

Cratiso

Sourcing racially diverse patients
for clinical trials

 HACKING 4 RECOVERY

5 Days
32 Interviews

Team Cratiso

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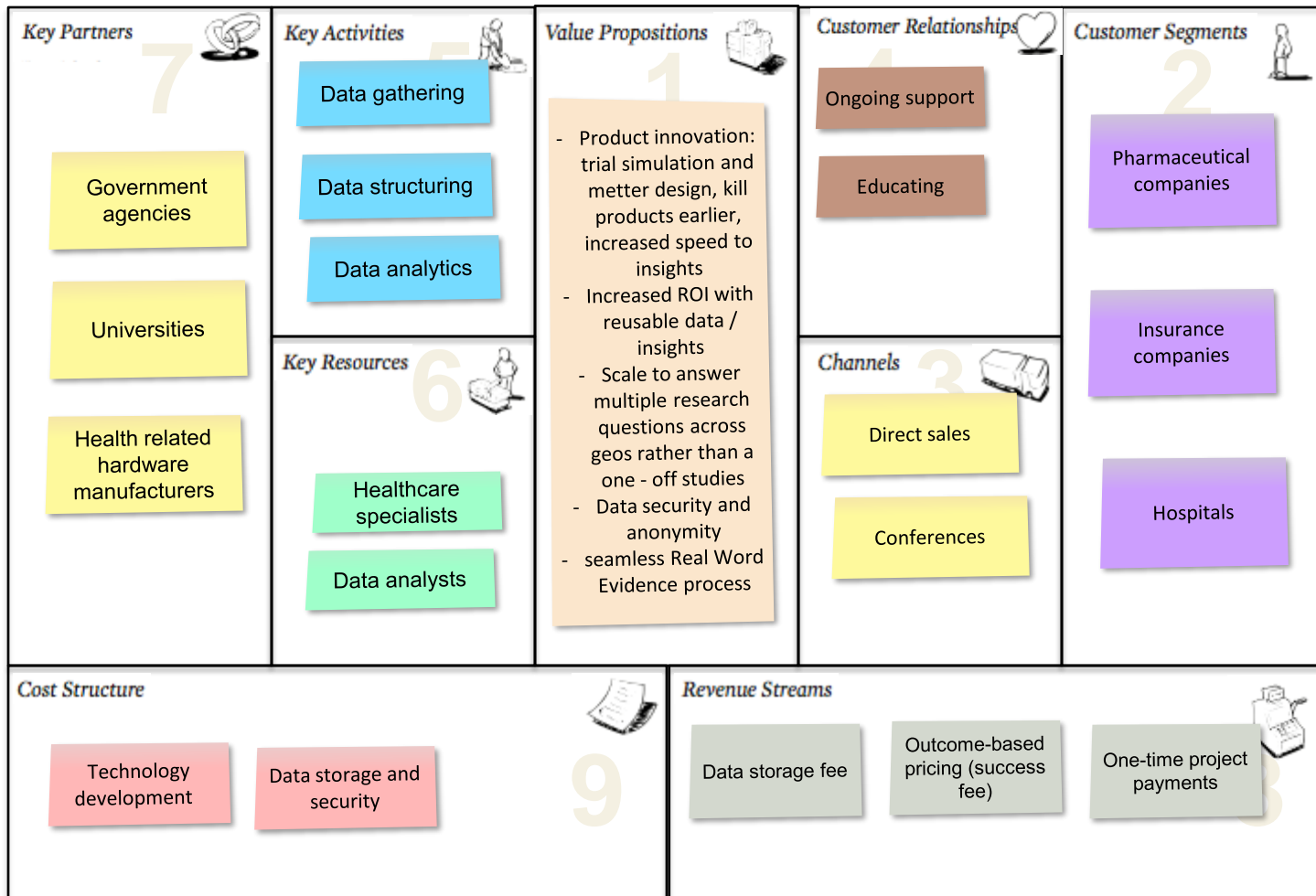


Stephanie Marrus, Mentor
San Francisco

Cratiso (Day 0)

Hypothesis

There is untapped value in unused clinical trial data

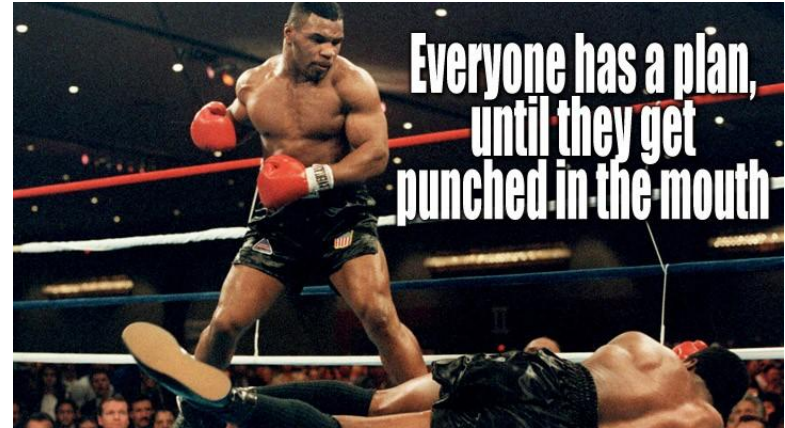


Hypothesis + Experiment #1:

There is untapped value in unused clinical trial data.

What we learned:

There are legal restrictions that keep this from being possible. There are other major challenges in conducting clinical trials.



Hypothesis + Experiment Day 2:

Recruiting participants for clinical trials is a major pain point that leads to delays and excessive operational costs

What we learned:

Recruiting is a complex multi-pronged issue that has many factors to consider.



Many companies offer products that span across categories. To keep the map simple, the logo is in the “primary” product.
Have an update? Share via www.ElektraLabs.org/decentralized-trials

Conduct Study

Software-Enabled Clinical Trials

Design Protocol



Start-Up Study¹



Recruit Patients



Manage Operations²



Drug & Supply Logistics



Collect and Analyze Patient-Level Data

Patient Data Management (e.g., EDC, eCOA, Digital Biomarkers)³



Decentralized Trials



Pivot to Vet Telemedicine?



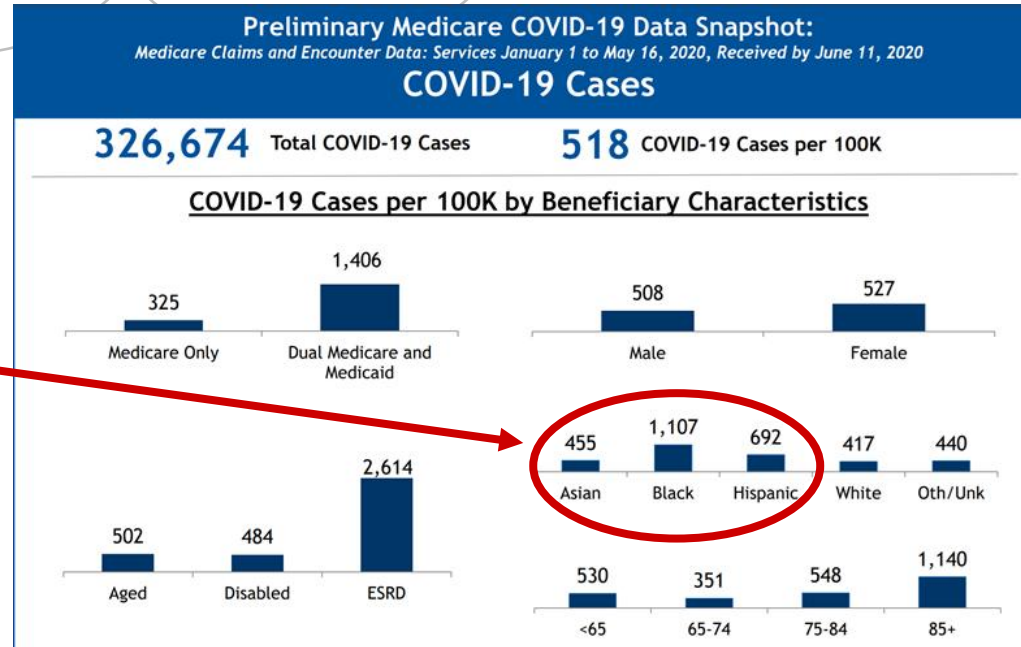
No... Let's forge forward in understanding the problem space.

Hypothesis + Experiment Day 3:

Recruiting participants is a multi-pronged problem. There is an unmet need in one of these areas where we should focus on.

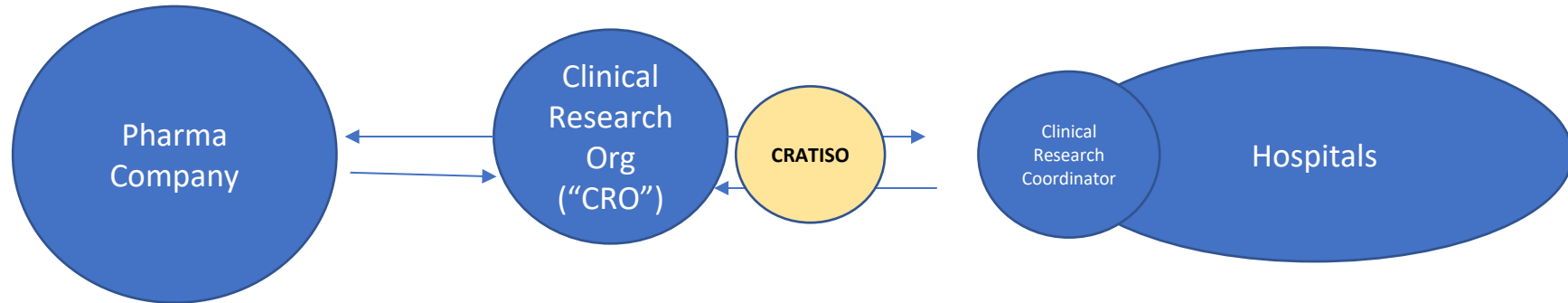


What we learned:
*Recruiting is a massive problem space.
We need to focus on diverse participants*



Hypothesis + Experiment Day 4 (morning):

Recruiting diverse participants is a serious pain point and new channels/tools are needed for recruiting. Cratiso could assist the recruitment process for general practitioners who have a diverse population of patients.



Need:

A fast source of participants for their trial

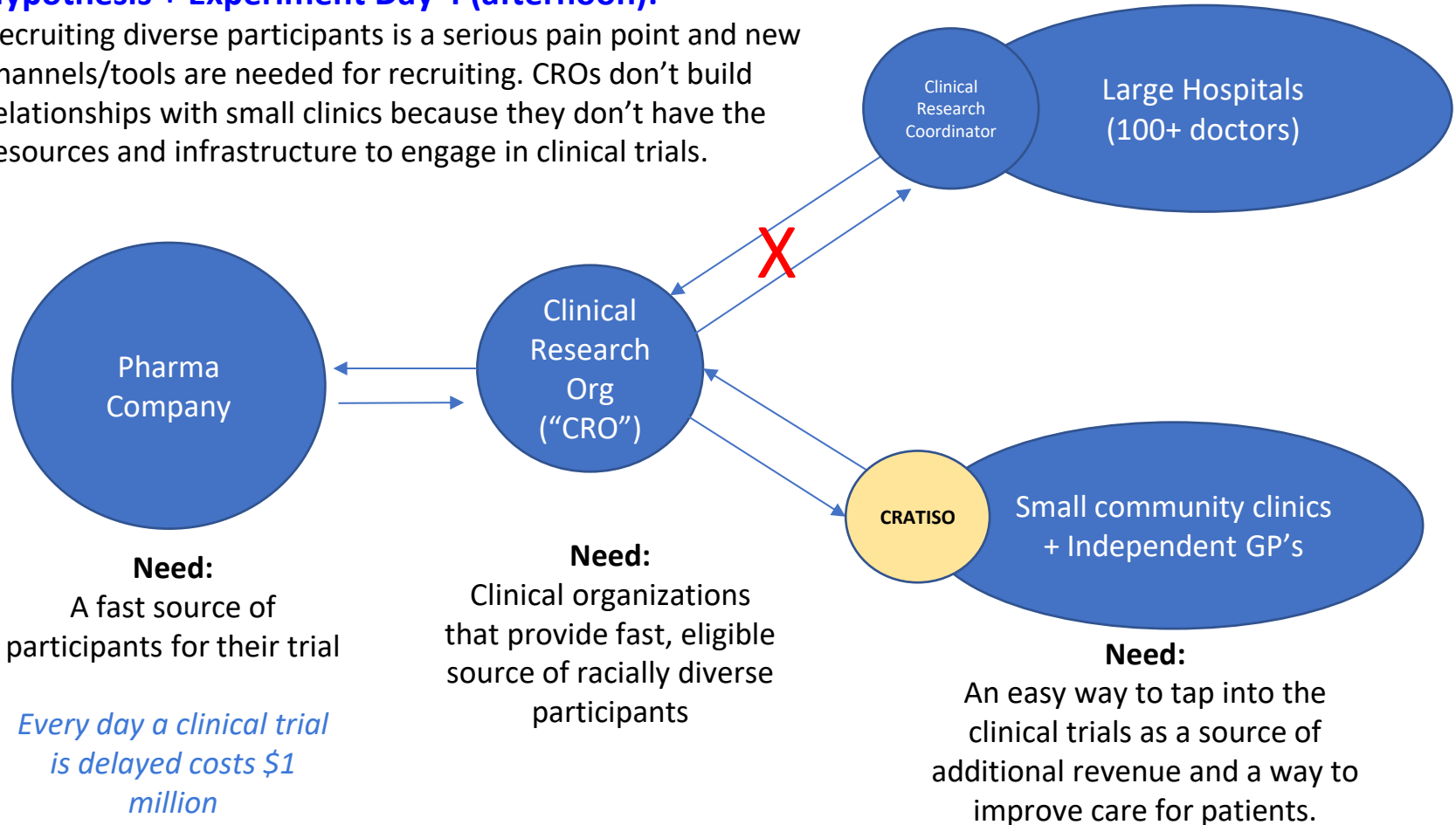
*Every day a clinical trial
is delayed costs \$1
million*

Need:

Clinical organizations
that provide fast, eligible
source of racially diverse
participants

Hypothesis + Experiment Day 4 (afternoon):

Recruiting diverse participants is a serious pain point and new channels/tools are needed for recruiting. CROs don't build relationships with small clinics because they don't have the resources and infrastructure to engage in clinical trials.



Hypothesis + Experiment Day 5:

The email invitation to learn more about the Cratiso service will demonstrate interest in the Cratiso and demonstrate Product-Market fit.

EMAILS SENT:

- 30 delivered

RESULTS:

- 5 out of office
- 2 opened, no reply



Subject:

Stanford students ask for opinion on Clinical Trials Sourcing Patients S

Body:

{{first_name}},

We are Stanford students taking part in "Hacking 4 Recovery" post-COVID acceleration program.

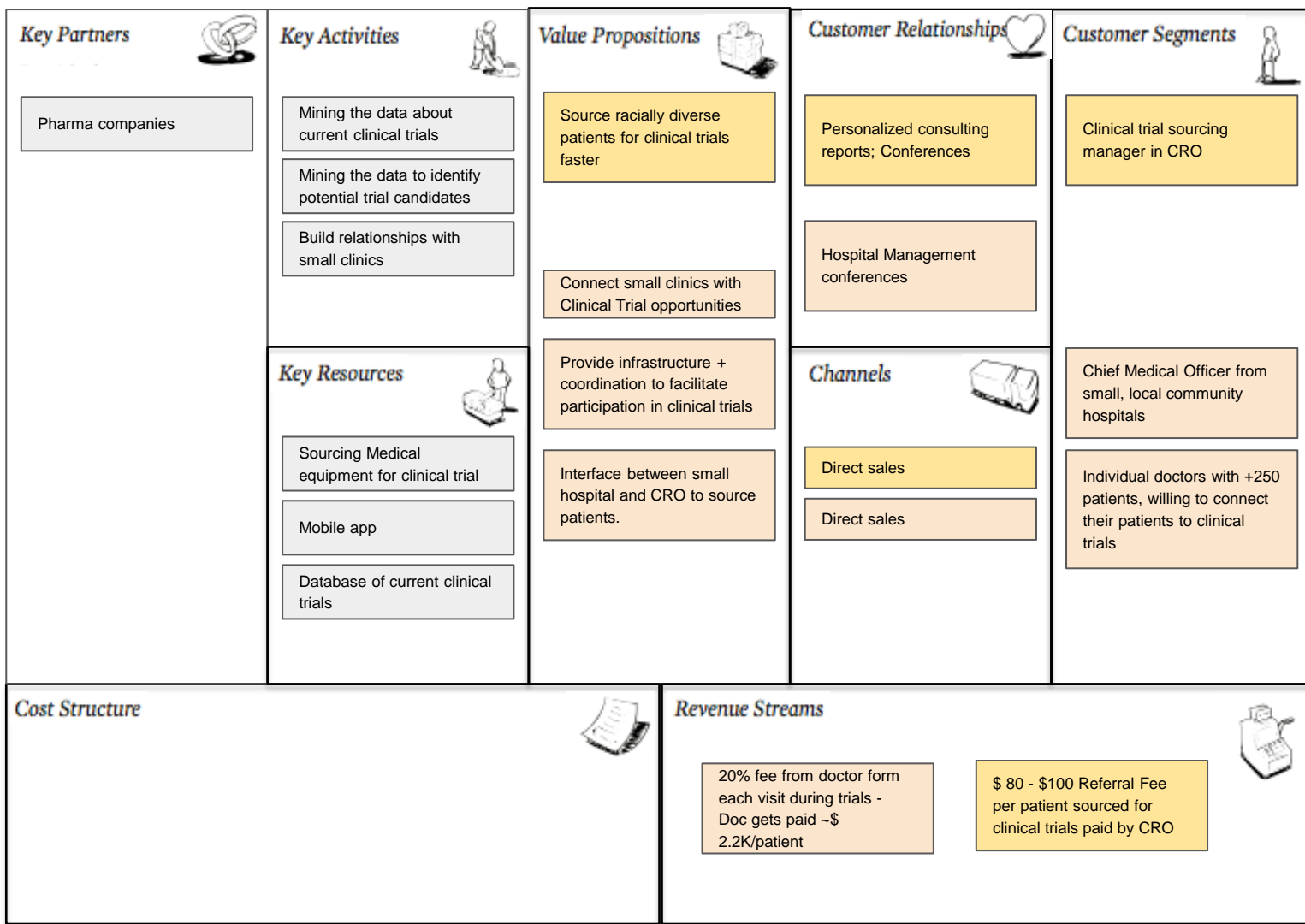
We built a solution to **source patients for clinical trials** that gives you instant access to racially **diverse communities** increasing enrollment even **up to 200%**.

Our program ends Today at 4 PM PT, and before that time would like to find 4 more CRO's, who would like to take part in beta trials with 76% Independence Day discount :)

If you are interested **please reply "Yes"** to claim the discount (and qualify for the system trial) and we will schedule a 10-minute demo call after you are back from vacation, to tell you more.

Have a great weekend.

Business Model Canvas (Day 5)



What we Learned in Our Journey + Next Steps:

