slipped into profitability in the past year (gasp!!!), and we could easily be profitable if we wanted to right now. However our focus right now is in investing heavily in our growing App platform (we have a dozen iOS apps out right now).

Learn Pilates

<http://itunes.apple.com/us/app/l...>

Via Abhinav Sharma.

Upvote · Repost · Comment · Thank · Dec 19, 2011

Add Answer or Ask to Answer

Joshua Rosenthal, Serial Entrepreneur Edit Bio · Make Anonymous

**B I U** [List Bulleted] [List Numbered] [Link] [Image] [GIF] Post to Board

Follow Question

Topics Edit

Mahalo (website) 468 Followers

Related Questions Edit

Is Quora what should have been Mahalo.com if it didn't pivot?

How is quora's credits different from mahalo?

Is Mahalo considered successful by its investors?

Who owns Mahalo?

Why is Mahalo laying off 40% of their staff?

See more related questions

Share Question

Twitter Facebook Quora

Question Stats

Latest activity Dec 19, 2011.

This question has been viewed 538 times; it has 0 monitors with 468 topic followers and 0 aliases exist.

5 people are following this question.



Calacanis is a heavyweight fonder (and investor), but his latest (Mahalo) isn't meeting expectations. Ask him directly: "Are you profitable?"

Is Quora itself the competition and has it bested you? (hint: you're answering this on Quora)

Okay, so you're 'profitable' – let me restate: Are you considered a 'success' by your investors?

Okay, then why are you laying off 40% of your staff?

The founder is actually answering this directly, himself – as well as the follow ups. Ask a question or follow him directly

Who else is following this & why?

He's saying that's he's profitable, and could turn up the juice but are running hot, reinventing in their app infrastructure?

Is this a credible answer? Can an app investment really draw that much juice? Does it answer the fundamental question of are you sort of profitable vs. red hot profitable as expected?



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Startups in Chile

## ★ Would you develop your startup in Chile if the Chilean government financed your company with \$40,000 USD?

Edit

The Chilean government has a program called **Start-Up Chile** designed to attract world-class early stage entrepreneurs to start their **business in Chile** <http://www.corfo.cl/startupchile/>

Background reading:

- <http://www.startupchile.org/>
- <http://www.thisischile.cl/Articl...>
- <http://www.thestreet.com/story/1...>

This is a follow-up question to What is Chile like as a place for startups and technology development / entrepreneurship?

Repost · 1+ Comments · Wiki · Options

10 Answers · Create Answer Wiki



Steve Davis, First team accepted into StartUp Chil...

30 votes by Jaco Joubert, Carlos Leiva Burotto, Lee Haviland, (more)

Yes I would. In fact, **I already did**. I'm a cofounder of CruiseWise, and we were the first team accepted into StartUp Chile.

### Summary:

The program provides \$40k, co-working space, introductions to a wide range of local and international business & investment contacts, and support for all the logistical issues required for moving to a new country. Companies do not have to focus on the Latin American market, hire Chileans, or stay in the country after the grant runs out. Unlike Y-Combinator and TechStars, this funding requires 0% of your equity. In short, it's a great way to build and test your ideas and move from idea to product to



Follow Question

Topics Edit

Chile 369 Followers

Start-Up Chile program 144 Followers

Startups in Chile 153 Followers

See 3 more topics

Related Questions Edit

What is Chile like as a place for startups and technology development / entrepreneurship?

How has the February 27, 2010, earthquake impacted/affected the Chilean startup scene?

Why should I go to Chile and build an startup up there?

Could Startup Chile create public domain Series Seed and YC Series AA equivalent equity documents for Chilean law?

What would a foreign government have to do or provide to make you consider founding your startup in their country?

See more related questions

Share Question

Twitter

Facebook

Quora

Searching for start up funding, foreign accelerators are a popular topic

Would you do a start up with seed money in Chile? (note \$40k goes a long way there)

If you do it and fail, is this better on a resume for an office job than a cookie cutter internship?

Do your official reading

Do your unofficial reading

Ask the guy for a contact





# Healthcare Entrepreneurs' BootCamp




**Quora** Search your boards and all of Quora Home <sup>1</sup> Inbox Joshua Rosenthal Account

**What is the first step to disrupting the existing American health care system?** [Edit](#)

It doesn't work and it creates all the wrong incentives for people who do not work at one company all their lives. [Edit](#)

[Repost](#) - [Comment](#) - [Wiki](#) - [Options](#)







**Ask to Answer** You have 500 credits.

	<b>Matt Thompson</b> 1 Answer in Health Insurance	25 credits to	<a href="#">Ask</a>
	<b>Joanna Bisgrove</b> 1 Answer in Health Insurance	50 credits to	<a href="#">Ask</a>
	<b>Cam Potter</b> 1 Answer in Health Insurance	50 credits to	<a href="#">Ask</a>

[Find People](#) or [View More Suggestions](#)

Add Answer

**Joshua Rosenthal, Serial Entrepreneur** [Edit Bio](#) • [Make Anonymous](#)

**B I U**       Post to Board

[Attach Medical Disclaimer](#)

[Follow Question](#)

**Topics** [Edit](#)

- Healthcare IT** 918 Followers
- American Health Care System** 0 Followers
- Health Insurance** 975 Followers
- Medicine and Healthcare** 5959 Followers

**Related Questions** [Edit](#)

- How long before the US health-care for-profit insurance system collapses?
- Will Americans ever wake up to just how badly they are being shafted by their health care system?
- How would health care work in the USA if it was a truly Libertarian country?
- Simple and concise, what is the outcome of the 2010 Health Care Reform?
- Are there any effective models (theoretical or real world) that can serve as a template by which the United States can ref... (continue)

[See more related questions](#)

**Share Question**

[Twitter](#) [Facebook](#) [Quora](#)

Big question on a specific domain

People want to know about it

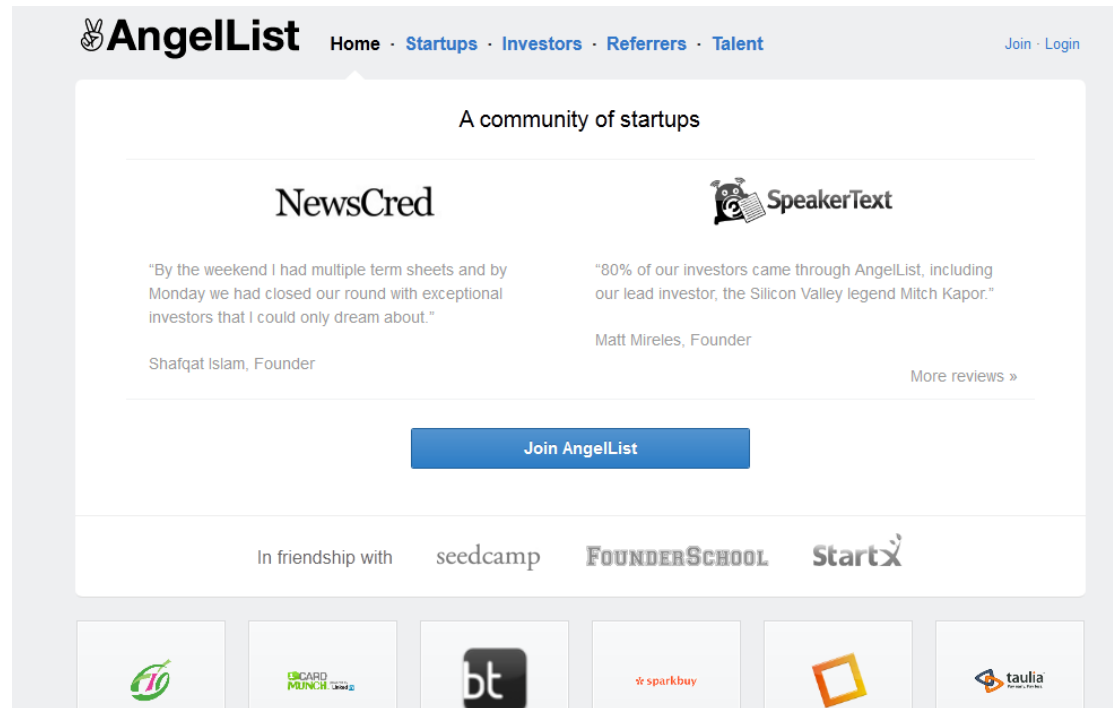
Think you have the chops?

Give an answer, start a conversation, establish yourself (and start up) as an expert to investors & clients



# BASIC INDUSTRY SOURCES

## ANGEL LIST



This is an online community of active angel investors, founders and their case histories



Join, use as a resource for what works (which verticals, what positioning, who is investing) and your potential competition



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The screenshot shows the AngelList homepage. At the top, the AngelList logo is on the left, and navigation links for Home, Startups, Investors, Referrers, and Talent are in the center. On the right, there are links for Join and Login. Below the navigation bar, the text "A community of startups" is centered. Two startup profiles are featured: NewsCred and SpeakerText. NewsCred's profile includes a quote from founder Shafqat Islam and a blue-bordered box around it. SpeakerText's profile includes a quote from founder Matt Mireles and a "More reviews" link. Below the profiles is a blue "Join AngelList" button. At the bottom, a section titled "In friendship with" displays logos for seedcamp, FOUNDER SCHOOL, and startx, which are enclosed in a blue-bordered box. Below this are logos for 70, CARD MUNCH, bt, sparkbuy, and taulia.

AngelList Home · Startups · Investors · Referrers · Talent Join · Login

A community of startups

**NewsCred**

"By the weekend I had multiple term sheets and by Monday we had closed our round with exceptional investors that I could only dream about."

Shafqat Islam, Founder

**SpeakerText**

"80% of our investors came through AngelList, including our lead investor, the Silicon Valley legend Mitch Kapor."

Matt Mireles, Founder

More reviews »

Join AngelList

In friendship with

seedcamp FOUNDER SCHOOL startx

70 CARD MUNCH bt sparkbuy taulia

Hmm... someone had multiple term sheets over the course of a week end?

What is the company?

What was the positioning?

What is the team?

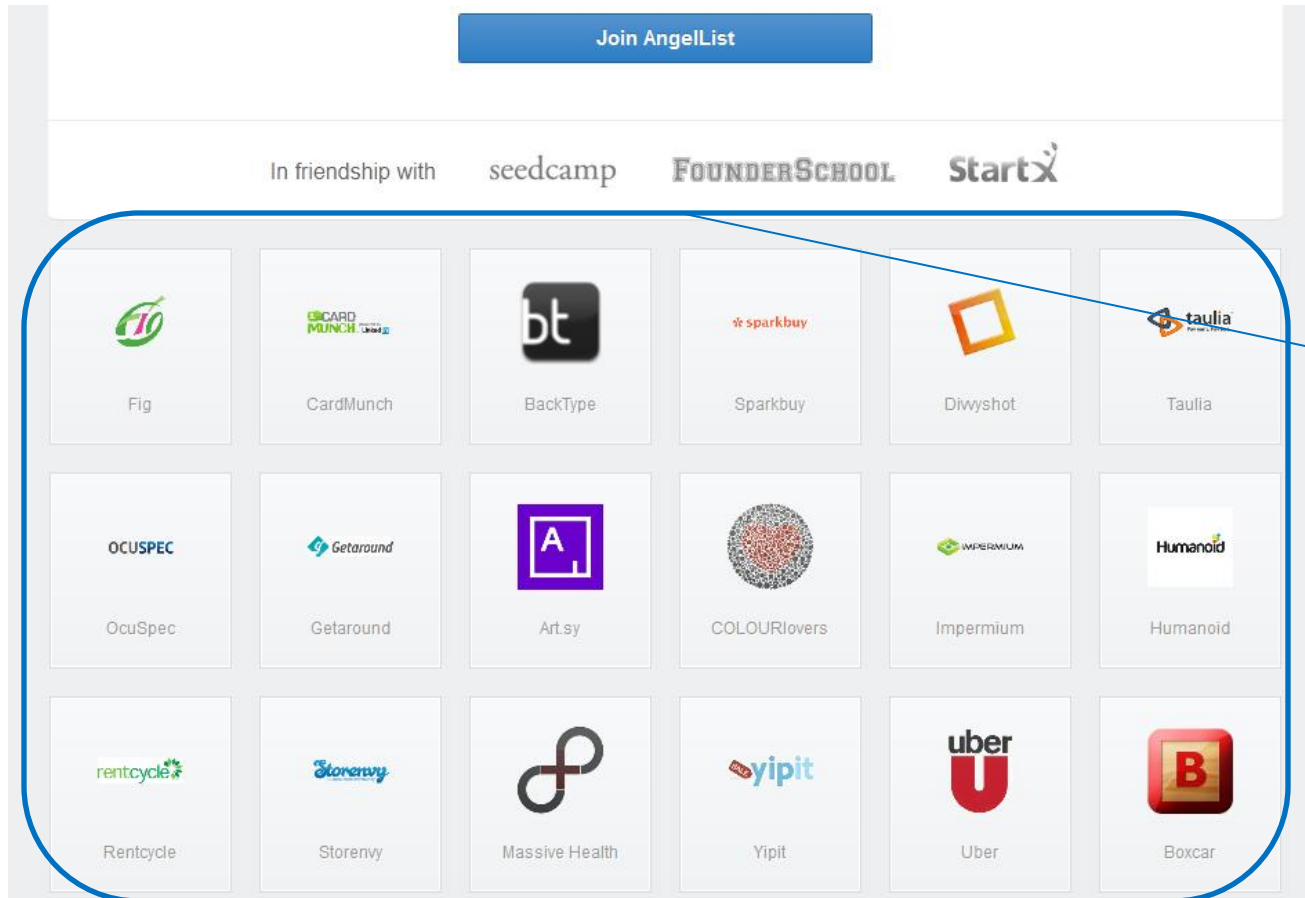
What are these things?

Seedcamp?  
Founder School?  
Start X?

How do they fit into this ecosystem?



# Healthcare Entrepreneurs' BootCamp

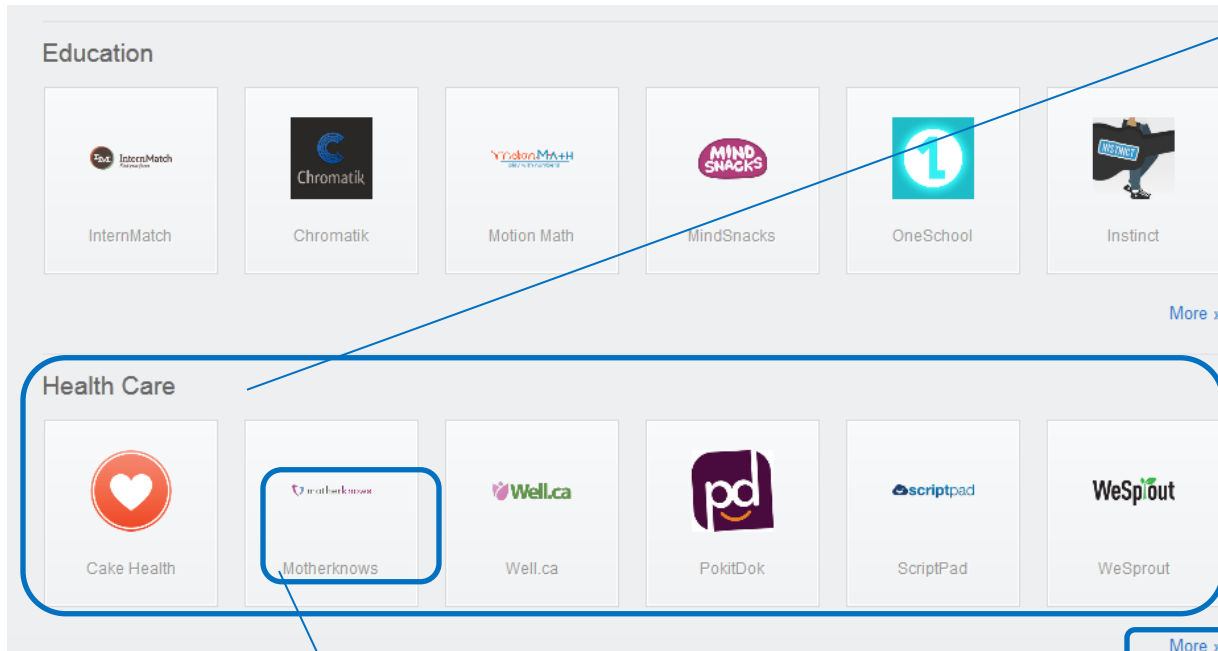


What are the characteristics of the companies that they feature on their front page?

Team, idea, plan, problem/solution, positioning, technology?



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Hmm... I saw these guys back on Crunch Base – cf.

Hmm... what are the characteristics of the companies they feature not in the main front page, but broken up by vertical below?

Are these all DTC, B2B?

Are they experienced teams?

Are they solving real problems?

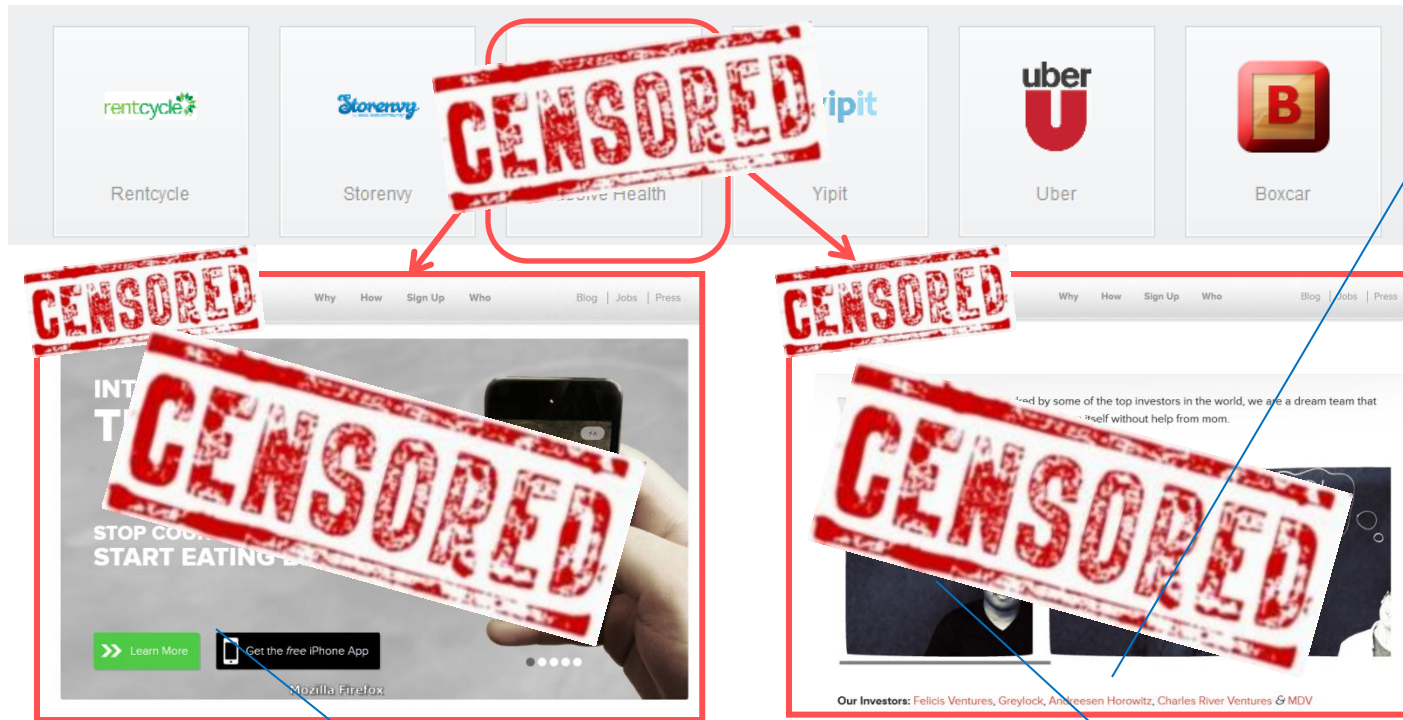
What is their secret sauce?

Do they seem to value PR over profit?

How are these companies different than those buried under the “more” button?



# Healthcare Entrepreneurs' BootCamp



They're funded, but none of their backers really specialize in health care.

Hmm. I remember that article from A VC Fred Wilson on how health care has such different dynamics (cf. below)? Wonder if that means anything related to this? (Hint, it does and it's very important – but not widely understood. Can you figure it out?)

These guys are front page, but it seems like they are just making more mobile apps – and there's a boatload of those out there already. So what gives?

They seem very confident.

Are they DTC? If so, no one has made any real money doing that.

Are they B2B? If so you need to show real outcomes – and will 'better design' really do that?

Didn't Adam Bosworth set out to solve health care through better tech pipes? How did that work out? Cf. Google Health & Keas.

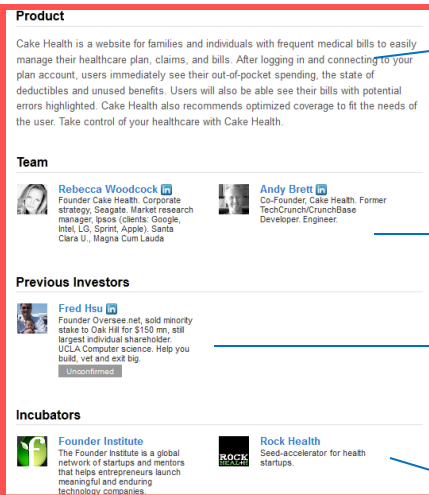
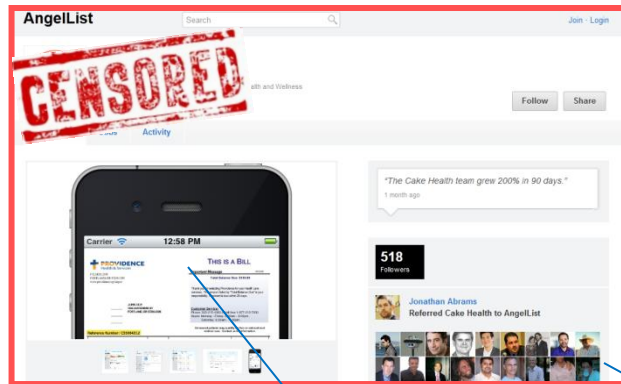
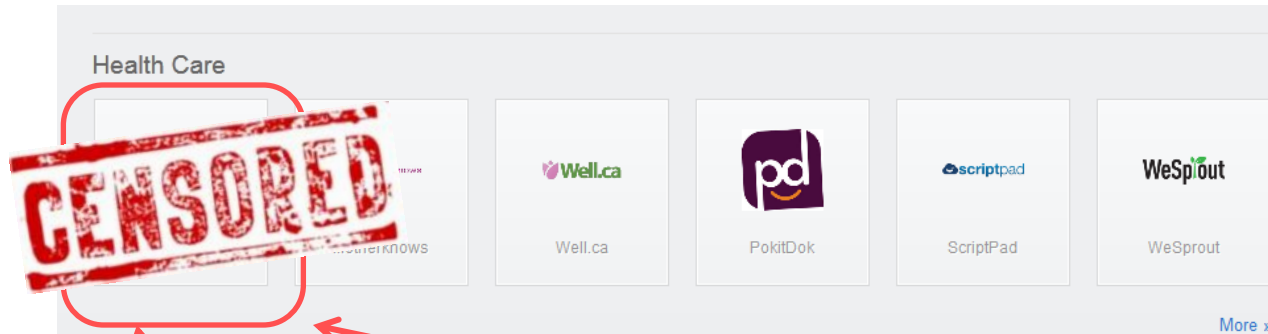
Oh, I read about these guys in Wired. I think one of the founders is the son of an Apple guy or something, right?

They want to solve health care through 'better design' like Apple or the Arts & Crafts architectural movement



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp



Okay, more tracking apps. But this does bills, and even to spot "errors." Is it B2B, designed to be acquired by a plan or provider network?

What sort of team do they have? What skill sets? What roles?

Who was their original angel? What else are they investing in?

Hmm... they got their start with some accelerators? Which ones? How does this funding timeline intersect with the team timeline?

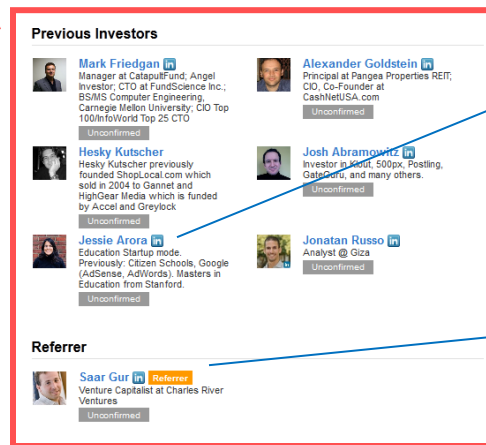
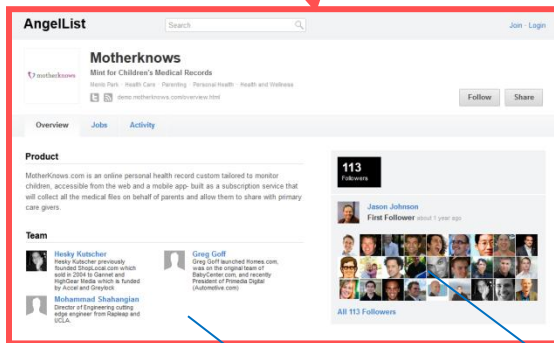
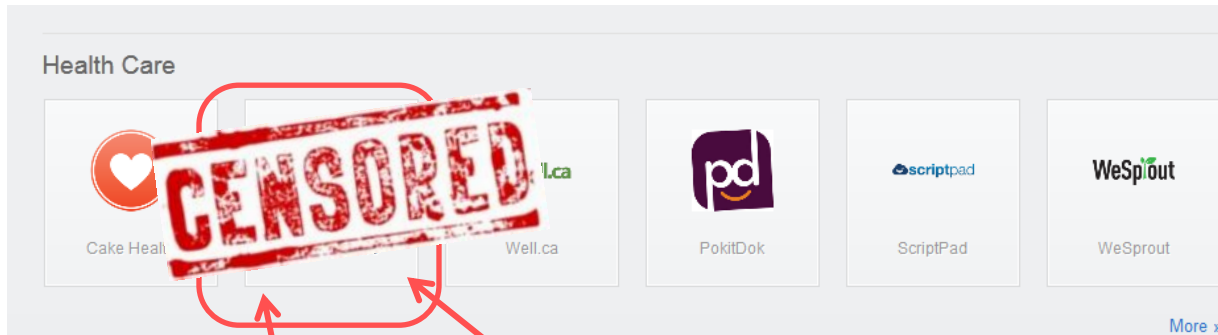
Okay, more tracking apps. What's in their product's feature set and why?

Who are the folks following them? Why?



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp



Previous investors are tech heavy too. No health care experience really.

Looks like one of the investors is from Google, ad sense, palo alto. Hmm, what does background have to do with DTC optimism?

Hmm. The referrer is the same company behind the 'solving health care through better design' company above. Likewise a non-health care expert biased to DTC and thus heavily weighting Apple / Google credentials.

Okay, a Personal Health Record for parents?

Team is all male? And tech heavy. Hmm.

Is this DTC?

If so has any DTC PHR ever worked?

Does the founding team need a perspective of the buyer (a mom – the company is Mother Knows Best)

**QUESTION:** So folks are funding, but do they have an investment thesis in the space that will get you an exit (cf. A VC / Fred Wilson article below). Will their bias help or hurt you if you want more than funding but a successful exit. Is this "smart money"?

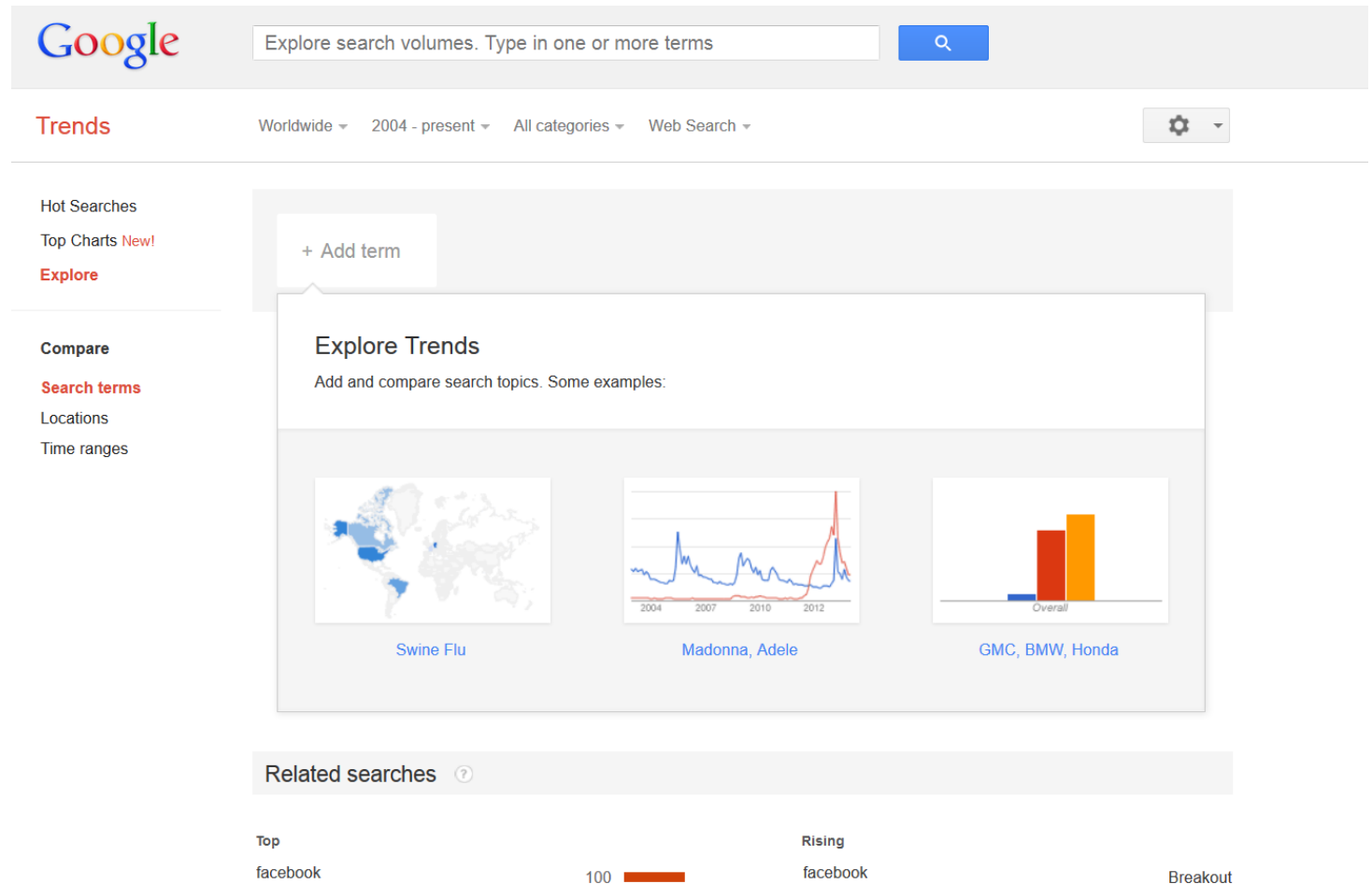


# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### CHECK YOUR DATA

Pro Tip: Google this and find it yourself



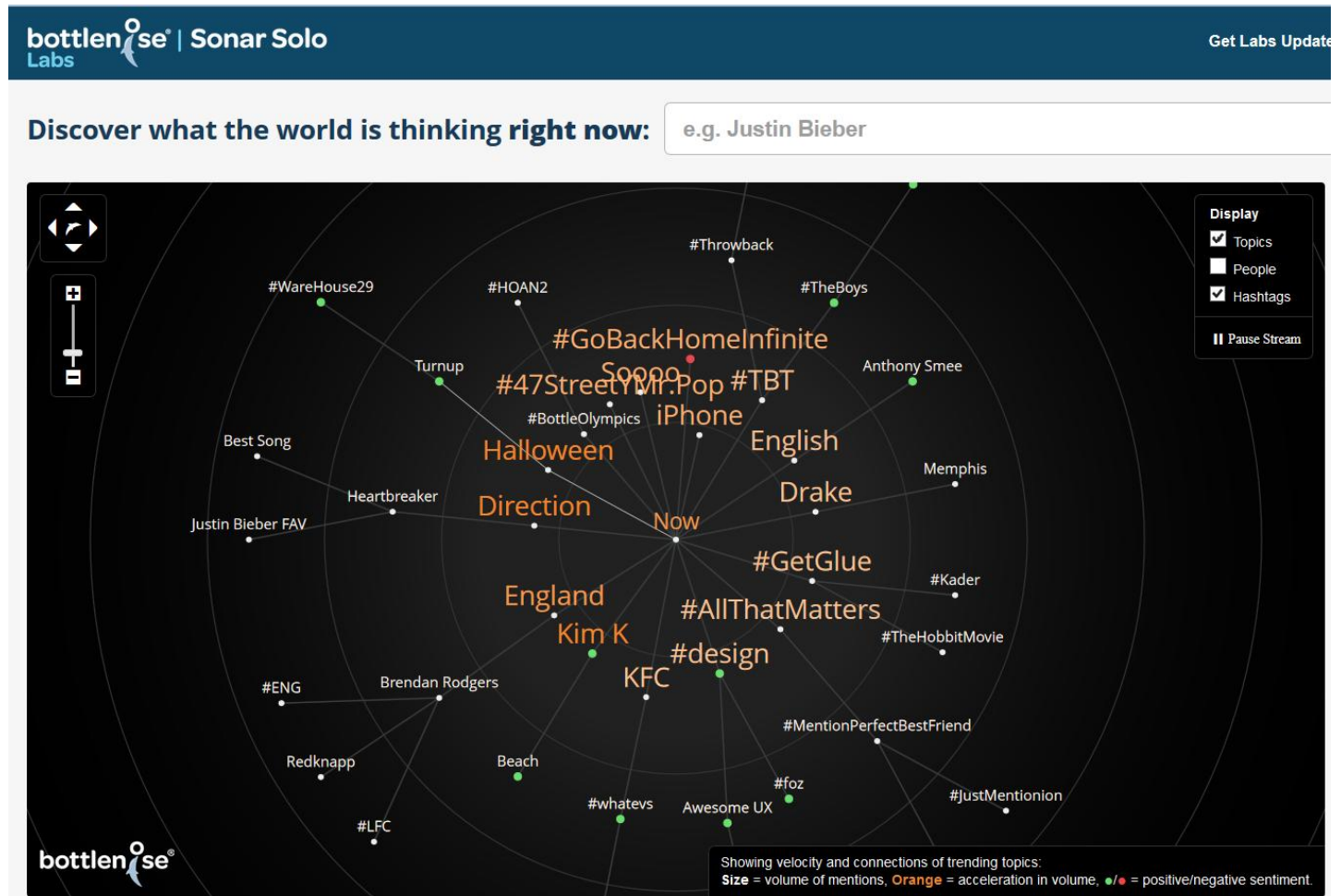


# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### CHECK YOUR TRENDS

Pro Tip: Google this and find it yourself



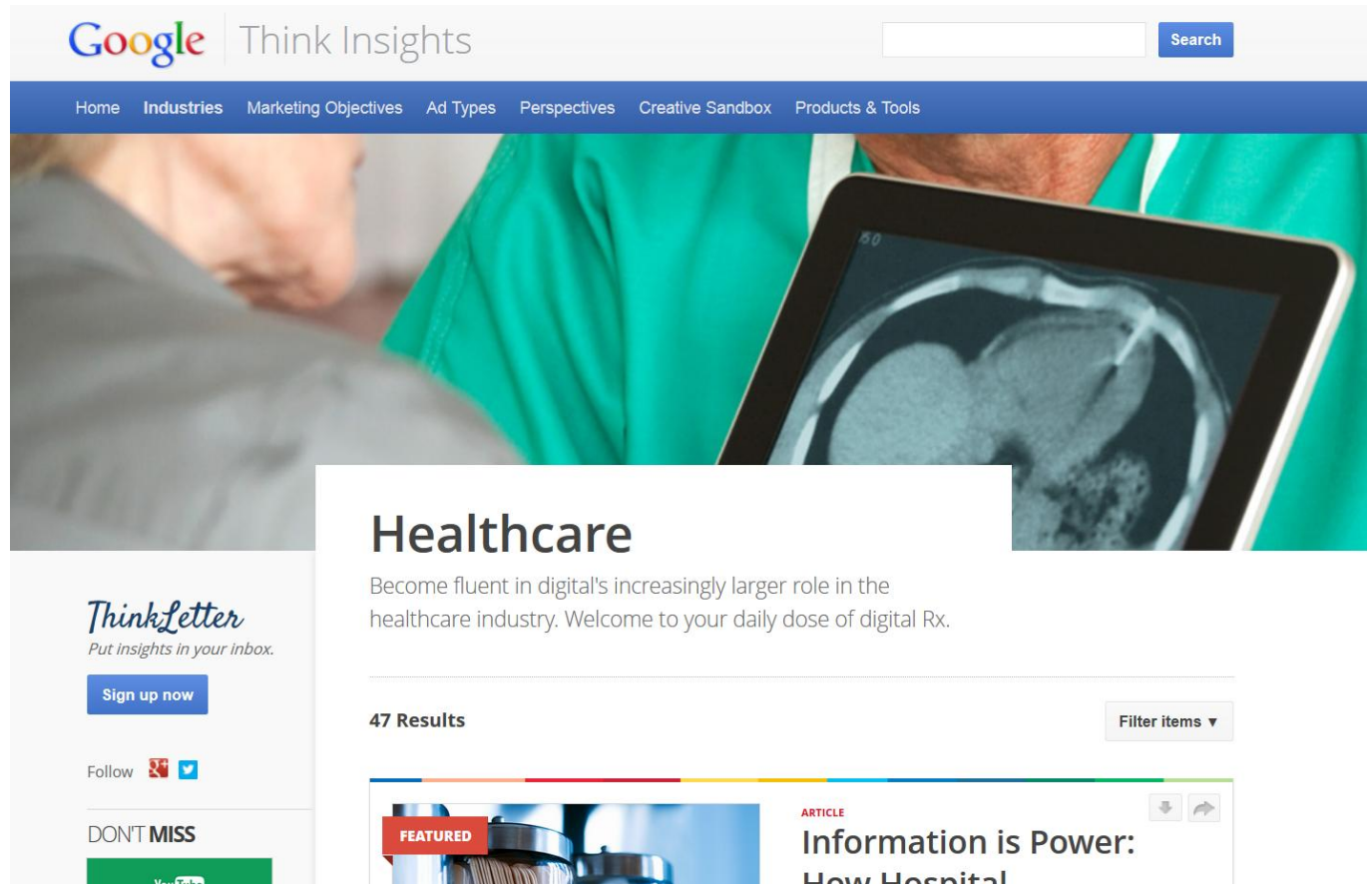


# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

CHECK GOOGLE'S LATEST

Pro Tip: Google this and find it yourself



Google Think Insights

Home Industries Marketing Objectives Ad Types Perspectives Creative Sandbox Products & Tools

Healthcare

Become fluent in digital's increasingly larger role in the healthcare industry. Welcome to your daily dose of digital Rx.

47 Results

Filter items ▼

FEATURED

ARTICLE

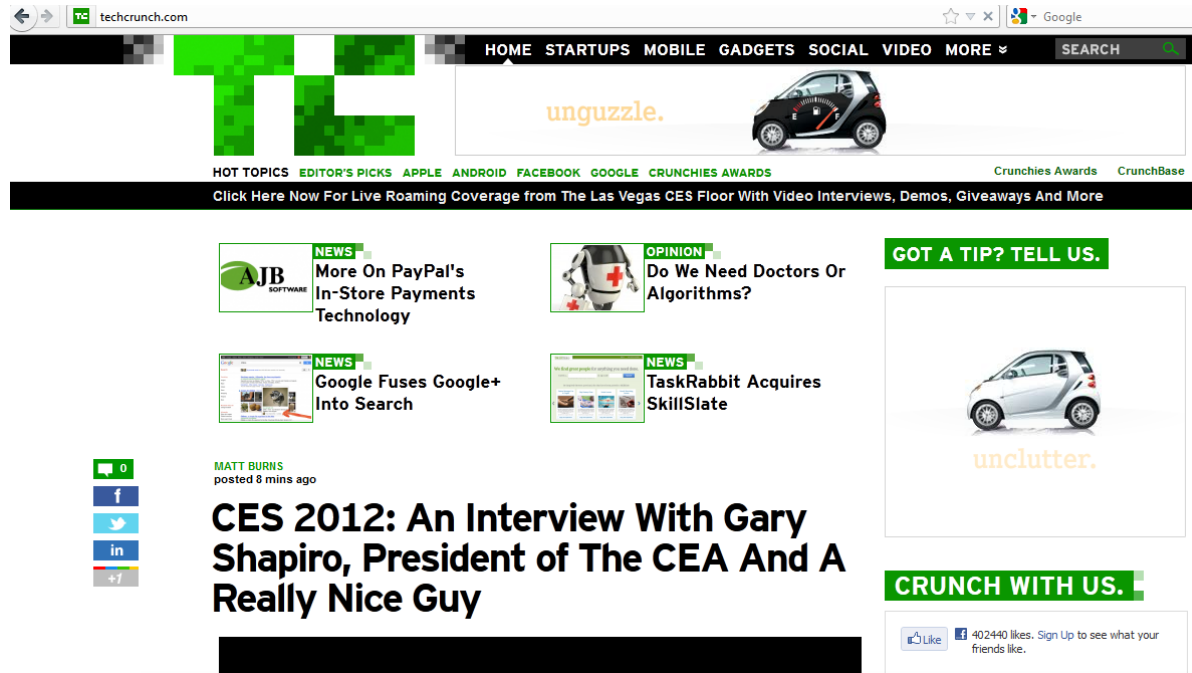
Information is Power: How Hospital



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### TECHCRUNCH



The screenshot shows the TechCrunch website interface. At the top is a navigation bar with links: HOME, STARTUPS, MOBILE, GADGETS, SOCIAL, VIDEO, MORE, and a SEARCH bar. Below the navigation bar is a large banner featuring the word "unguzzle." in orange and a small black car. Underneath the banner is a row of links: HOT TOPICS, EDITOR'S PICKS, APPLE, ANDROID, FACEBOOK, GOOGLE, CRUNCHIES AWARDS, and links to Crunchies Awards and CrunchBase. A black bar below this contains the text: "Click Here Now For Live Roaming Coverage from The Las Vegas CES Floor With Video Interviews, Demos, Giveaways And More". The main content area is divided into several sections. On the left, there are three news snippets: "More On PayPal's In-Store Payments Technology" (with a green "NEWS" tag), "Google Fuses Google+ Into Search" (with a green "NEWS" tag), and "TaskRabbit Acquires SkillSlate" (with a green "NEWS" tag). To the right of these is an "OPINION" section titled "Do We Need Doctors Or Algorithms?". Further right is a green box that says "GOT A TIP? TELL US." Below this is a section for "unclutter." featuring a small white car. At the bottom left, there is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, and a "+7" button. The main headline is "CES 2012: An Interview With Gary Shapiro, President of The CEA And A Really Nice Guy" by MATT BURNS, posted 8 mins ago. To the right of the headline is a green box that says "CRUNCH WITH US." and a Facebook "Like" button with 402440 likes.

This is the Y  
Combinator  
network again

This is much  
broader, more  
popular level stuff  
than Hacker News.  
Consider this the  
USA Today of start  
ups. If it's hit  
here, it's gone  
mainstream and  
you need to be  
aware



Skim the headlines – make sure you know anything in your space and  
use the meta trends as an investor or client's awareness horizon

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

techcrunch.com

HOME STARTUPS MOBILE GADGETS SOCIAL VIDEO MORE

unguzzle.

HOT TOPICS EDITOR'S PICKS APPLE ANDROID FACEBOOK GOOGLE CRUNCHIES AWARDS

Click Here Now For Live Roaming Coverage from The Las Vegas CES Floor With Video Interviews, Demos, Giveaways And More

NEWS  
More On PayPal's In-Store Payments Technology

OPINION  
Do We Need Doctors Or Algorithms?

GOT A TIP? TELL US.

NEWS  
Google Fuses Google+ Into Search

NEWS  
TaskRabbit Acquires SkillSlate

MATT BURNS  
posted 8 mins ago

**CES 2012: An Interview With Gary Shapiro, President of The CEA And A Really Nice Guy**

CRUNCH WITH US.

Like 402440 likes. Sign Up to see what your friends like.

“Doctor’s or Algorithms” is now a category for discourse.

If you are using a Recommendation/ automation/learning tech in your biz, you’ll need to have some language in your materials recognizing this.

Even if this isn’t ‘real’ or doesn’t ‘apply’, you’ll be asked and can actively address it in materials - perhaps explaining how your product navigates this, etc.



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### INDUSTRY REPORTS



The screenshot shows a Forrester Research report page. At the top, the Forrester logo and name are displayed, along with the tagline 'MAKING LEADERS SUCCESSFUL EVERY DAY'. Below this is a navigation bar with links to Research, Community, Analysts, Teleconferences, Events, Consumer Data, Business Data, Executive Programs, Consulting, and About Forrester. The report title 'Trends In Healthcare Consumer Technology Adoption' is prominently displayed, along with the author 'Bradford J. Holmes' and a date of 'July 15, 2004'. A section titled 'EXECUTIVE SUMMARY' is visible, discussing healthcare consumers' adoption of technology. The text mentions that healthcare consumers and professionals have embraced the Internet, and that doctors rely on high-tech gadgets. It also notes that despite a high comfort level with the Internet, many consumers have shied away from provider group Web sites. The summary concludes by stating that a growing wave of healthcare consumerism is setting the stage for consumer-directed health plans (CDHP).

For example,  
Forrester on tech  
adoption in  
healthcare.

This is mainstream  
for investors and  
strategic clients.

If it raises  
challenges (i.e.  
tech adoption),  
you'll need to  
speak to it in your  
pitch and even  
sales process



Find and read the basic industry reports on both your vertical and  
horizontal and ideally where they intersect

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### INDUSTRY SITES



The screenshot shows the FierceHealthcare website interface. At the top, the URL 'fiercehealthcare.com' is visible. The main navigation bar includes links for FierceHealthcare, FierceHealthFinance, FierceHealthIT, FierceEMR, FierceMobileHealthcare, FiercePracticeManagement, and FierceHealthPayer. Below this, a secondary navigation bar lists categories like HOME, NEWS, REPORTS, EVENTS, EBOOKS, WHITEPAPERS, WEBINARS, JOBS, RESEARCH, and MARKETPLACE. The main content area features a 'Free Healthcare Daily Newsletter' sign-up form with a list of topics: Healthcare Providers, Healthcare Reform, Medicare/Medicaid/CMS, HMOs/PPOs/Other Managed Care, Policies & Regulations, and Healthcare Finance. A 'Setting your 2012 work resolutions' article is highlighted, discussing professional goals and resolutions. The 'LATEST NEWS' section includes articles on 'Hospitals latching onto physician staff with pay, employment' and 'Hospital tacking on extra fees for outpatient clinic affiliations'. The 'WHITEPAPERS' section lists documents such as 'Disaster Preparedness: Wireless Communication in Hospital Disaster Preparedness and Recovery' and 'Meeting Naming Challenges in Hospitals'.

For example,  
fierce health care

These raise the biz  
problems that a  
good start up  
could solve – and  
get you inside the  
mind of your client  
- as in what they  
are concerned  
about as well as  
what they are  
getting pitched



Find 2 or more industry insider sites and read them regularly

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### INVESTOR BLOG



The screenshot shows a blog post by Fred Wilson. The header includes navigation links: Home, MBA Mondays, Archives, Radio, About, and a search bar. The post title is "musings of a VC in NYC" with a sub-header "Healthcare". The date is "Nov 26 2011". The main text discusses the author's experience with a VC in healthcare, mentioning a failed investment in an enterprise IT healthcare software company. A sidebar on the right features a profile picture of Fred Wilson, a bio stating he is a VC and principal of Union Square Ventures, and social media links for RSS, Tumblr, and Twitter. An advertisement for Olay Smooth Finish Facial Hair Removal Duo is also visible.

Home MBA Mondays Archives Radio About search

**STOP CENSORSHIP >** musings of a VC in NYC

Nov 26 2011

## Healthcare

A few weeks ago, I met with a VC who has been investing in healthcare for over 30 years. He asked if we invested in healthcare and I told him that we'd like to but we don't really know how to fit it into our investment thesis which is focused on large networks of engaged users disrupting large markets. Clearly healthcare is a large market, possibly the largest measured as a percent of GDP. But we haven't seen many large networks of engaged users emerging in healthcare.

A week later, I got an email from an entrepreneur I backed something like sixteen years ago. I think that his company was the very last healthcare investment I've made. He built an enterprise IT healthcare software company and sold it for a nice return. Then we mostly lost touch. He emailed me that he had a very exciting new opportunity to create a new software solution to managing costs in large hospitals. I told him it sounded like something that was needed but that we were not the right investor for him. That turned into a long back and forth discussion of the state of healthcare, healthcare investing, and the role of the web in it.

When we look at education. what's wrong with it. and what needs to happen to fix it. we

**Fred Wilson** is a VC and principal of **Union Square Ventures**. His wife is **Gotham Gal** and his daughters **Jessica** and **Emily** blog too.

RSS Tumblr Twitter

**OLAY**  
NEW  
SMOOTH FINISH  
FACIAL HAIR  
REMOVAL DUO  
BUY NOW

For example, Fred Wilson – look at the thought process and market reads.

Here Fred Wilson says that he can't figure out health care and doesn't yet have a market thesis on it - a year or two away (e.g. Why is this important?)



Find a blog of a 2 savvy VCs – one who specializes in your vertical and one who is more general but still has a presence



# BASIC INDUSTRY SOURCES

### MAINSTREAM MEDIA



THE WALL STREET JOURNAL. **ESSAY**

U.S. Edition Home • Today's Paper • Video • Blogs • Journal Community

World • U.S. • New York • Business • Markets • Tech • Personal Finance • Life & Culture

ESSAY | AUGUST 20, 2011

## Why Software Is Eating The World

Article Video Comments (445)

Email Print Save Like 18k +1 1.4k Tweet 11.6K A A

By MARC ANDREESSEN

This week, Hewlett-Packard (where I am on the board) announced that it is exploring jettisoning its struggling PC business in favor of investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy up the cellphone handset maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market.

In short, software is eating the world.

More than 10 years after the peak of the 1990s dot-com bubble, a dozen or so now

For example, Marc Andreessen (netscape, et al) in the WSJ.

Here he's explaining how software is the only business to invest in regardless of vertical (& he's investing).

This is an investor's bible. Consider addressing / positioning with your pitch.

Note: this is in the Life / Culture section – use an RSS alert



Set up a google reader RSS auto alert for key people/topics in your vertical from traditional media – skim the titles and read the applicable

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### PLAYBOOKS

the funded.com/funds/item/8811

PITCH: Founder Showcase | EDUCATION: Market Motive Training | SERVICE: Prime Business Plans | EVENT: Startup Weekend |

# The Funded

username:  password:

17,563 Members > 27,485 Reviews > 26,303 Feedback | 6,164 Fund Ratings > 8,503 Fund Comments > 12,818 Partner Reviews

search: results update below

browse funds: selections are stored  
Geography:   
Funding Level:   
Filters:

recently rated:

Rated by 1	TH 1.0 RS 1.0 PH 1.0 RT 1.0 RA 1.0
1.0	<a href="#">The Camelot Group</a>
SSSS	New York, US East

top rated funds:

Rated by 11	TH 4.1 RS 5.0 PH 4.4 RT 4.1 RA 4.5
4.4	<a href="#">Rincon Venture Partners</a>
Certified	SSSS Santa Barbara, CA, US West

Rated by 18	TH 4.7 RS 4.7 PH 4.5 RT 3.3 RA 4.2
4.3	<a href="#">Foundry Group</a>
Certified	SSSS Boulder, US Central

## Member Post

TheFunded.com is an online community of over 17,000 CEOs, Founders and entrepreneurs to discuss fundraising, rate and review investors, and discuss strategies to grow a start-up business. Enjoy!

**2012: THE YEAR THE #STARTUP PLAYBOOK CHANGED**

TheFunded.com [News](#)

Posted by Adeo Ressi, Founding Member on 2011-12-30

PUBLIC:

2011 was an amazing year for startup financing.

While traditional sources of investment declined, such as venture capital and angel groups, tens of billions more capital was still invested in private companies through a variety of new sources. A completely new financing landscape started to take shape in 2011, making 2012 the year that the "playbook" changed for startup financing.

3 Agree  
0 Disagree

MarketMotive Training Institute  
Social Media Training Courses - 100% Online! University-Approved, Coached or Self-Paced. Choose your course now.

[thefunded.com/funds/item/8811](http://thefunded.com/funds/item/8811)

Here is a summary of funding trends (rise of angels & incubators; fall/shift of VCs to seed-based or multi-stage agnostic deals; mega-rounds replacing IPO; etc.)



Pay particular attention to 'Playbook' or 'Landscape' trend summary articles – even if you disagree know the narrative



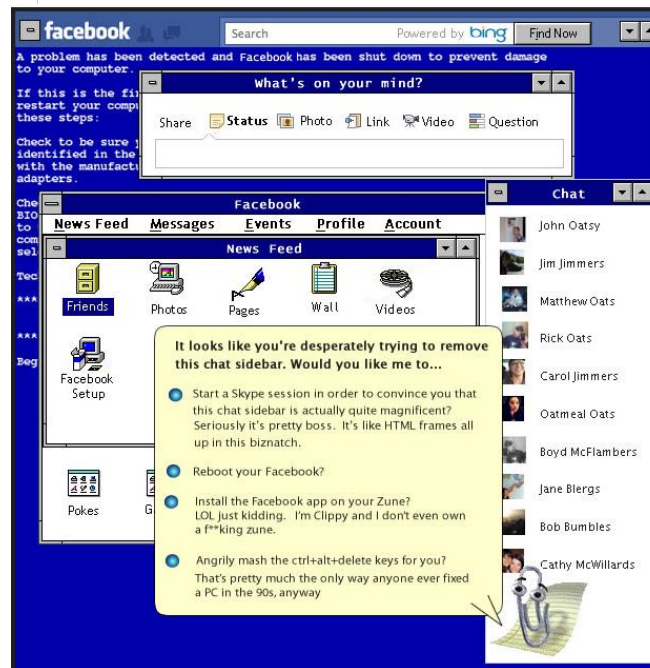
# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### SOMETHING CRAZY

Microsoft  
buys Skype  
and  
Facebook  
integrates it.

Microsoft inside Facebook? I see dark times ahead.



From The Oatmeal  
(parody of Microsoft-  
Skype-Facebook deal).

Know at least a handful  
of alternative  
perspectives – about  
general trends and  
about your vertical  
form sources your  
investors / clients /  
competition won't



Read something silly / crazy not about your vertical but keep an eye out  
for 'alternative' take on trends

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### SOMETHING WIERD

Business ▾ Investing ▾ Tech ▾ Entrepreneurs ▾ Op/Ed ▾

# Forbes

Search news, busine

Where To Go For A Power Lunch Wireless Winners And Losers In 2012 Will The Dollar Rebound In 2012?

Jessica Hagy, Contributor  
Using visuals to tell stories, jokes, and truths.  
[+ Follow on Forbes](#)

SPONSORED BY  
**IBM**

TECH | 12/13/2011 @ 12:13PM | 11,174 views

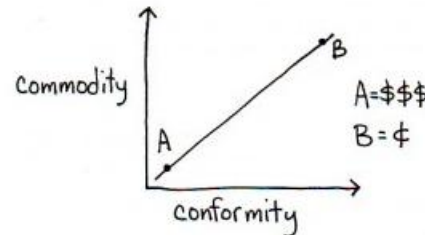
## Why Weird is Wonderful (and Bankable)

[+ Comment now](#)

**Weird is wonderful. And it's bankable too.**  
You know who's weird? Astronauts. Saints. Nobel Prize winners. Scientists. People with hobbies you've never heard of or are afraid to try. People who

Seriously, if you're going to do a start up, you're likely insane – as in clinically diagnosable

Embrace it – create value from it



Not just different, weird – not just notorious, but un-commoditizable



# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### READ THIS LETTER

How to run a business

Two instincts

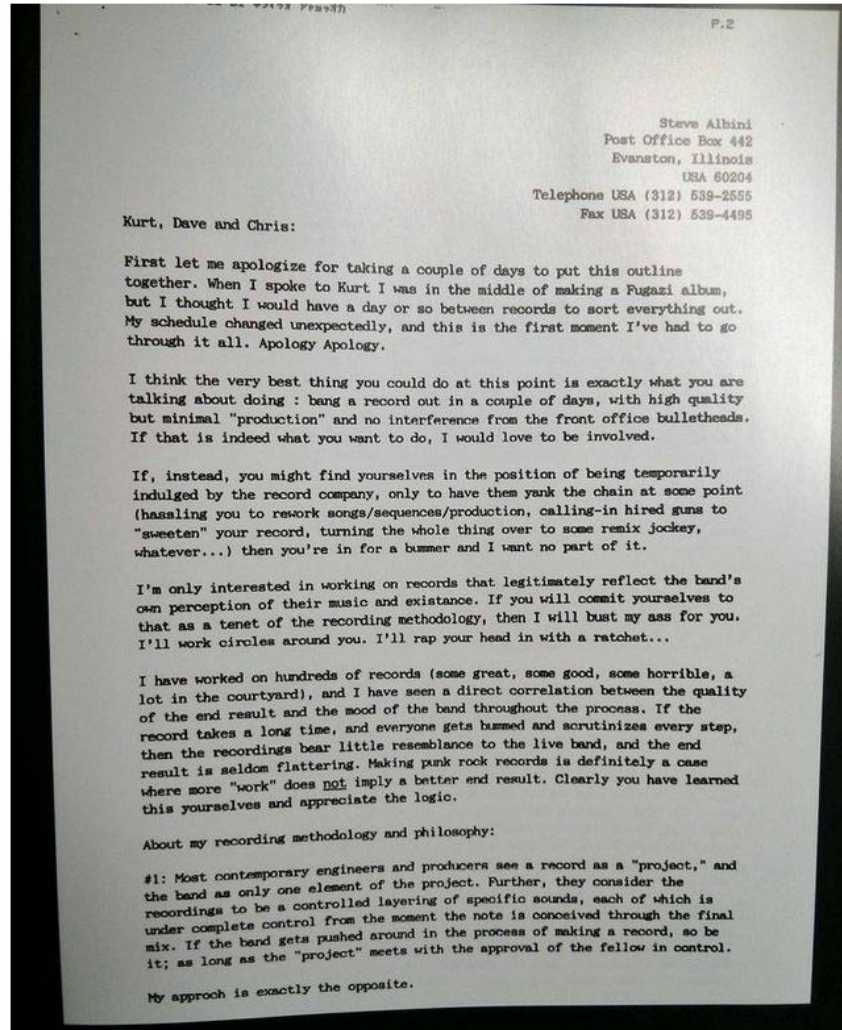
Know what to be patient  
for and what not

Know what's important  
and what's not (to the biz  
strategically and tactically)

<http://www.buzzfeed.com/danmartin/this-letter-steve-albini-wrote-to-nirvana-is-just-incredible>



Before Steve Albini produced Nirvana's *In Utero*, he wrote them a letter outlining his vision.



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<http://www.buzzfeed.com/danmartin/this-letter-steve-albini-wrote-to-nirvana-is-just-incredible>



Albini is renowned for his lo-fi approach to recording. He pretty much just puts microphones in front of speakers.

I consider the band the most important thing, as the creative entity that spawned both the band's personality and style and as the social entity that exists 24 hours out of each day. I do not consider it my place to tell you what to do or how to play. I'm quite willing to let my opinions be heard (if I think the band is making beautiful progress or a heaving mistake, I consider it part of my job to tell them) but if the band decides to pursue something, I'll see that it gets done.

I like to leave room for accidents and chaos. Making a seamless record, where every note and syllable is in place and every bass drum beat is identical, is no trick. Any idiot with the patience and the budget to allow such foolishness can do it. I prefer to work on records that aspire to greater things, like originality, personality and enthusiasm. If every element of the music and dynamics of a band is controlled by click tracks, computers, automated mixes, gates, samplers and sequencers, then the record may not be incompetent, but it certainly won't be exceptional. It will also bear very little relationship to the live band, which is what all this hokey is supposed to be about.

#2: I do not consider recording and mixing to be unrelated tasks which can be performed by specialists with no continuous involvement. 99 percent of the sound of a record should be established while the basic take is recorded. Your experiences are specific to your records; but in my experience, remixing has never solved any problems that actually existed, only imaginary ones. I do not like remixing other engineer's recordings, and I do not like recording things for somebody else to remix. I have never been satisfied with either version of that methodology. Remixing is for talentless pussies who don't know how to tune a drum or point a microphone.

#3: I do not have a fixed gospel of stock sounds and recording techniques that I apply blindly to every band in every situation. You are a different band from any other band and deserve at least the respect of having your own tastes and concerns addressed. For example, I love the sound of a boomy drum kit (say a Gretsch or Camco) wide open in a big room, especially with a Bonhammy double-headed bass drum and a really painful snare drum. I also love the puke-inducing low end that comes off an old Fender Bassman or Ampeg guitar amp and the totally blown sound of an SVT with broken-in tubes. I also know that those sounds are inappropriate for some songs, and trying to force them is a waste of time. Predicating the recordings on my tastes is as stupid as designing a car around the upholstery. You guys need to decide and then articulate to me what you want to sound like so we don't come at the record from different directions.

#4: Where we record the record is not as important as how it is recorded. If you have a studio you'd like to use, no hag. Otherwise, I can make suggestions. I have a nice 24-track studio in my house (Fugazi were just there, you can ask them how they rate it), and I'm familiar with most of the studios in the Midwest, the East coast and a dozen or so in the UK.



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He is also famed for his integrity.

I would be a little concerned about having you at my house for the duration of the whole recording and mixing process (if only because you're celebrities, and I wouldn't want word getting out in the neighborhood and you guys having to put up with a lot of fan-style bullshit); it would be a fine place to mix the record though, and you can't beat the vittles.

If you want to leave the details of studio selection, lodgings, etc. up to me, I'm quite happy to sort all that stuff out. If you guys want to sort it out, just lay down the law.

My first choice for an outside recording studio would be a place called Pachyderm in Cannon Falls, Minnesota. It's a great facility with outstanding acoustics and a totally comfy architect's wet-dream mansion where the band lives during the recordings. This makes everything more efficient. Since everybody is there, things get done and decisions get made a lot faster than if people are out and about in a city someplace. There's also all the posh shit like a sauna and swimming pool and fireplaces and trout stream and 50 acres and like that. I've made a bunch of records there and I've always enjoyed the place. It's also quite inexpensive, considering how great a facility it is.

The only bummer about Pachyderm is that the owners and manager are not technicians, and they don't have a tech on call. I've worked there enough that I can fix just about anything that can go wrong, short of a serious electronic collapse, but I've got a guy that I work with a lot (Bob Weston) who's real good with electronics (circuit design, trouble shooting and building shit on the spot), so if we choose to do it there, he'll probably come along in my payroll, since he'd be cheap insurance if a power supply blows up or a serious failure occurs in the dead of winter 50 miles from the closest tech. He's a recording engineer also, so he can be doing some of the more mundane stuff (cataloging tapes, packing stuff up, fetching supplies) while we're chopping away at the record proper.

Some day I'm going to talk the Jesus Lizard into going up there and we'll have us a real time. Oh yeah, and it's the same Neve console the AC/DC album Back in Black was recorded and mixed on, so you know it's just got to have the rock.

#5: Dough. I explained this to Kurt but I thought I'd better reiterate it here. I do not want and will not take a royalty on any record I record. No points. Period. I think paying a royalty to a producer or engineer is ethically indefensible. The band write the songs. The band play the music. It's the band's fans who buy the records. The band is responsible for whether it's a great record or a horrible record. Royalties belong to the band.

I would like to be paid like a plumber: I do the job and you pay me what it's worth. The record company will expect me to ask for a point or a point and a half. If we assume three million sales, that works out to 400,000 dollars or so. There's no fucking way I would ever take that much money. I wouldn't be able to sleep.

# BASIC INDUSTRY SOURCES

## Healthcare Entrepreneurs' BootCamp

### READ THIS LETTER

How to run a business

Two instincts

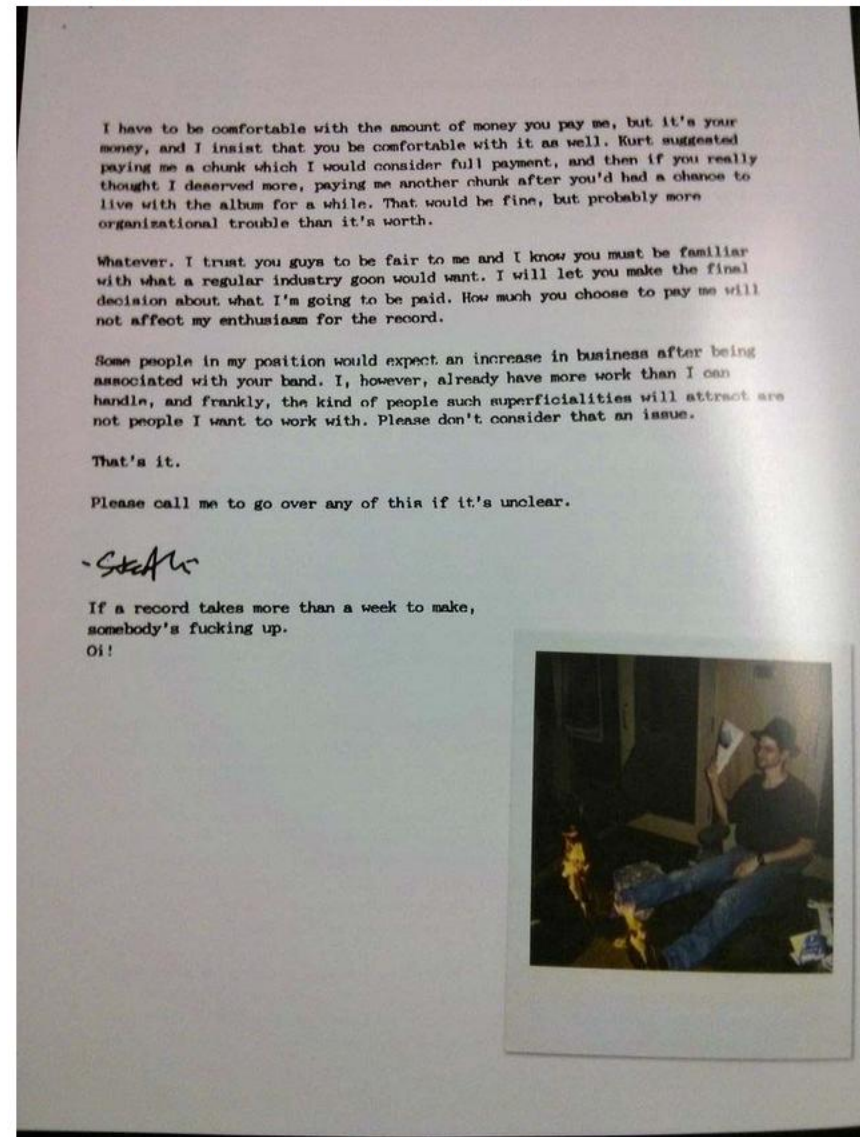
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<http://www.buzzfeed.com/danmartin/this-letter-steve-albini-wrote-to-nirvana-is-just-incredible>



Seriously, it's like he's actively trying to get them to pay him less.



### What about the DATA ?!?

You think he's finally  
going to get to the data?

It's about  
darn time!



# BASIC DATA SOURCES


### REAL SOURCES

Hit the main sources.

These drive the ACA market but they are geared towards unit of payment (contract, etc.) not like the APCD.

Also see new sources, like payment on physicians using CMS FFS data and making mainstream headlines (NYT, WSJ, USA Today...)



 Health Data Consortium  
**Health Data All-Stars**  
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[Suggest a Data Source](#)  
[About the Health Data All-Stars](#)  
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+

State Health Facts

COST OF CARE

EXCEL / CSV

HEALTH OUTCOMES

IMAGE

INSURANCE COVERAGE & ACCESS

INTERACTIVE TOOL

MAP

PDF

SOCIAL DETERMINANTS & DEMOGRAPHICS

STATE

+

Dartmouth Atlas

CITY

COUNTY

EXCEL / CSV

HEALTH CARE DELIVERY & QUALITY

HOSPITAL REGION

MAP

PDF

STATE



# BASIC DATA SOURCES

## CREATIVE SOURCES

Strategically, if your sole source is claims data, it's probably a flaw in your business model.

But it also means you have an extra challenge

# Use something besides claims

ICD What?



# BASIC DATA SOURCES

## CREATIVE SOURCES

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## Use something besides claims

'Tis ICD10

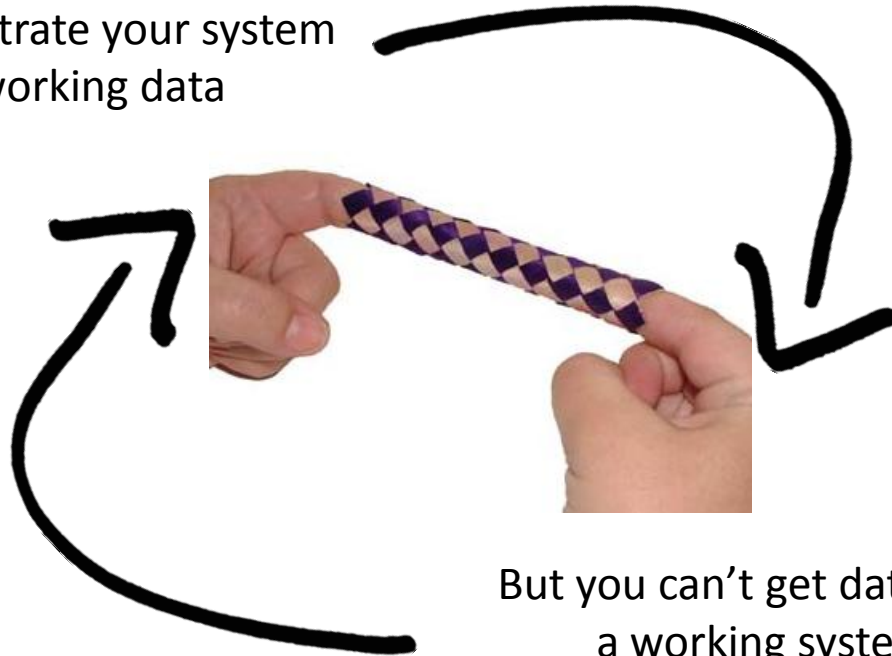


# BASIC DATA SOURCES

## CREATIVE SOURCES

### Classic Start Up Trap\*

You can't demonstrate your system unless you have working data



But you can't get data unless you have a working system to demonstrate (either restricted access or real world pilot to get real data)



\*Perhaps the most frequent fail point for an analytic start up in the real world

# BASIC DATA SOURCES

## CREATIVE SOURCES



## The Power of Puff!

Use the DE-SynPUF for your demo!

Use it for your build,  
your first iteration,  
to showcase a real working system.

Then get your pilot,  
restricted use access,  
funding...

... and...



# BASIC DATA SOURCES

## CREATIVE SOURCES

Get through the funnel...



\*Health Care Start Ups  
fail at astounding,  
disproportionate rates



# BASIC DATA SOURCES

## CREATIVE SOURCES

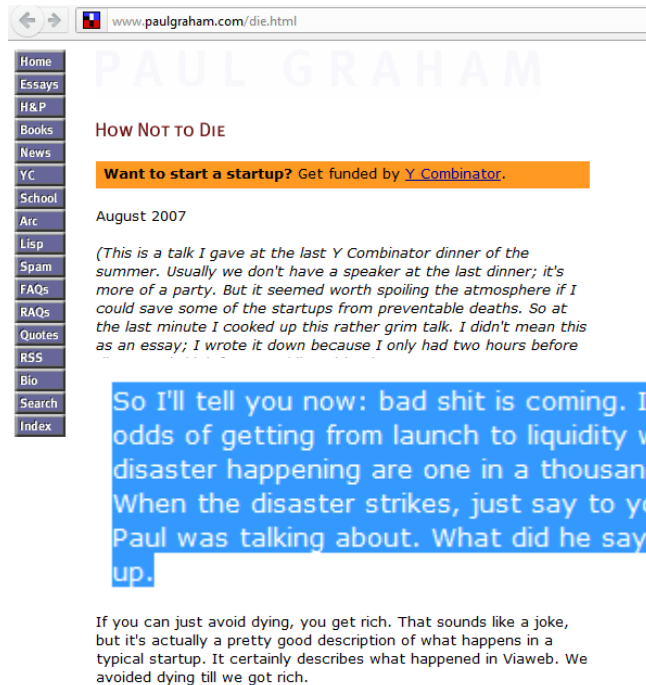
... and avoid getting stuck!





# BASIC INDUSTRY SOURCES

### REMEMBER: “INTESTINAL FORTITUDE”



The screenshot shows a web browser window with the address bar displaying 'www.paulgraham.com/die.html'. The page title is 'PAUL GRAHAM' and the main heading is 'HOW NOT TO DIE'. A navigation menu on the left includes links like Home, Essays, H&P, Books, News, YC, School, Arc, Lisp, Spam, FAQs, FAQs, Quotes, RSS, Bio, Search, and Index. The main content area features a quote from Paul Graham: 'So I'll tell you now: bad shit is coming. It always is in a startup. The odds of getting from launch to liquidity without some kind of disaster happening are one in a thousand. So don't get demoralized. When the disaster strikes, just say to yourself, ok, this was what Paul was talking about. What did he say to do? Oh, yeah. Don't give up.' Below the quote, a small text block reads: 'If you can just avoid dying, you get rich. That sounds like a joke, but it's actually a pretty good description of what happens in a typical startup. It certainly describes what happened in Viaweb. We avoided dying till we got rich.'

The highest highs and the lowest lows – greater joy and deeper despair than you’ll find during a life time of office jobs – and all before noon each day.

And a 1 in 1000 ‘success’ rate, when counting conservatively. (note: exit/liquidity is success, not funding, he’s writing this to those already funded).

Do you really want to do this?



There’s an office job around the corner, why not take it?



# PUT IT TOGETHER

Do It Yourself (after all that's the nature of a start up)

Build your collateral, start the conversation & revise

Build your market map

Trends (financial, technical & vertical)

Business problem/solution & your place vs. competition

Build your demo (w/ data) – what is your minimum viable product, differentiation

Sketch out your team – contact them if needed via tools above

Identify your funder – contact them via tools above

Where is your exit – start w/ the end and contact them first via tools above

