

# MediSure

Health Care, Winnipeg

An app to store information about medicine provided to one person by many different caregivers.



Advisors:

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[www.medi-sure.ca](http://www.medi-sure.ca)

## Company Summary

MediSure will link multiple caregivers in one “family” to track data about medicine for a child, adult, senior (or even a pet) when medicine is provided by multiple caregivers, such as shared custody parents, nannies, grandparents, babysitters, schools, etc. The app will expand to include tracking of illnesses, quarantine information, outcomes, doctor notes, and allergies.

## Management

- General Manager/CMO – Cal Harrison BA, Dipl. Adv., MBA, CMC
- CIO – Heather Surzyshyn BA, Dipl. IST

## Customer Problem

- Many families rely on multiple caregivers every day to look after their children, siblings, parents (even pets) that require medication. Critical information about dosing is difficult to keep track of among many parties but MediSure has created a simple and secure platform to capture this data and ensure the safety of those requiring care.

## Product / Services

- Cloud hosted software, including web applications for primary caregivers
- Mobile app software for all caregivers

## Target Market

- In Canada, 41% of community-dwelling 6- to 79-year-olds had taken at least one prescription medication within two days of their household interview. In the United States that number is 48%.
- This translates to hundreds of millions of prescription users in North America many of which have their medication delivered by multiple caregivers each day.

## Business Model

- “Family” user fees starting at \$10/month to provide a live dashboard for primary care givers and access for multiple caregivers via a phone app.

## Customers

- Families with small children as well as adults responsible for the care of their independent parents that are still in the community (and not in a personal care home).

## Sales and Marketing Strategy

- Inbound content-based website marketing strategy
- App store sales/reseller agreements
- Earned media in family and health care media
- Social media and online promotions

## Competitors

- Typically, family caregivers buy special pill boxes or other aids designed to help remind the patient and the caregiver about the times to take medications. Such aids include simple containers with compartments labeled for meals and bedtime, containers that beep when it's time for a dose, or a special bottle cap that counts openings of the prescription bottle to keep track of the doses that have been taken.

## Competitive Advantage

- No additional equipment (such as pill containers) to buy
- Provides opportunity for additional dosing information such as "take on full stomach" etc.
- Provides opportunity to track actual consumption using photos or videos to document consumption.

## Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
<b>Total Revenue</b>	\$ -	\$ -	\$ 9,600	\$ 489,600	\$ 5,289,600
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 461,368	\$ 817,107	\$ 867,107
OpX	\$ 8,950	\$ 8,050	\$ 69,400	\$ 79,400	\$ 79,400
<b>Total Expenses</b>	\$ 126,450	\$ 125,550	\$ 623,268	\$ 989,007	\$ 1,039,007
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
<b>Net Cash Flow</b>	\$ 123,550	-\$ 2,000	-\$ 615,668	-\$ 1,115,075	\$ 3,135,519

55,100 users by year 5 (a fraction of one percent of the available market). Average annual subscription fee is \$120 (discounted 20% for reseller commissions).

## Licensed Technology/Product

- Cloud hosted software and phone app

## Technology/Product – Current Status

- Technology Evaluation completed (TRL 2)