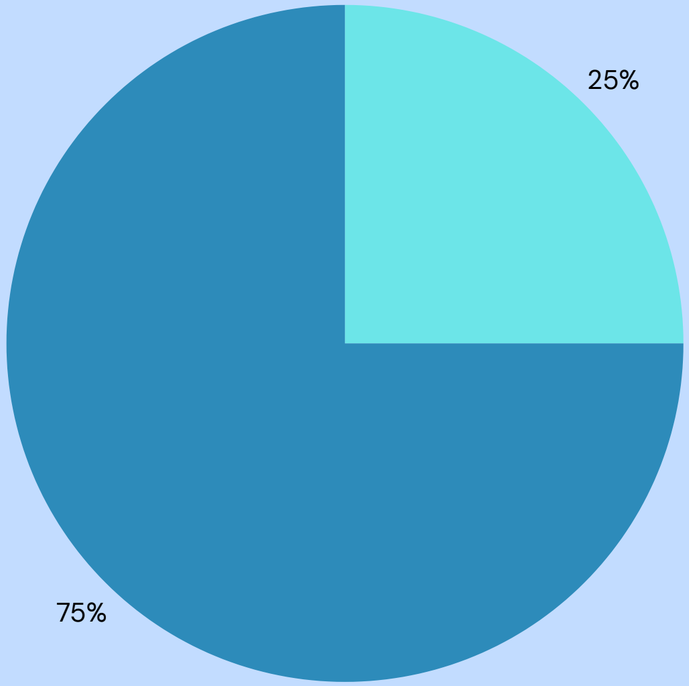
MEDEXPLORE

PROBLEM



75% of pre-med students change their specialty preference between entering medical school and graduation

4 IN 10 HIGH SCHOOL STUDENTS ARE UNCERTAIN ABOUT THEIR CAREER PATHS DUE TO A LACK OF KNOWLEDGE.

OUR SOLUTION

Introducing MedExplore, an app designed for students who are uncertain about which medical career suits their lifestyle and work preferences. MedExplore provides users with simulations replicating the best-suited careers.

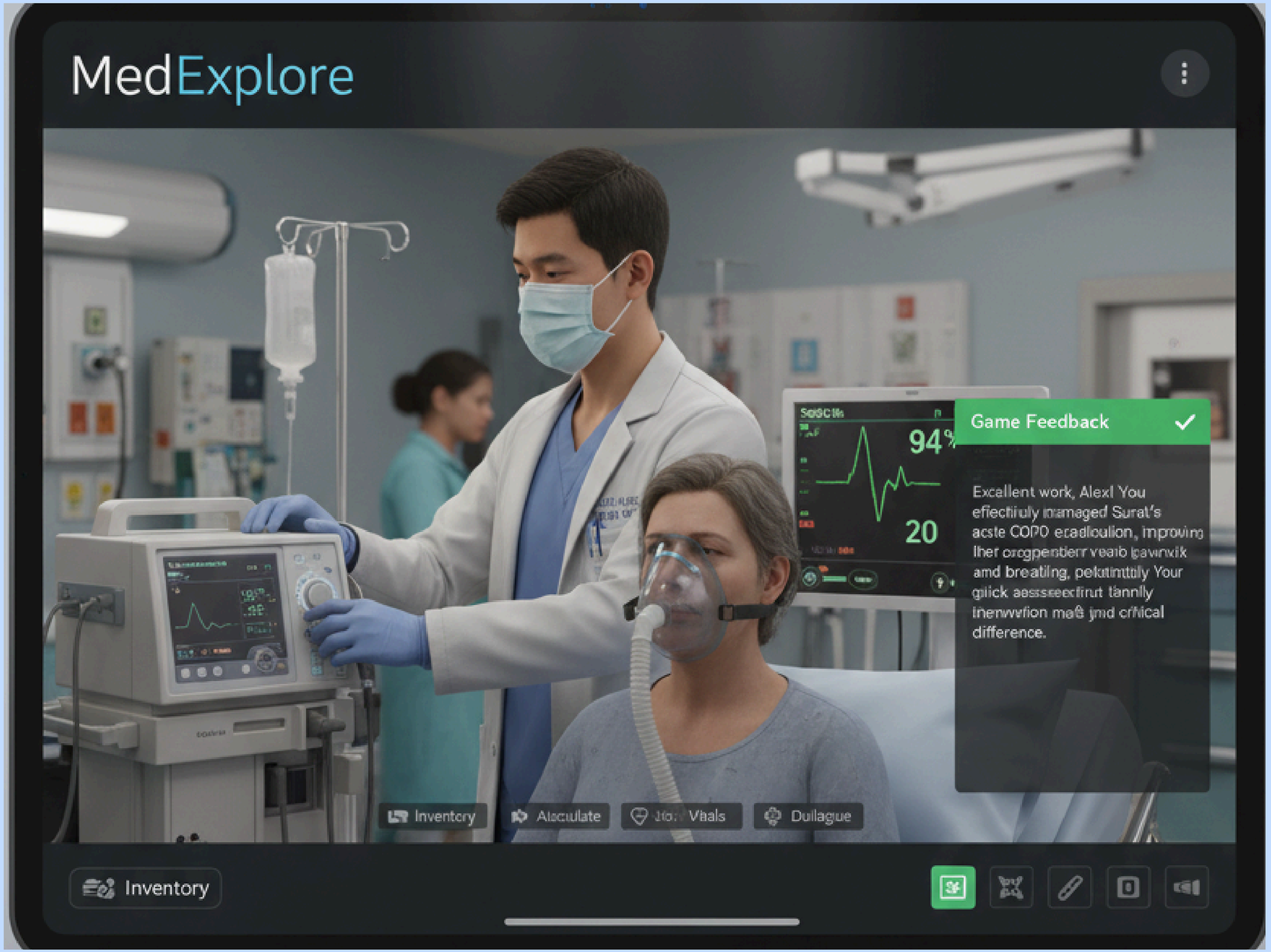
MedExplore - Find the medical career that fits YOU!!

Take our quiz

Interact with our simulations

Find the career for you!

MedExplore
Navigate Your Medical Journey
Cardiology
Neurology
Surgery
Podiatry
Podiatry
Foot & Ankle Care
Patient: "My heel pain is bad, hey doctor."
Order X-ray
Perform Physical Exam
Recommend Orthotics


MedExplore
Game Feedback
Inventory
Inventory

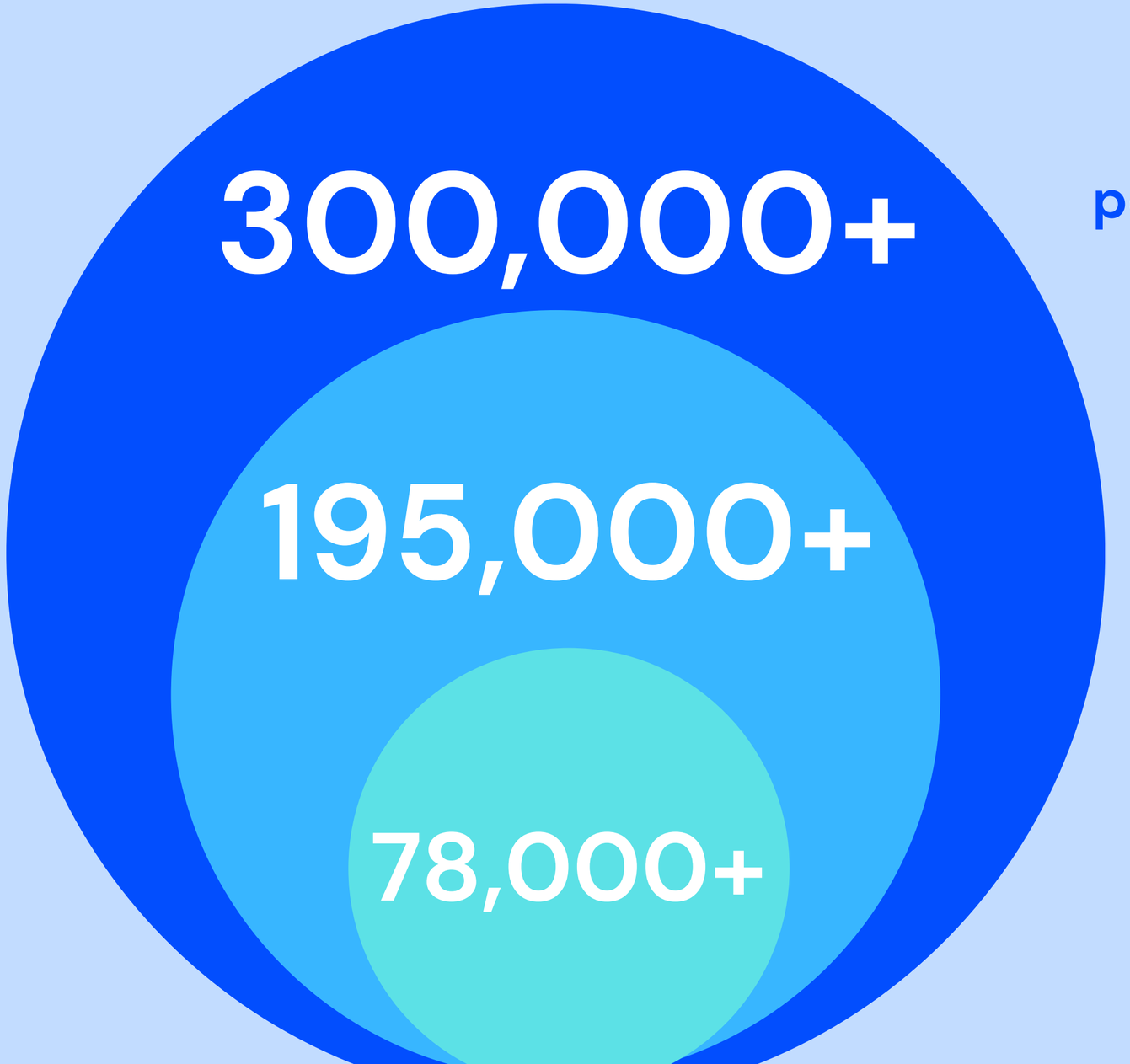
BUSINESS MODEL

Our app partners with students' schools through our MedExplore **website** and will be available to download from both the **Apple App Store** and **Google Play.**

Competition

	Help match medical careers	Easy to access/use	Experience through simulations	Additional resources for varying fields
MedExplore	✓	✓	✓	✓
explore health careers.org	✓	✓	✗	✓
appily ADVANCE	✓	✓	✗	✗
Full Code Medical Simulation	✗	✗	✓	✗

MARKET SIZE



people are interested in the pre-med track

of students debating their medical speciality

of people who change their medical majors due to uncertainty

GO-TO MARKET

Beachhead

Students who are unsure of which medical career to pursue (targeting young adults, such as high school seniors and first-year college students).

Marketing

- Social media presence
- Contacting schools directly

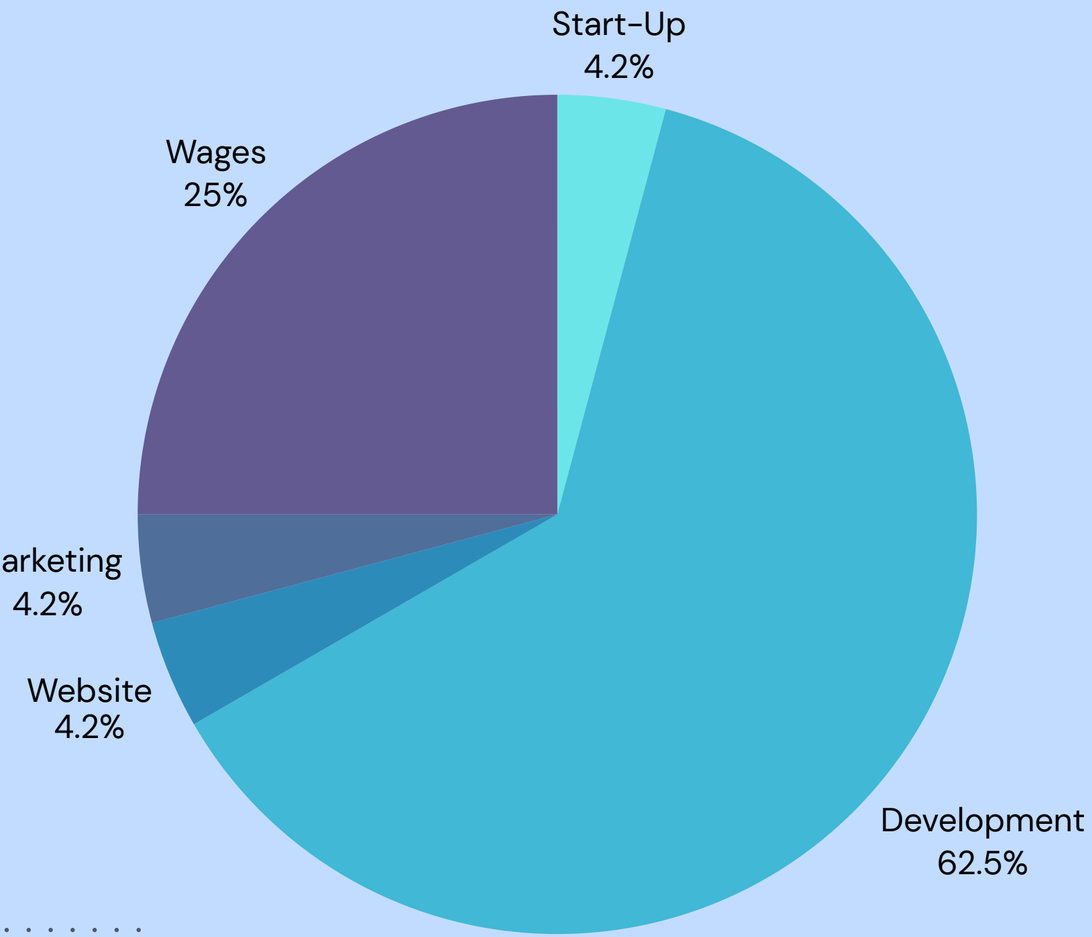
Channels

- MedExplore Website
- Apple App Store
- Google Play Store

Strategy

We plan to partner with schools to showcase our brand alongside our subscription-based channels.

COST STRUCTURE



Business Start-Up Cost:
$10,000
Development of the app:
$150,000
Website: $10,000
Marketing: $10,000
Employee wages: $60,000

OUR ASK

240,000

OUR TEAM

Anita Li

Rachael Flores