



EXECUTIVE SUMMARY

Contact Information

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Management Team

JEN HORONJEFF, PHD - FOUNDER, CEO

Columbia University researcher, human factors consultant, FDA advisor, 15 years in patient advocacy. Patient experience: 33 years with juvenile arthritis, autoimmune disease and brain tumor

RONNIE SHARPE - CO-FOUNDER, CHIEF STRATEGY OFFICER

Founder of CysticLife, a rare disease social network, 8 years in market research, PCORI reviewer. Patient experience: 37 years with cystic fibrosis

KELSEY MCCARTHY, JD - CLIENT SERVICES

Former corporate attorney, prior experience in marketing and PR at Ogilvy for pharma & healthcare clients

Advisors

Julie Hill - Board of Directors, Anthem

Rashmi Sinha - Founder, SlideShare

Kim McCleary - Managing Director, FasterCures

Ryan Harrison, PhD - Head of Engineering, BioBright

Nathan Schneider - Lead Organizer, Platform Coopertivism

Burt Rosen - Chief Marketing Officer, HealthSparq

Financial Information

Company Stage: Completed Pilot

Pilot Revenue: \$20,000

Previous Capital: Bootstrapped and \$40K in competition prize money

Break-even point: Q3 of 2020

Capital Seeking: \$500,000

Use of Funds

50%: Product development

20%: Marketing

20%: Operations

10%: Legal/Misc



People-centered business
driving social innovation
putting people first

Summary

Savvy Coop is a patient-owned co-op that helps companies get the patient insights they need to build better solutions--faster. Fueled by our experiences as both patients and professionals, we know that healthcare is not user-friendly, and companies would do better if they worked with patients to co-create new solutions.

Problem

Companies and innovators need to understand the patient experience in order to create successful solutions. But often professionals don't know where to find patients, and the process to connect with them can be slow, expensive and cumbersome.

Solution

Savvy Coop is like the Match.com® for patient insights. We provide an online marketplace that allows companies to post their needs for patient input via surveys, interviews, user-testing, etc. Patients can opt to participate, and earn points and rewards for doing so.

Business Model

Companies are charged a per person recruitment fee for each patient they work with. We plan to roll out a tiered freemium subscription model, and enterprise solution. Patients pay a fee to join the co-op, which could have its own freemium model.

Market Size

The patient insights market is not well-defined, but it is assumed multiple segments use or will use it to improve their work. In 2017, \$11B was invested into digital health companies. Pharma alone spends \$3.4B/year on market research, and the \$1.2B clinical trial recruitment market shows a willingness to pay for recruitment.

Competitors

The current method for reaching patients is through patient advocacy organizations, online patient groups, posting on craigslist, or hiring recruitment firms. WEGO Health has a gig economy platform to hire patient influencers/KOLs for consulting.

Competitive Advantage

We have deep knowledge & networks on both sides of platform. What sets us apart is our co-op structure. Because our members have stake in business, it makes us sticky and they are motivated to help us succeed. Our co-op structure has put us in the spotlight, driving additional exposure online, in print and at conferences.

Growth Strategies

We leverage social media and our personal networks, and are developing partnerships with incubators, pharma, and patient advocacy organizations. We are also launching new initiatives for companies and patient groups that will increase our visibility.

Traction

We've had repeat paying customers throughout our pilot. We have been winners in three pitch competitions and received attention for our innovative social enterprise. We have been accepted into two incubators and worked with others to support their portfolio.