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
4. 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

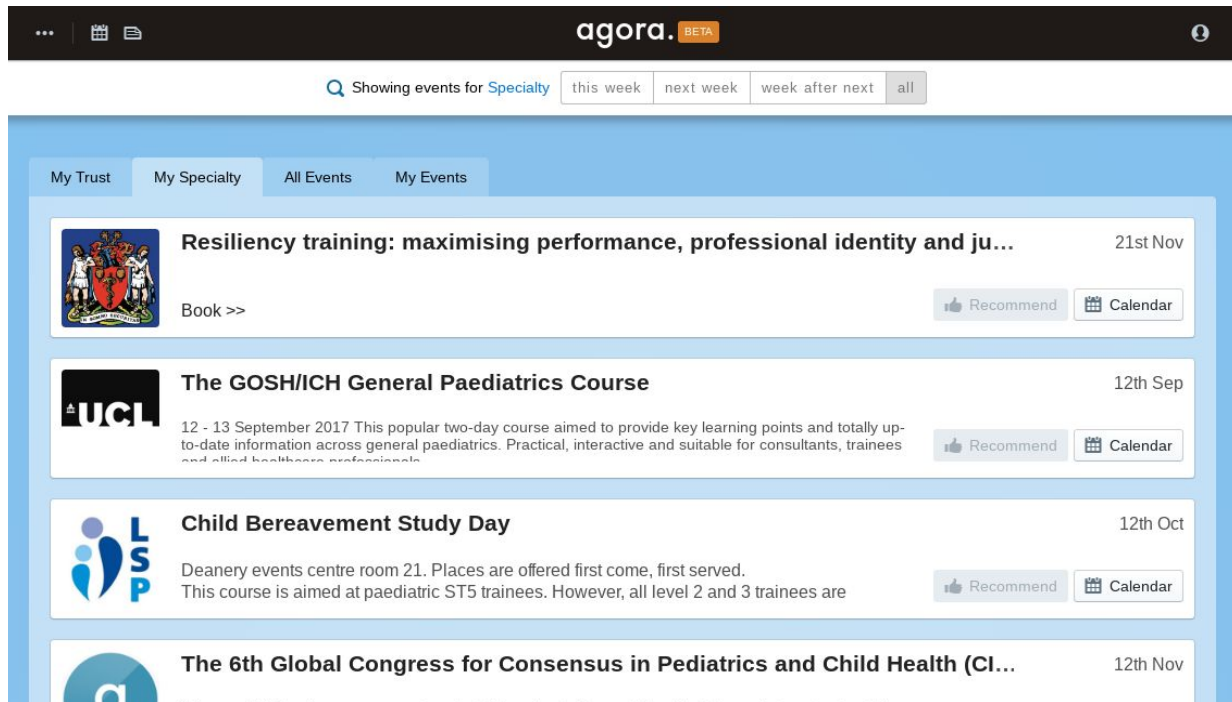**Fig. 1** - Targeting by Profession and Medical Specialty - **Medicine, Paediatrics**

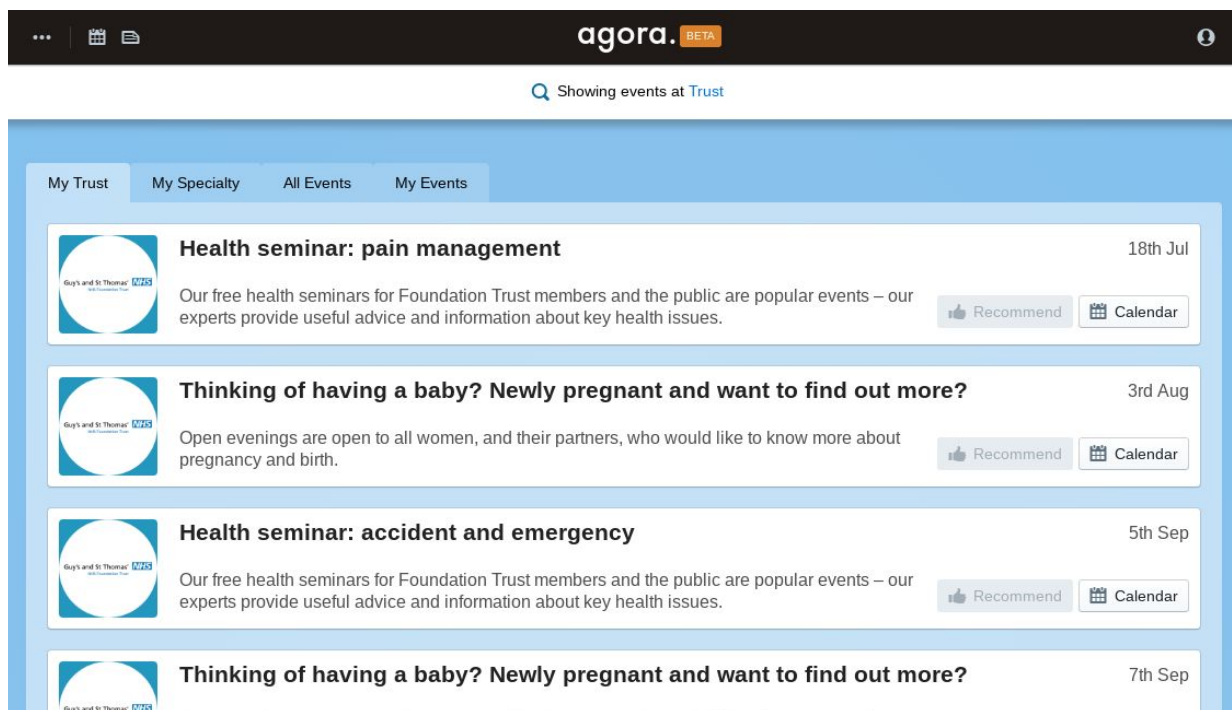**Fig. 2** - Targeting by Trust - **Guy's and St Thomas' Trust**

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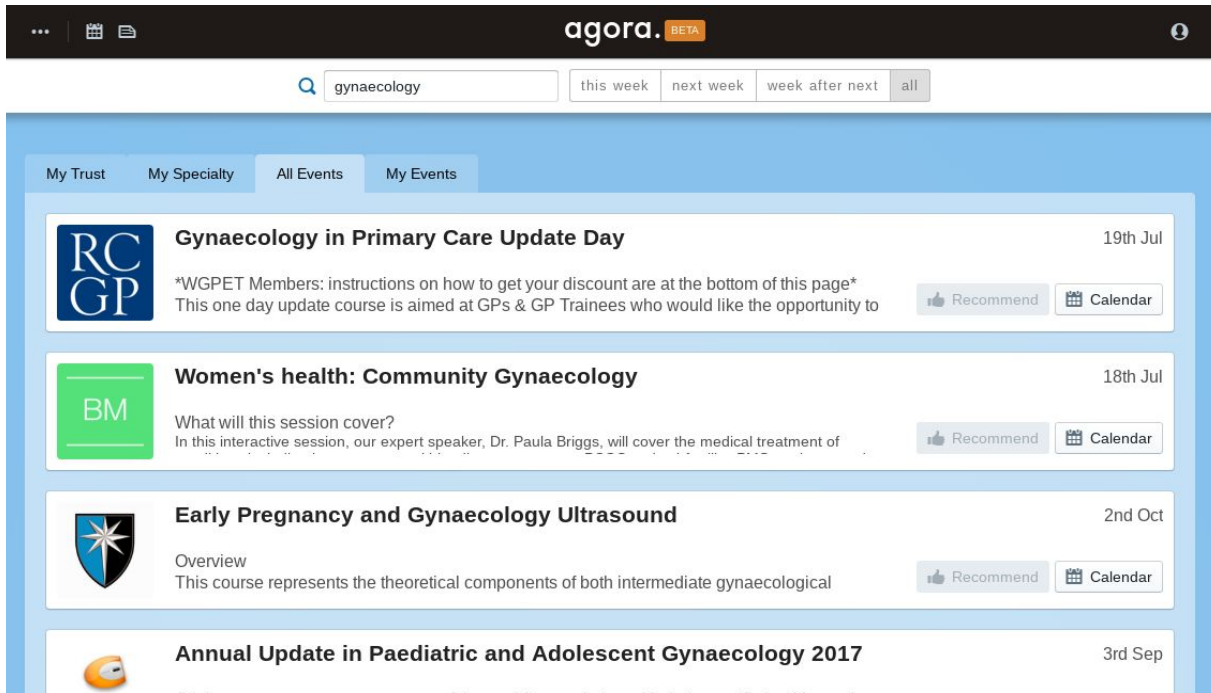

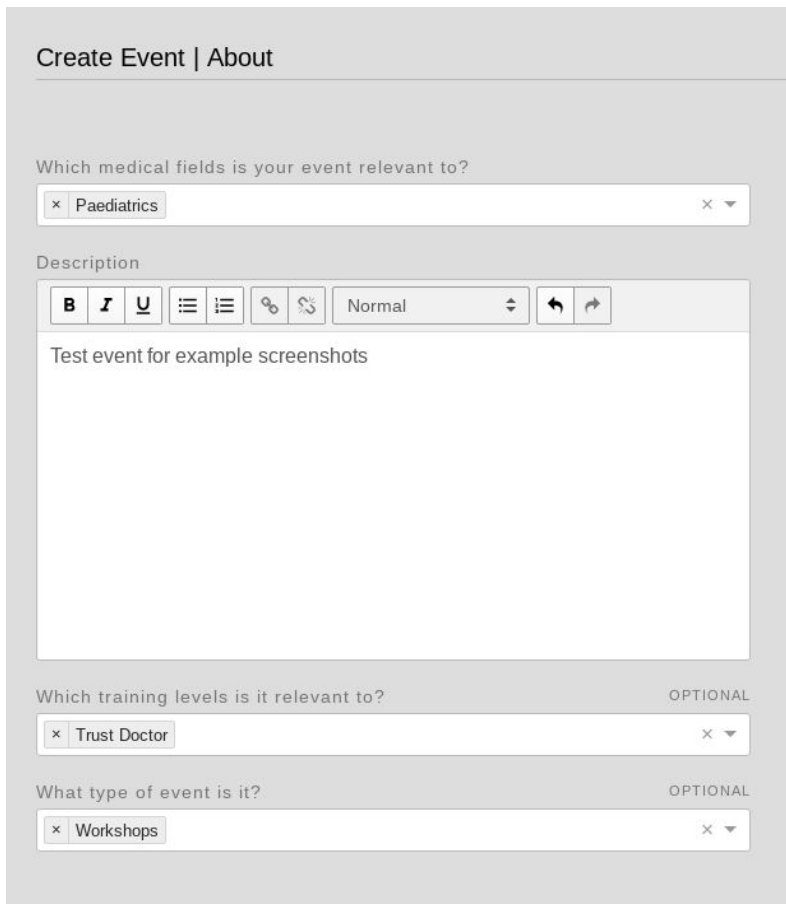**Fig. 4** - Direct Targeting for Event Creators
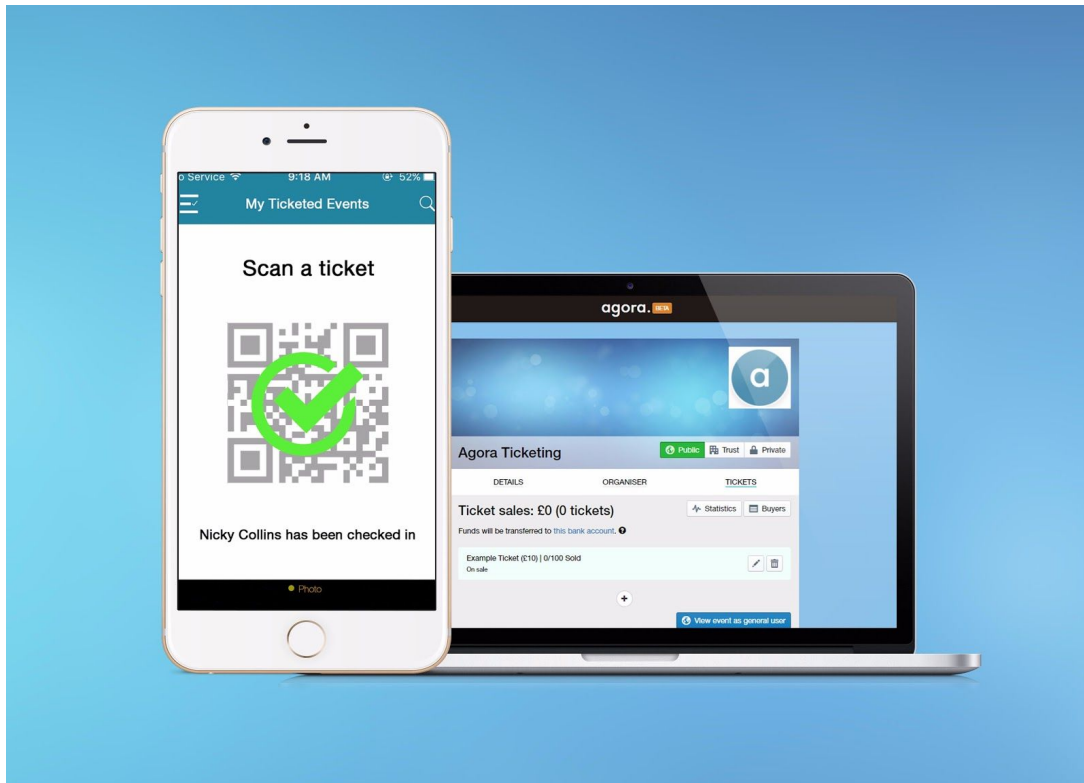
Fig. 5 - Ticketing App for Event Organisers

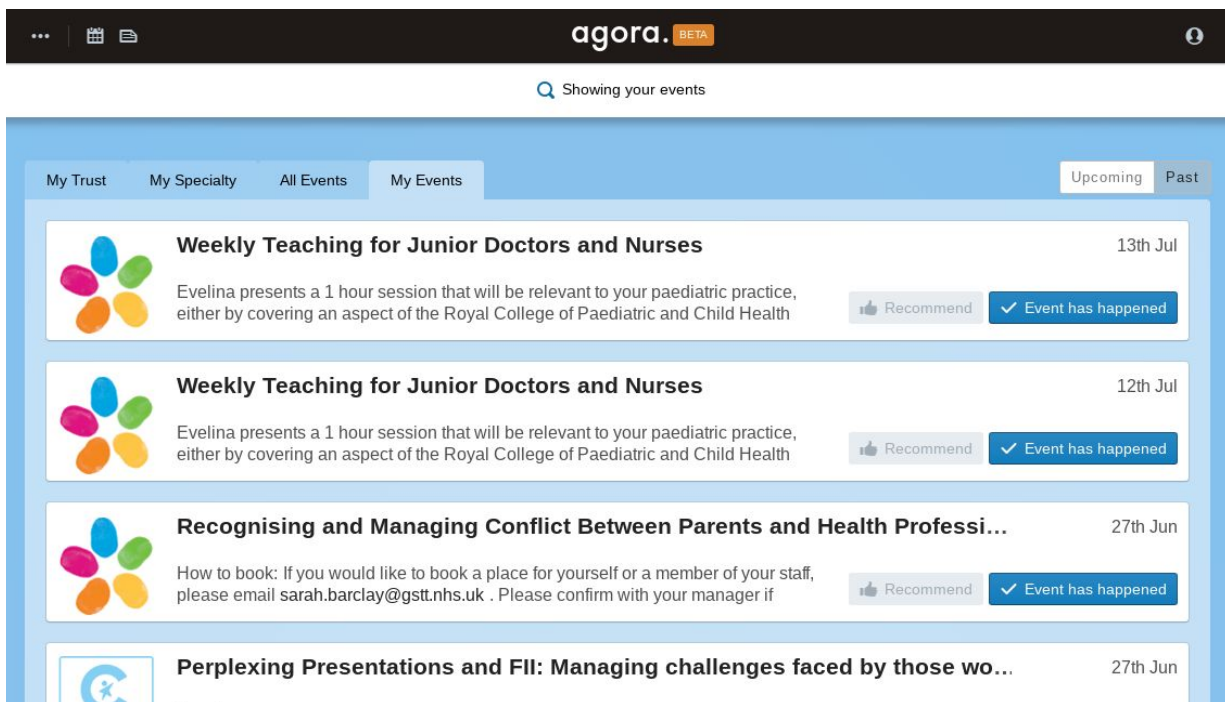**Fig. 6** - Record of Past Events for ePortfolio and CPD Record Purposes

Fig. 7 - Competitor Analysis Table

	agora. NHS	careflow	SYNAPSE	Eventbrite
Closed network for healthcare professionals	✅	✅	✅	❌
Events listings	✅	✅	✅	✅
Email digests	✅	✅	❌	✅
Comprehensive educational events database	✅	❌	❌	❌
Broad publicity for events	✅	❌	❌	❌
Events automatically added from high-quality sources	✅	❌	❌	❌
Advanced audience-targeting tools for organisers	✅	❌	❌	❌
Easy-to-use events ticketing interface	✅	❌	❌	✅
Targets multiprofessional groups	✅	❌	❌	❌
Events-targeting based on interests	✅	❌	❌	❌
Personalised events email digests	✅	❌	❌	❌
Comprehensive events filtering	✅	❌	❌	❌