

Company Representative Name	<b>Lori Most</b>	04/24/2020
	by <b>Lori Most</b> in <b>#CloudInnovateHERxDigital Pitch Challenge</b>	id. 16111185
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## #CloudInnovateHERxDigital Finalist - Additional Information Form

 04/28/2020

Name Question	<b>Lori Most</b>
Company Name	<b>Binary Bridge, SBC</b>
Job Title	<b>Founder and CEO</b>
Solution Name	<b>BackpackEMR</b>
Solution URL	<b><a href="https://BackpackEMR.com">https://BackpackEMR.com</a></b>
Headshot	<a href="#">Square_Profile_Pic_-_Lori_Most.jpg</a>
30 Second Video Teaser	<a href="#">CloudInnovateHER_-_BackpackEMR.mp4</a>
I Agree	<b>checked</b>

## #CloudInnovateHERxDigital Finalist Form

 04/27/2020

Name Question	<b>Lori Most</b>
Long Answer Question	n/a

## Original submission

 04/24/2020

Company Name	<b>Binary Bridge, SBC</b>
Email Address	<b>lori.most@backpackEMR.com</b>

Mobile Phone Number	<b>+1 651 238 5609</b>
Company Address	<b>822 W. Lake Street Suite B Minneapolis, MN 55407</b>
Company Website	<b><a href="https://BackpackEMR.com">https://BackpackEMR.com</a></b>
Company Logo	<b><a href="#">BP_EMR_RGB_K_12_500x500.png</a> <a href="#">BB_LOGO_Name.png</a></b>
Industry	<b>Healthcare</b>
If "other", please specify.	n/a
Solution Name	<b>BackpackEMR</b>
Big Idea: One sentence that describes the value your solution will provide to your customer.	<b>BackpackEMR is transforming medical aid from temporary, short-term solutions into high-quality, long-term healthcare.</b>
Solution Description: Explain how your solution solves the customer challenges?	<p><b>BackpackEMR removes the guessing game of patient care that challenges all foreign aid teams. Today, without any information on the patients, they need to re-order lab tests, rely on patients' memories for past medical health, and potentially prescribe conflicting medications.</b></p> <p><b>BackpackEMR gives medical teams instant access to past patient medical histories to provide better informed diagnoses and treatment plans. BackpackEMR is then utilized by local teams to follow-up with patients, which leads to better patient outcomes and an empowered local staff.</b></p> <p><b>Additionally, BackpackEMR is the ONLY patient-tracking system that shares data among clinic station devices, using a custom-built, peer-to-peer, offline network, enabling a full clinic in any remote village. No internet needed. No server needed. And no more paper needed....</b></p>

Your Solution:  
Describe your solution. What specific Cloud services are you leveraging in your solution? How do these cloud services being used?

**BackpackEMR is a portable, electronic medical records system (EMR) that works offline, can share data with other devices while offline, and backs up to the Cloud when connected to the internet. This allows medical aid teams to run a full clinic with multiple stations (Registration, Vitals, Labs, Exam, Pharmacy) ANYWHERE. Additionally, it can be used for home-visits and follow-ups in rural villages, and then it can be backed up to the Cloud and shared with teams back in the States when they are connected.**

**We are running everything except our iOS APP on AWS using virtual servers.**

**Our database server and sync gateway run on EC2 VMs that are backed up automatically by AWS services. We also have Elastic Beanstalk running on EC2 VMs that host our WebAdmin app. We also have another database for our WebAdmin tool hosted on AWS RDS (Relational Database Service).**

**We recently set up a new S3 bucket for cloud storage for our COVID Reporting Dashboard. We also added CloudFront service to secure our data transfer over HTTPS and to speed up distributing that COVID Dashboard.**

**Additionally we have a Route 53 service that hosts our WebAdmin site domain and corresponding API on an Elastic Beanstalk on an EC2 VM.**

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Solution Impact:  
Explain how your solution positively and directly or indirectly impacts your customers.

**Customers want to help the world's most vulnerable populations, and BackpackEMR helps medical teams to directly provide better care and improve patient outcomes.**

**Additionally, BackpackEMR generates instant reporting on patient care that informs root causes to diseases, medications needed, and early detection for outbreaks, giving powerful information to our customers to improve their services.**

**Customers also increase their donations from donors with impact metrics generated by BackpackEMR, and can stay compliant with Ministry of Health requirements for transparency with clinic reports that they can send instantly after the clinics.**

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Market Need: What is the customer problem you are looking to solve? How does this solution solve that problem?

**Medical aid teams use paper forms to take patient clinical information today. Due to unreadable handwriting, acronyms, and high volumes of papers, the information is not collated for reports. And, these papers are ultimately thrown away or kept in storage, so patients' histories are lost and no one can follow up with those patients.**

**Modern EMR's all require the internet or a local server to perform a clinic. This is just not feasible for traveling teams going to remote villages without internet access or electricity.**

**BackpackEMR is the ONLY EMR that can facilitate a clinic without the internet or electricity.**

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Target Market: Please describe your target customers or the audience who will buy/consume your product/services.

**Our target market includes US-based medical aid teams or local in-country clinicians who travel to remote villages in low-income countries to provide health services for those without access to healthcare.**

**Additionally Ministries of Health are interested in our services to collect meaningful data on their vulnerable populations so they can better allocate limited resources.**

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Competition: What products and services do your customers choose today instead of yours? Who or what is your biggest competitor? How are you different or what is your competitive advantage?

**Paper is our largest competitor. It is portable, relatively light-weight, and always works. It is also perceived as cheaper or "free" - even though we can show cost-savings with BackpackEMR.**

**There are a few EMRs that capture patient data while offline, but cannot share data with others. These are typically used by individuals doing home-visits or are used by just a single physician to keep track of their notes during a mobile clinic.**

**Other EMRs require the internet or electricity for a local server, so aren't usable by our target market.**

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Team: Why are you and your business partners the right people to make this solution successful in the market?

**Today most software targeting low-middle income countries is created by non-profit organizations who want to help. Unfortunately non-profit skill sets and project planning do not translate into high-end software development. Instead, these non-profits see an issue, apply for large funding grants, then find the cheapest software development technologies and engineers to use as little of their funds as possible, while leaving more for implementation and local development. This means the software is typically older technology, thrown together by inexperienced software developers, with very little (if any) concern for scalability, data security, longevity, and usability. And, in the end, it ends up costing millions!?**

**My superpower is observing an issue in the field and designing a highly-tuned automated solution to optimize a person's workflow. And, after 20 years in software development at large and small companies, working in every role, including coding, testing, requirements, project management, and product leadership, I know how to create and deploy successful software.**

**We have 2 developers currently working at Snapchat, with one having created an EMR for a medical team working in Ecuador. He brings past experience with building medical solutions for low-resource locations.**

**Our methods of building software as a service (SaaS) with cutting-edge technology that is scalable, user-friendly, secure, and low-cost makes us the perfect team to solve this problem.**

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Budget and Sales Goals: How much do you think you will sell in your first year?

**Our current revenue is \$60,000 Annual Recurring Revenue (ARR), and we are projecting in the next year that we'll have \$550,000 ARR with 80+ customers.**

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Budget and Sales Goals: How much is it going to cost you to make your product or deliver your services?

**Our product is beyond MVP status, and is currently being used by 12 organizations today, but we have many additional features, enhancements, and tech debt to complete. Our next year of expenses are projected to be around \$500,000 for sales, services and product development.**

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Budget and Sales Goals: What other key expenses will you have when your solution is up and running?

**Our key expenses are:**  
**Sales/Account Management - 50%**  
**Marketing - 5%**  
**Product Development - 35%**  
**Implementation/Support - 10%**

**We can run a lean team for 12-20k/month, but prefer to run at 40k/month burn rate with additional resources to speed our growth.**

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<p>Sales and Marketing: How will you market your solution to your customers?</p>	<p><b>We have been exhibiting at conferences focused on Medical Missions and Global Digital Health.</b></p> <p><b>Our website brings in several customers searching for a portable EMR.</b></p> <p><b>Our current customers market for us by referring us to other organizations.</b></p> <p><b>We post on social media with hashtags followed by our customers.</b></p> <p><b>We also speak at several tech and health conferences to attract potential customers.</b></p>
<p>Sales and Marketing: What is your unique selling proposition/the "hook" that makes your product/service stand out?</p>	<p><b>Our value-proposition is that we increase the impact of mobile clinics. But, the real "hooks" that catch customers that are unique for us are:</b></p> <ol style="list-style-type: none"> <li><b>1) No long training sessions needed (it is truly intuitive - takes about 15 minutes)</b></li> <li><b>2) No internet or electricity needed</b></li> <li><b>3) Full 24/7 support for software or hardware in the field (our software is so solidly built that we get about 1 call/customer each year)</b></li> </ol>
<p>Sales and Marketing: Provide a summary of your routes-to-market strategy.</p>	<p><b>Our go-to-market strategy is to market to US-based medical teams going overseas. Those groups have relationships with in-country medical teams as partners - who can use our system locally. Additionally, those in-country teams have relationships with the government Ministries of Health.</b></p> <p><b>We are currently working with the Kenyan and Senegal governments to roll out BackpackEMR for all of their mobile clinics country-wide. Their motivation is to get accurate reports immediately after clinics (today it takes months and reports do not contain actionable information).</b></p> <p><b>Additionally, we have started COVID-19 tracking, and have been approved to track COVID cases across Kenya. We are just waiting to rollout a pilot! This will open up more markets for us with COVID cases in other countries.</b></p>
<p>Risk Assessment: What are the biggest hurdles to overcome in order for your solution to be successful in market and achieve the business goal defined within this plan?</p>	<p><b>A huge hurdle is building in-country relationships to build a local sales and implementation workforce within target low-middle income countries. We have started this in Kenya, Senegal, and Sri Lanka, and are working to build more relationships in other countries.</b></p> <p><b>Another hurdle is staying ahead of other global digital health teams that have a wider reach in adjacent markets. No other solution includes an offline peer-to-peer network, so we need to stay ahead of them so they don't go after our target market.</b></p>

Risk Assessment: Do you have access to available funding and the required resources to build and take your solution to market?

**Yes! We certainly need additional funding, but we are raising right now. We have \$133k committed funds, and are looking to raise another \$200k.**

**We have the following team members:**

**Founder/CEO - Lori Most (Full time)**

**Product Lead - Dave Bernardy (Full Time Employee)**

**2 Developers - Muz/Bart - at Snapchat (Nights/Weekends)**

**1 Developer - Erik Mitchell (Full Time Contractor)**

**Sales Lead - Nate Cress (Part Time Employee)**

**Lead Generator - Jon Weber (Commission only)**

**Marketing Volunteer - Sai Wang (Part Time Volunteer)**

**We also have access to board members and many technology and sales mentors helping to guide us.**

Risk Assessment: Do you need to work with other companies and organizations for any critical logistics? Please explain.

**We create the software in-house, but require hardware from other vendors. The customers can buy any equipment they'd like, but most have us purchase the equipment package for them, and have us configure it for them.**

**We can get iPads through any retail option, but we recommend just 1 type of keyboard case: Zagg Rugged Book. These we buy in bulk through CDW for a discount.**

**Additionally, customers can use any router for local wi-fi, but we recommend the Cradlepoint router used in cop cars and ambulances. We purchase these through a single distributor to receive discounts.**

Milestones: What have you achieved so far and what are your major goals for the next 6 months? 12 months? When do you expect to be in market or ready for general availability?

**BackpackEMR has been released, and we have the following modules:**

**Primary Care, Orthopedic Surgery, and Cleft Lip and Palate.**

**We got our first paying customer in 2018, and now we have 12 customers working across 19 countries.**

**We've tracked 35,000 patients, 160,000 medications, 20,000 return visits, and 5,700 referrals.**

**We have \$60,000 Annual Recurring Revenue.**

**6 Month Goals:**

**1. 40 Customers**

**2. \$200k Annual Recurring Revenue**

**3. COVID Tracking Module Complete**

**4. COVID Tracking contracts with governments in 2 Countries**

**5. Self-Serve Reporting Live**

**12 Month Goals:**

**1. 80-100 Customers**

**2. \$550K Annual Recurring Revenue**

**3. Dental, General Surgery, Vision Modules**

**4. 1 Million Patients Tracked**

Cloud Technology:  
Pick top 3 technology  
services used for  
your solution

**Security**  
**API Services**  
**Cloud Infrastructure**

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Cloud Technology  
Provider: Select the  
primary cloud  
provider for your  
solutions

**AWS**

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Technology  
Reference  
Architecture: Will you  
be able to provide an  
architecture  
diagram?

**Yes - although we aren't excited to share everything about our architecture publicly. We could present something high-level, though!**

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Solution Video URL -  
Share the explainer  
video or demo video

**<https://www.youtube.com/watch?v=Gj6jXBFRca8&feature=youtu.be>**

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Anything else you  
would like to share?

**While we are certainly helping vulnerable populations and aiding humanitarian teams, we are focused on profits, as well. Medical teams are ready to pay for technology solutions that can improve their services and increase the credibility of their work.**

**We can show that for every \$1 invested, we can provide \$6 in social return on investment - which is another reason why customers are motivated to pay \$ for our solution.**

**Additionally, large funders like USAID and the CDC have clearly stated they will no longer fund large one-off technology projects run by non-profits that are not sustainable. Our solution with a SaaS focus is very sustainable, offering high-quality software for low-costs.**

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If selected as a  
finalist, will you be  
able to attend the  
#CloudInnovateHERxNewYork  
on March 19, 2020 in  
person to pitch your  
solution?

**Yes**

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**All attendees, speakers, sponsors, volunteers, participants, advisors, and entrepreneurs at our summit are expected to follow the code of conduct. Organizers will enforce this code throughout all Women in Cloud programming. We expect cooperation from all participants to help ensure a safe environment for all.**

**Women in Cloud is dedicated to providing a harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, race, ethnicity, religion, or technology choices. We do not tolerate harassment of participants in any form. Sexual language and imagery is not appropriate for any summit venue, including talks, workshops, parties, and online media. Participants violating these rules may be barred from participating in the programming at the discretion of the organizers.**

**Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, inappropriate images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, inappropriate physical contact, and unwelcome attention.**

**Participants asked to stop any harassing behavior are expected to comply immediately and may also be asked to leave the program at the discretion of the organizers.**

**If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the Women in Cloud organizational staff identified.**

**We expect all participants to follow these rules at the program and program-related social events.**

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I Agree

true

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