
Starting New Ventures

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Chap 2 Recognizing Opportunities and Generating Ideas.

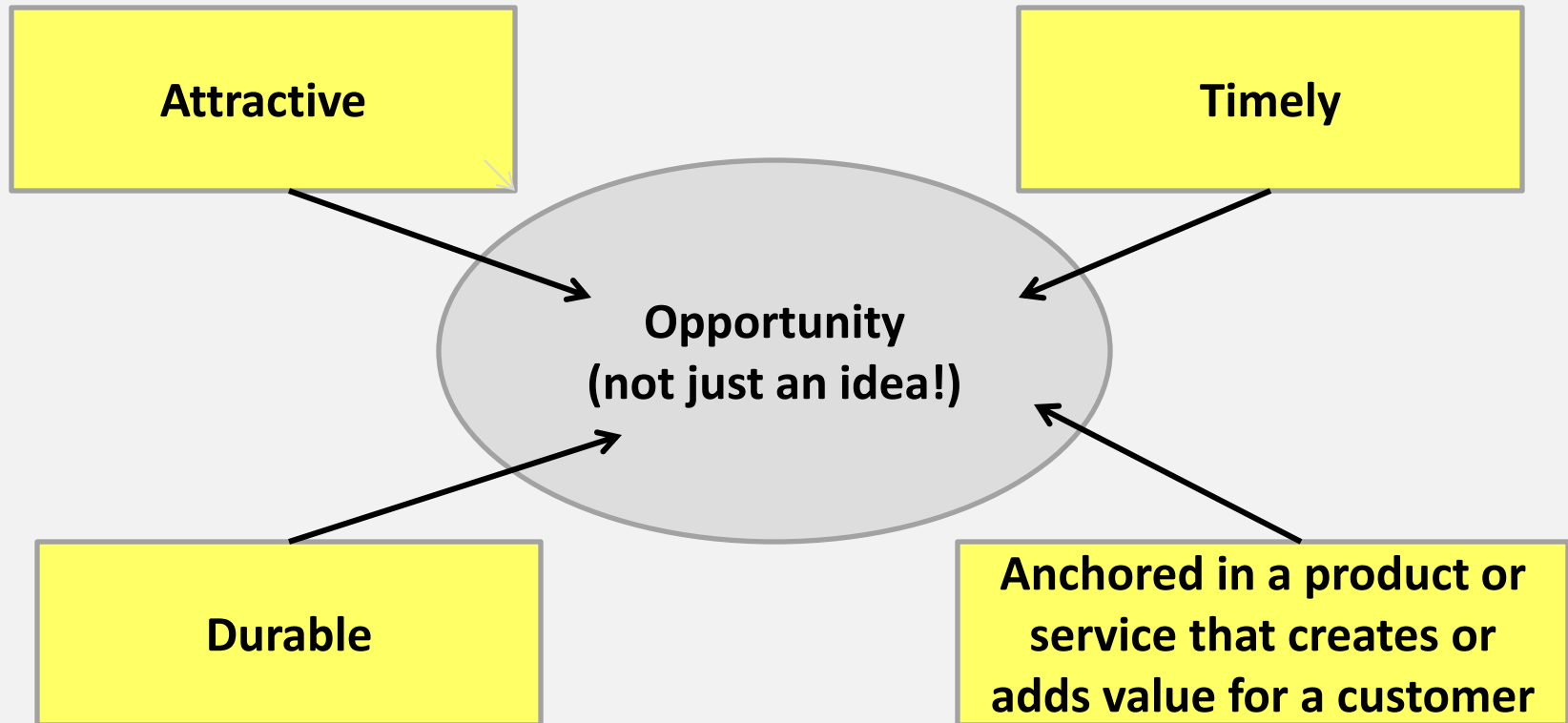
ScriptPad – Case Study

Dr. Jack M. Wilson

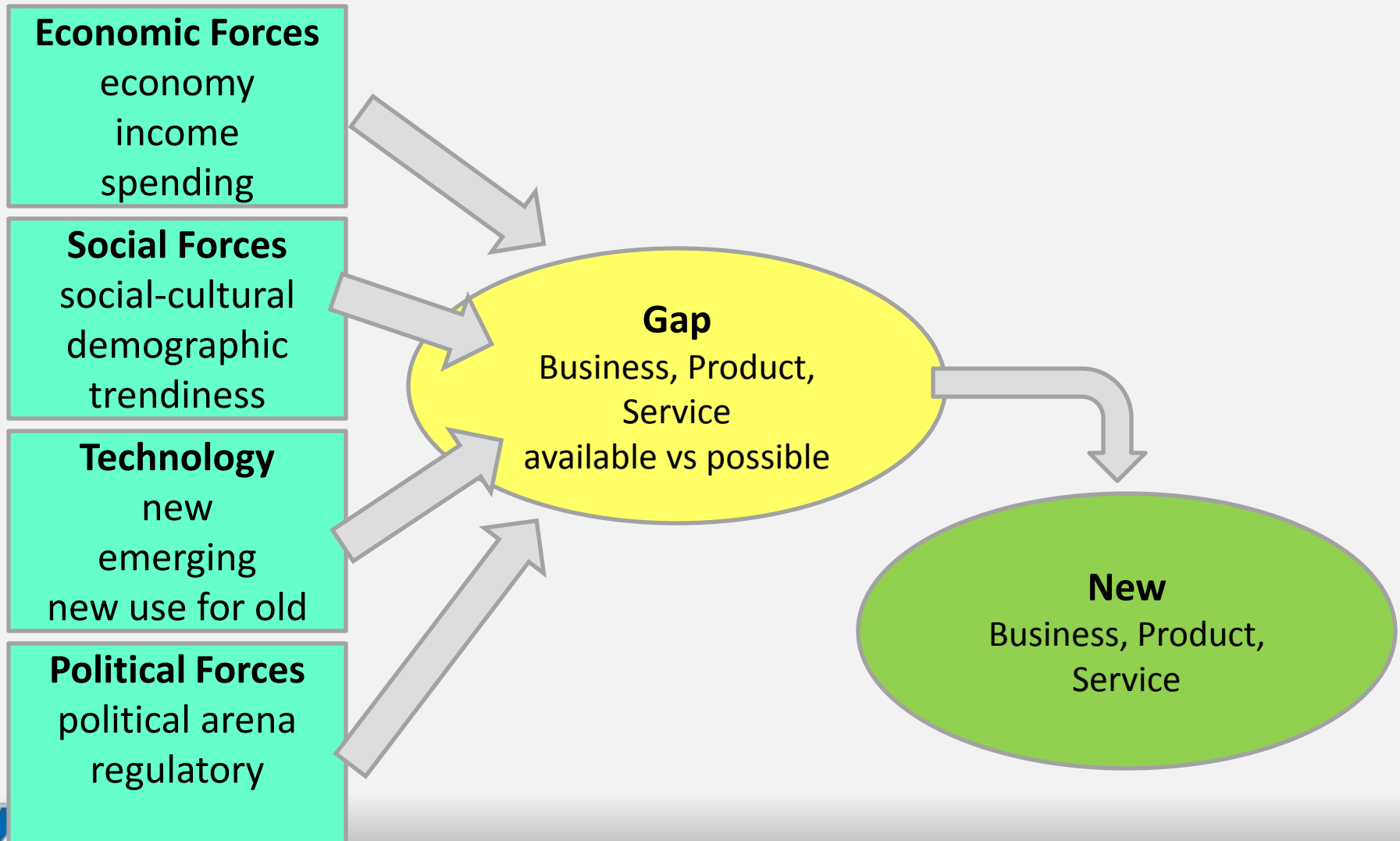
Distinguished Professor
of Higher Education, Emerging Technologies,
and Innovation



Four Essential Qualities or Dimensions



From Trends to Opportunity



Script Pad

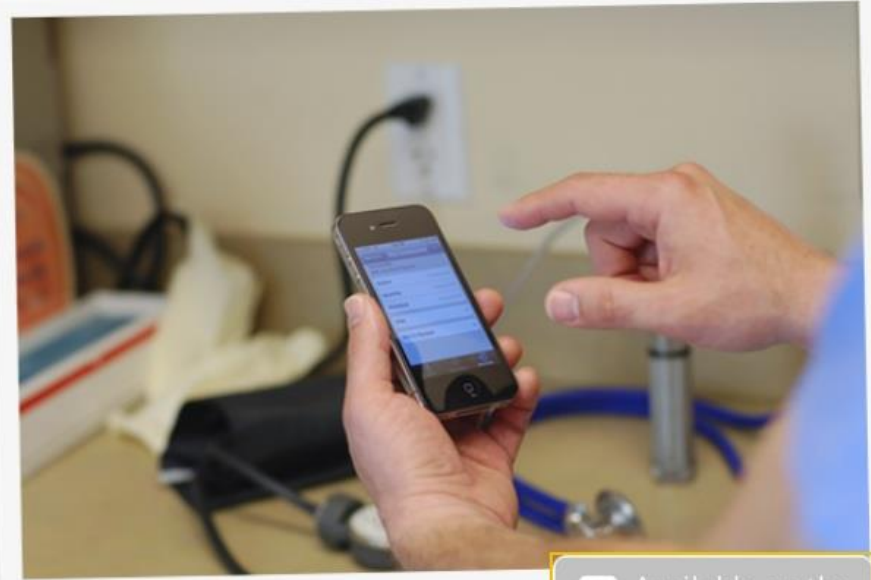
- ScriptPad
 - iPhone/iPad/iPod prescription platform

Scriptpad transforms your iPhone and iPad into a digital prescription pad.

Questions

[Watch the video tour!](#)

ScriptPad allows doctors to write prescriptions faster and safer than their current paper process. ScriptPad eliminates deadly prescription writing mistakes that contribute to over 7,000 deaths each year and sends the prescription directly to the patient's pharmacy.



Available on the
App Store

ScriptPad

- Founder: CEO Shane Taylor
- Problem: Father had 26 medicines - heart disease and cancer
- Gap: Written Prescriptions have errors 40% of the time!
 - Dosage-drug interaction-handwriting etc
 - 7000 deaths per year
- Opportunity: create communication technology to eliminate handwriting, catch and reduce errors, deliver electronically
- Solution: iPad app



ScriptPad Business Model

- Free App for doctors and nurses
- Premium upgrade at \$49 per month to doctors
 - Federal IT financial incentives
- Transaction Fee for Pharmacies
- Niche: easier/cheaper than comprehensive systems being deployed –more complex systems also require training
- Singular focus: writing electronic prescriptions
 - –they believe this is a strength
- Market: small offices 1-5 physicians



ScriptPad –early financing success

- Accepted into TechStars in 2010
 - TechStars, which launched in 2007, is a “startup boot camp” for tech entrepreneurs in which selected startups receive up to \$18,000 in seed funding (or \$6,000 per founder up to three founders in exchange for 5 percent of the company), three months of mentorship from successful entrepreneurs and investors, and the opportunity to pitch to angel investors and venture capitalists at the end of the program.
 - One of the differentiating factors in TechStars is that it takes a mentor and community-driven approach to incubating startups and supporting founders. The company pairs at least 10 mentors in the local technology industry with each startup to give founders access to both seasoned entrepreneurs and venture capitalists.
 - The incubator has programs in Boston, Boulder, New York, Seattle, and recently launched a new thematically focused business Kickstarter, dubbed TechStars Cloud.



ScriptPad-VentureFunding

The company is has raised \$12,000 from TechStars and another \$420,000 from investors, including BR Venture Fund.

- <http://techli.com/2012/06/scriptpad-bad-penmanship/>

Investors



Ty Danco

Founder, BuysideFX, @eSecLending. @Techstars Boston, North Country Angels, Anges Quebec, Founder Fuel, MassChallenge. <http://tydanco.com> That's about it.



T Seale

Investor in Founders Coop, @Marketfish, Right Side Capital Management, @Other Startups, @OneWed (Formerly Nearlyweds), @Evo Media Group, @PerBlue, @Big River Innovations Inc....



Marlon Nichols

Associate Director (Equity Investing) at @Intel Capital



Chris Kurdziel

Product & Partnerships at @Shelby.TV, Advisor at @BR Venture Fund, @Cornell and @Vandy grad. Are you coming to Mars or what?



TechStars

The #1 startup accelerator in the world



Aaron Holiday

Kauffman Fellowship Finalist - Class 17 @BR Venture Fund, COO; eLab Start-up Accelerator; GFI Group; Goldman Sachs;



Justin Kvasnicka

Sr. Strategy Advisor, Dell, Inc. Formerly Fund Manager, BR Venture Fund; Senior Analyst, Capital Southwest Corporation; Analyst, JP Morgan Investment Bank.



CJ Halabi

Angel Investor. Hardware engineer. Ex-VC fund manager. Ex-Classic Cocktail Bartender. Worked at Ericsson, HP, Accenture, Capgemini. Cornell ECE, MENG, MBA.






ScriptPad Projected Timeline



Physician Enrollment
begins early 2011

ScriptPad

- SureScript Certification
- Nationwide EMR & Prescription network
 - Electronic Medical Records

Product Info. Company Name Software Name Version	Software Type	Prescription Benefit ?	Medication History ?	Prescription Routing ?				EPCS ?
				Retail Rx		Mail-Order Rx		
				New	Renewal	New	Renewal	
Sabimed ClinNext 3.0 Uses DoseSpot	EMR	✓	✓	✓	✓	✓	✓	
SafeMed SafeMed	EMR	✓						
Sagacious MedWare, Inc. Sagacious EMR 7.1	EMR			✓	✓			
SAGE Intergy EHR 6.10	EMR						✓	
Sapien Sapien EHR 4.1.3 Uses NewCrop	EMR	✓	✓	✓	✓	✓	✓	
ScriptPad, Inc. ScriptPad 0.9	Stand-Alone			✓	✓			
ScriptRx, Inc. ScriptRx	EMR			✓	✓			



Challenges

- They believe the major challenge is adoption
 - Challenges on both pharmacy and physician side
 - Medical industry is notoriously slow to change
 - Currently only 10% handled electronically
 - New government incentives (2009 passed IT Health funding)
 - To spur electronic prescriptions and EMR-**E**lectronic **M**edical **R**ecords.

Questions

- Attractive,
- durable,
- timely,
- anchored in product or service?

- What environmental trends work in their favor.
 - If this is a good opportunity, what environmental trends made this possible?
- If you were the family physician in a small practice how would you react?
 - What do you see as the pluses and minuses?
 - What would you decide?

- What questions SHOULD we be asking that we have not?



Our Questions:

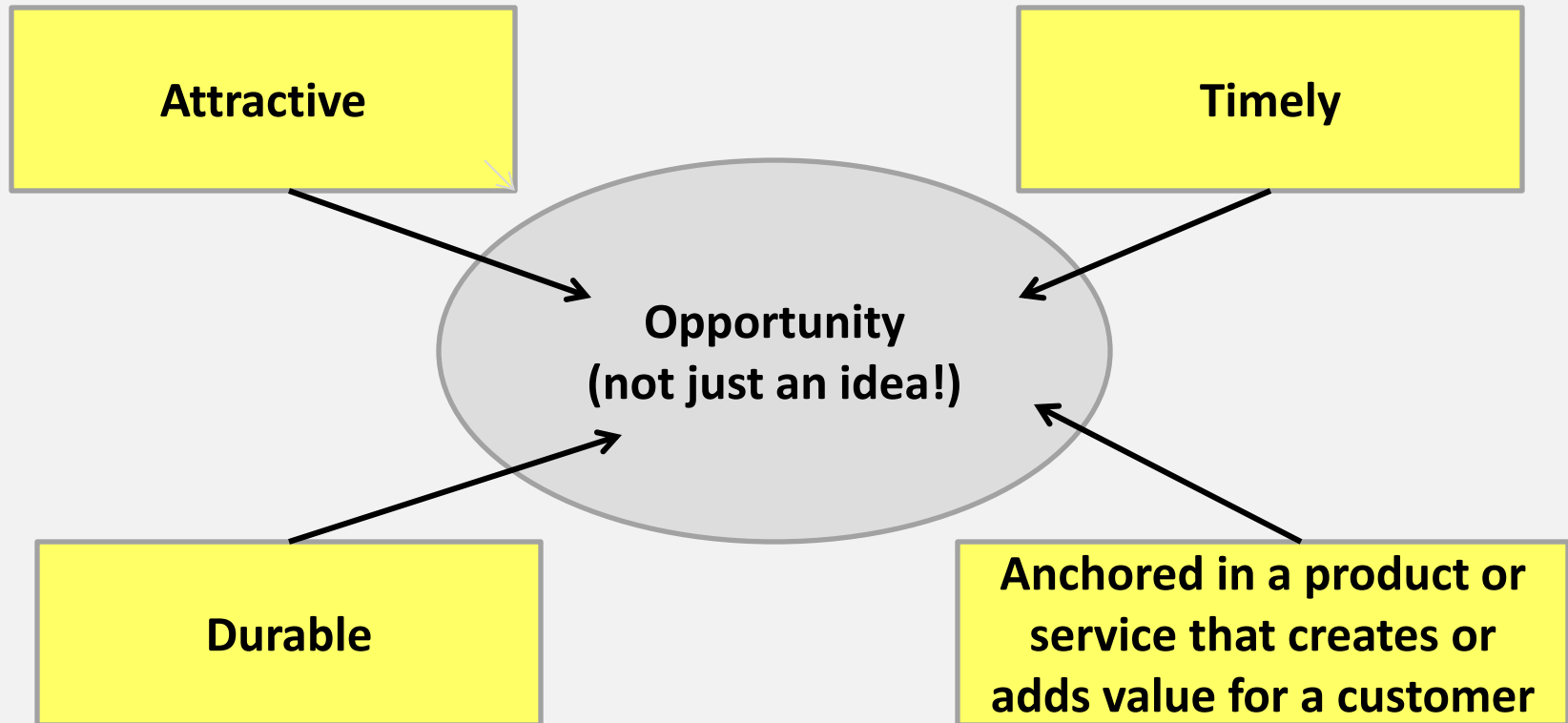
- You say that the major challenge is adoption. Is that true?
- What are the other challenges?
 - How will you meet HIPAA? (Regulatory issues)
 - <http://www.hhs.gov/ocr/privacy/>
 - How will you interface with the major systems that hospitals are deploying?
 - How will you meet inter-operability standards?
- How do you protect your intellectual property? What keeps others from copying you? Any barriers to entry?
 - Looks like you already have lots of competitors



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- The company is has raised \$12,000 from TechStars and another \$420,000 from investors, including BR Venture Fund. According to the venture fund, “In America, over 1.7 billion prescriptions are handwritten every year and roughly 40 percent of these contain errors of some sort.” This represents a huge market opportunity, and ScriptPad presents a simple solution.
 - The app – which is fully HIPPA compliant – uses the Surescripts prescribing network of over 65,000 local and chain pharmacies nationwide. To qualify to use ScriptPad, healthcare providers must have an NPI number, active medical license, and DEA number. So you can’t just download the app and start sending prescriptions off to a pharmacy for your buddy.
 - -<http://techli.com/2012/06/scriptpad-bad-penmanship/>



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