

#### **Overview of Agora Health**

Agora Health is an online event discovery platform custom-built for the NHS (www.agoranhs.com). It is the only platform of its kind, automatically aggregating key events from NHS and university healthcare sources into one intelligently designed interface. Agora's core algorithms direct events relevant to the user's profession and interests straight to their dashboard, saving copious hours a year of laborious searching. In addition, Agora includes a search engine, acting as "Google for NHS events" for whatever takes the user's fancy. On-site ticketing, an easy-to-use buyer database and remarkably low processing fees ensures that the Agora experience is also optimised for NHS administrators, making everyone's life easier.

#### **Problems to Solve**

Currently, educational events are organised and advertised across hundreds of different websites. This means NHS staff have to undergo intense searches across all of these sites, in order to find potentially relevant events. The lack of a centralised platform leads to a waste of critical NHS resources: time and money.

- Events are duplicated unnecessarily, as staff don't know what is already available
- A lack of effective publicity means excellent events are under-attended
- Cross-professional promotion is currently extremely difficult, which encourages tribalism and limits the audience of fantastic educational events across the NHS
- Staff are drowning in events-related emails, so great opportunities are missed
- No structure or platform is currently in place to allow staff to filter events by type, content, professional group or location
- Low junior doctor morale is hard to fight when simply finding appropriate training events is an uphill struggle
- Filling in ePortfolios is a tedious and long-winded task, requiring a significant amount of time for staff to rifle through all of their records

### A Single Solution

Agora solves all of these issues in one fell swoop. Our artificially intelligent algorithms target the right events to the right people (Fig. 1 & 2), as well as encouraging staff to explore further educational opportunities via the search engine function (Fig. 3). Time searching for training events is slashed and staff see the full spectrum of options all in one place. Users can create their own events, saving hours of administration time - event creators indicate to which professions, training levels and specialties their event is relevant and Agora does the rest (Fig. 4). Our ticketing app allows event organisers and their staff to verify tickets and sign in ticket owners at the door (Fig. 5). All past events are then saved to the user's profile (Fig. 6), making CPD point collection and ePortfolio completion as simple as uploading a file.

### **Finances and Future Business Models**

Agora has received a grant from Evelina London Children's Hospital to support piloting the site at Evelina, which in return will receive free access (including future premium features) and ticketing in perpetuity. However, Evelina holds no IP rights or equity in the company.



As we expand outside of Evelina London, Agora will collect revenue from other relevant bodies. We have five planned revenue streams, any combination of which may result in our final monetisation plan.

- 1. Charging for access to premium features, such as a 'recommendation' feature. Charges could be taken on by institutions or charged directly to users
- 2. The NHS will continue to have its events advertised for free, but we may charge outside organisations (e.g. Royal Colleges and Societies) for advertising. In return, they will receive specifically targeted event advertising to relevant professionals
- 3. Ethical advertising for external private companies, e.g. healthcare & pharmaceuticals
- Ticketing. Eventbrite currently charges 5 6 % for this service. The credit/debit card processing costs are only around 2.2 % + 20 p per transaction, so we could charge a small additional percentage to make a profit, yet still save event organisers money
- 5. Hosting live videos of conferences, lectures and other events on Agora. If charging for in-person attendance, event organisers would likely charge users to view remotely. Therefore, we could charge per viewer. In addition, longer term business plans could include the hiring of equipment and personnel to film and stream events

### **Future Developments**

Agora is a unique product with exciting plans for further developments.

- Creation of our user-friendly app is underway, to complement the website and our ticketing app for event organisers
- Recommendation feature to allow individuals and organisations to recommend events to their followers
- Video hosting events on our site
- Allowing users to rate events and leave anonymous feedback for event organisers
- Allowing users to opt-in to automatically generated, personalised weekly emails

### The Team

Our current team is comprised of a clinician, post-doctoral level programmer, medical researcher and business consultant. As entrepreneurs, the Agora team has previously built a very successful social event discovery product for students at Cambridge and Oxford universities. With 20,000 active users, it is the go-to place for student event discovery.

### **Competitive Advantages**

Alongside our much cheaper ticketing offer, our platform has plenty of core advantages too, as detailed in our competitor analysis table (Fig. 7).



### **APPENDIX**

## Fig. 1 - Targeting by Profession and Medical Specialty - Medicine, Paediatrics

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	Q Showing events for Specialty this week next week week after next all	
My Trust M	y Specialty All Events My Events	
A STREET	Resiliency training: maximising performance, professional identity and ju	21st Nov
	Book >>	🛗 Calendar
	The GOSH/ICH General Paediatrics Course	12th Sep
≜U(C)L	12 - 13 September 2017 This popular two-day course aimed to provide key learning points and totally up- to-date information across general paediatrics. Practical, interactive and suitable for consultants, trainees	🛗 Calendar
<b>9</b> L	Child Bereavement Study Day	12th Oct
<b>I</b>	Deanery events centre room 21. Places are offered first come, first served. This course is aimed at paediatric ST5 trainees. However, all level 2 and 3 trainees are	🛗 Calendar
	The 6th Global Congress for Consensus in Pediatrics and Child Health (Cl	12th Nov

# Fig. 2 - Targeting by Trust - Guy's and St Thomas' Trust

	Q Showing events at Trust		
Ny Trust M	y Specialty All Events My Events		
	Health seminar: pain management		18th Ju
Guy's and St. Thomas'	Our free health seminars for Foundation Trust members and the public are popular events – our experts provide useful advice and information about key health issues.	n Recommend	🛗 Calendar
	Thinking of having a baby? Newly pregnant and want to find out mo	re?	3rd Aug
Guys and St Thomas' MES	Open evenings are open to all women, and their partners, who would like to know more about pregnancy and birth.	i Recommend	🛗 Calendar
	Health seminar: accident and emergency		5th Sep
Guy's and St Thomas' 10/255	Our free health seminars for Foundation Trust members and the public are popular events – our experts provide useful advice and information about key health issues.	Necommend	🛗 Calendar



# Fig. 3 - "Google for the NHS", Agora's Search Engine Function - Search for 'Gynaecology'

	Q	gynaecology	this week	next week	week after next	all	
My Trust	My Specialty All Eve	nts My Events					
RC	Gynaecology	in Primary Care	Update Day				19th Jul
ĜP			get your discount are Ps & GP Trainees who			i Recommend	🛗 Calendar
	Women's hea	th: Community	Gynaecology				18th Jul
BM	What will this session In this interactive sess		Dr. Paula Briggs, will cove	er the medica	treatment of	Necommend	🛗 Calendar
	Early Pregnar	cy and Gynaec	ology Ultrasour	nd			2nd Oct
	Overview This course represe	nts the theoretical con	nponents of both intern	nediate gyna	ecological	Necommend	🛗 Calendar

## Fig. 4 - Direct Targeting for Event Creators

Which medical fields is your event relevant to?	
× Paediatrics	X 🔻
Description	
B I U ∷ i≡ i⊗ S Normal 3	• •
Test event for example screenshots	
Test event for example screenshots	
Test event for example screenshots Vhich training levels is it relevant to?	OPTIONA

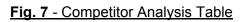


# Fig. 5 - Ticketing App for Event Organisers

• -	
o Service २४     9:18 AM      ७- 52% ■ चMy Ticketed Events	
Scan a ticket	
	agora.
	Agora Ticketing  O Para Photo Protocol Protocol Photocol DETALS ORGANISER TICKETS
Nicky Collins has been checked in	Ticket sales: £0 (0 tickets)  Funds will be transferred to this tarrie account.
	Example Ticket (C10)   0'100 Sold
Photo	€ ⑦ View swort as general user

# Fig. 6 - Record of Past Events for ePortfolio and CPD Record Purposes

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	Q Showing your events	
My Trust M	ly Speciality All Events My Events	Upcoming Pa
	Weekly Teaching for Junior Doctors and Nurses	13th Jul
	Evelina presents a 1 hour session that will be relevant to your paediatric practice, either by covering an aspect of the Royal College of Paediatric and Child Health	Event has happened
	Weekly Teaching for Junior Doctors and Nurses	12th Jul
	Evelina presents a 1 hour session that will be relevant to your paediatric practice, either by covering an aspect of the Royal College of Paediatric and Child Health	Event has happened
	Recognising and Managing Conflict Between Parents and Health Professi	27th Jun
	How to book: If you would like to book a place for yourself or a member of your staff, please email sarah.barclay@gstt.nhs.uk . Please confirm with your manager if	Event has happened
ß	Perplexing Presentations and FII: Managing challenges faced by those wo	27th Jun



	agora. NHS	careflow	SYNAPSE	Eventbrite
Closed network for healthcare professionals	<b></b>	<b></b>	<b>()</b>	8
Events listings	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Email digests	$\bigcirc$	<b>I</b>	⊗	$\bigcirc$
Comprehensive educational events database	$\bigcirc$	8	8	8
Broad publicity for events	$\bigcirc$	8	8	8
Events automatically added from high-quality sources	$\bigcirc$	8	8	8
Advanced audience-targeting tools for organisers	$\bigcirc$	8	8	8
Easy-to-use events ticketing interface	$\bigcirc$	8	8	$\bigcirc$
Targets multiprofessional groups		8	8	8
Events-targeting based on interests	$\bigcirc$	8	8	8
Personalised events email digests		8	⊗	8
Comprehensive events filtering		8	⊗	8

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