



# GREEN SCIENCE



Improving consumer confidence in health products through concierge services

Total Customer Interviews: 64 | Extension Meeting #1 (Mar. 6- Mar. 26) Interviews: 20



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## Next Steps

- Recent potential major pivot; same goal, different segments
  - ~~DONE: Logistics research~~
  - MORE: Market research with new purpose
  - TODO: Customer discovery with new questions
- TODO: Finish I-Corps Extension Program
- ~~DONE: SBDC Client~~
- ~~DONE: TCVN Investor Speed Dating~~



## Hypothesis

A&P = Advocacy/Provider

A&P operate selflessly

A&P want stricter regulations

A&P report misbehavior

A&P are primarily holding seminars to educate the end user consumer

## Experiments

"What are your motivations?"

Summary descriptions of clients/patients

"Is this truly an issue?"

Describe client/patient demographics

## Results

Goals align with solely helping others **or financial opportunities**

Introduce new guidelines to combat those abusing the system

Resounding yes but ignored, and will work itself out

Schism between ages <40 and ≥40 years, generational perspectives

## Iterate

"What is the public good in this industry?"

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Describe communications style used for different demographics



## Hypothesis

Local jurisdictions cooperate with academic institutions with regards to this research

Academia understands the perspectives and needs of consumers

Academia wants to commercialize research

There is enough funding to support academic research

## Experiments

"What are your experiences taking your research out of the lab?"

"What do you think about these products in the market?"

"Where do you see your research implemented?"

"How would you obtain more financial support?"

## Results

To a functional degree, **but public officials need to be better educated**

End users have good intentions, **but middlemen are irresponsible**

**Not interested in current regulatory climate**

**No funding or prohibitive restrictions**

## Iterate

"Whose responsibility is it to educate public officials enforcing regulations?"

"How would you make your research more accessible to the public?"

"What kinds of support will motivate you to commercialize?"

"How do you see the funding landscape changing?"



## Value Propositions

- + Improved consumer trust in brand/retailer/market with concierge services and personalized relationships
  - Improved consumer trust in brand/retailer/market with free educational resources & reviews
  - Improved convenience with streamlined B2C communications
- + Improved trust and increased profits through a direct relationship with end-users
  - Increased supply due to faster product turnaround
  - Increased profit margins with reduced testing cost
  - Improved trust with end user with better understanding of product safety through simplified reports
- Improved consumer market trust with advocating stricter regulatory standards
- Improved consumer trust in market with simplified educational resources
- Improved consumer trust with personalized/concierge service
- + Increased funding with better communications to regulatory stakeholders
  - Improved trust in market with high velocity translational research
  - Impetus for more high quality health research

## Customer Segments

\* No interviews yet

End User Consumer

Solely Producer\*  
Producer + Retailer

Advocacy/Provider

Academia

**STOP: Regulatory and Reseller/Retailer**



## End of I-Corps pt. I Value Propositions

- Increased supply due to faster product turnaround
- Increased profit margins with reduced testing cost
- Improved trust with end user with better understanding of product safety through simplified reports
- Improved trust with end user with better understanding of products through simplified reports
- + Improved trust with end user when stocking high-quality products through streamlined B2B communications
- Improved consumer trust in brand/retailer/market with free educational resources & reviews
- Improved consumer trust in brand/retailer/market with special certifications
- Improved convenience with streamlined B2C communications
- Improved consumer trust in market with simplified educational resources
- + Improved consumer trust with personalized/concierge service
- + Improved consumer trust with advocating stricter regulatory standards (?)
- Improved trust in market with high velocity translational research
- + Impetus for more high quality health research
- Improved standards for consumers

## End of I-Corps pt. I Customer Segments

\* No interviews yet

**Solely Producer\***

**Producer + Retailer**

**Wholesaler/Distributor\***

**Reseller/Retailer**

**End User Consumer**

**Advocacy/Provider**

**Academia**

**Regulatory**