
HR and hiring

The focus on team building will be in two main areas, sales and administration, with other functions performed by contractors and as we grow teams to replace the contractors in all aspects except engineering and manufacturing.

This team building will begin a few months prior to launch of the FDA certified device.

Sales: There will be two sales teams. One focused on direct sales into aged living villages/centers and one phone based supporting direct marketing efforts.

Support: These team members will be phone based to support the existing customer base with tech or account problems.

Extensive video library will reduce demand for how to use inquiries.

Phone sales: Direct marketing outreach will drive calls to phone sales reps for sales close.

Marketing: The first hire will be a marketing manager. Their initial function will be to manage the marketing companies providing services to us.

Additional members will be added as justified to ramp up sales.

Administration:

- During engineering phase we will use an outside bookkeeping service and as we launch we will transition to our own team. The first hire will be a lead finance manager/CFO. Increase in staff will be dictated by needs however we will look to develop high efficiency by the use of AI tools.
- Two sales managers will be added in the launch phase. There will be one for sales via physical therapy clinics and one to build the direct sales team.



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