

Physician - Start Up

START UP - SAN DIEGO, CA

GOAL - LAUNCH URGENT CARE CENTER

MISSION CRITICAL ISSUE;

Physician needed help setting up and launching her business

CURRENT SITUATION;

- Physician graduated from medical school at the age of 21
- Physician new to business with limited knowledge
- No knowledge of how to start a business
- Location had been secured
- Plans were being drawn up for the tenant improvements
- Banking relationship had been started to secure funding
- No Business plan to explain how the money would be used
- No financials to illustrate how the money would be paid back

SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems

3 MIND DUMP sessions

RECOMMENDATIONS;

- MIND DUMP to guide and mentor Physician to complete launch
- MIND DUMP renegotiated lease to more favorable terms
- MIND DUMP wrote the business plan
- MIND DUMP structured the financials to illustrate how a bank loan would be paid back
- MIND DUMP met with the bank executives to secure \$500,000 loan
- MIND DUMP supervised the contractor to meet the T.I. deadline
- MIND DUMP final approved 8 medical staff members to support the launch
- MIND DUMP to serve as an interim CEO to have authority to meet with vendors, bankers, alternative funding sources to get the Urgent Care Center Launched and secure funding for future growth



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OUTCOME;

During the first 6 months as interim CEO

- Set up infrastructure; Management, operations, marketing, finance and controls
- Researched and secured HIPPA compliance software
- Supervised employees and mentored physician in how to meet with them to grow the Urgent Care Center.
- Set up marketing to immediately generate revenues
- Secured medical partner to occupy additional available office space to keep the center open 24 hours
- Secured \$168k bridge loan to fund growth while securing additional capital for expansion
- Located second location
- Secured additional \$1.6m from alternative funding sources to open the second location and fund additional marketing efforts.

