



**Presented**  
**by**  
**Sadhana Cheemalamarri**

# Table of Contents

- Executive Summary** **4**
- Description of the MediBlock** **5**
  - Problem 5
  - MediBlock Proposed Solution 6
- Contextualization on the Technology** **6**
- Objectives of the Business** **7**
  - Mission Statement 7
  - Vision 7
- Proposed Business Strategies** **7**
  - Building a Network 7
  - Globalizing the Solution 7
- Services Provided** **8**
  - 24 Hour Accessibility 8
  - Confidentiality 9
  - Quick Transaction Speeds 9
  - Cost-efficient 9
  - Scalability 10
  - Specialty 10
- Management and Ownership of the Business** **11**
  - Chief Executive Officer 11
  - Information security officer 11
  - Chief Financial Officer 11
  - Blockchain engineers 12
  - Blockchain designers 12
  - Blockchain Legal Consultant 12
  - Chief Marketing Officer 12
  - Venture capitalist 13
- Market Analysis** **13**
  - Product/Service features and benefits 13
  - After-sale Services 13
  - Industry: Blockchain in HealthCare 14
  - Target Market 14
  - Target customer 14
  - Barriers to entry 15
  - Competitors 16

How MediBlock will be Marketed	17
Salesforce Unlimited Edition	17
Pricing	18
<b>Financial Analysis</b>	<b>18</b>
<b>Supporting Documentation</b>	<b>20</b>
Financials	20
Business card	21
<b>Citations</b>	<b>22</b>

# Executive Summary

230 million US health records have been lost or stolen in just the last decade accounting for around 41.2 million a year. The lack of medical records can result in delays in medical treatment and also cause incorrect diagnosis which can result in the patients' death. The loss of data is also dangerous for the doctor because it can result in lawsuits for breaking HIPAA guidelines, cost thousands of dollars, and the revocation of their medical license. Additionally, Medical records take around 15 days to transfer and urgent requests can take up to 2 hours. The slow transfer can often prove life-threatening in case of emergencies as even a second loss can affect a patient's health immensely.

MediBlock uses blockchain and parachains to securely hold the medical records of the patient. Through this method, records can be found and transferred in seconds. In addition to quick and easy transfers, MediBlock provides top-notch security for medical records during the storage and transfer, while being cost-effective. The MediBlock also promotes scalability as it is able to transfer hundreds of transactions in a second, allowing for large hospitals to use this service with ease.

At MediBlock, our goal is to provide patients and doctors easy access to medical records with the utmost confidentiality and security. With a team of experienced security, financial, and chief marketing officers, Blockchain designers, engineers, legal consultants, and data scientists, we are able to develop the most efficient and practical database to revolutionize the healthcare industry.

Together with MediBlock, we can Save Lives, Time, and Money while Protecting the confidentiality of patients through the use of blockchain technology.

---

# Description of the MediBlock

## Problem

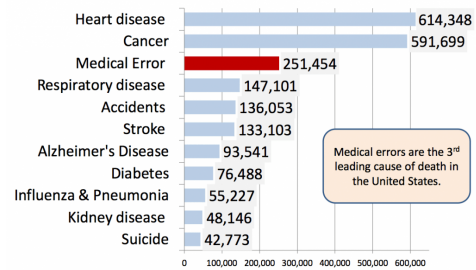
### Loss of Health records

Just in the past decade about 230 million US Health Records have been lost or stolen. The loss of such information can result in patient confidentiality leaks, delays in treatment, and incorrect diagnosis.

The storing of medical records traditionally requires large storage units, in which records are often misplaced or lost.

In comparison, standard Electronic health records are more efficient ways of storing information, however, because the rate of hacking and stolen records is considerably higher, this is an unreliable method.

Number of Deaths in the United States



Medical errors are the 3<sup>rd</sup> leading cause of death in the United States.

or

Sources: CDC, National Center for Health Statistics. Number of deaths for leading causes of death, 2014.

### Transferring Medical Records

The transferring of medical records from doctors to doctors or patients is a lengthy process that can legally take around 15 - 20 days on average per transfer. This setback in transferring can be very dangerous, as it often results in a delay in treatment which may prove life-threatening to the patient.

### Time efficiency

When visiting a doctor an individual spends on average 10-30 minutes inputting personal information such as medical history, social security numbers, and insurance details. This process is not only time-consuming and tedious but could also result in a threat to confidentiality. Research shows that after filling out these forms, they are often placed in the office for 10 minutes to an hour. During this wait time, there is a possibility for strangers or clients to view the patient information which is a breach of patient confidentiality. The leak of such personal information, SSA, and more violates patient confidentiality.

## MediBlock Proposed Solution

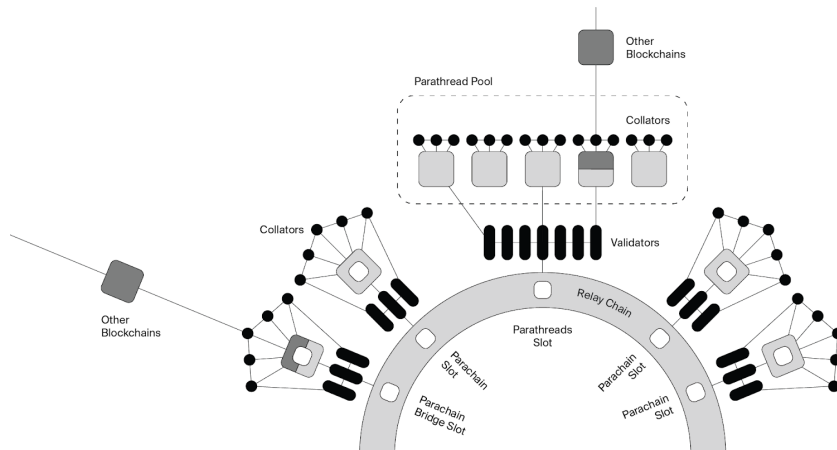
MediBlock utilizes the fundamentals of blockchain to provide people with medical records efficiently and safely. Through the use of a ledger and encryption MediBlock is able to store medical records while maintaining confidentiality, and following HIPAA guidelines.

The use of Polkadots parachain allows for information to be accurately sent and received in seconds. Additionally, due to the MediBlocks ledger that holds the patients' information, the patient will never need to fill in forms, and the employees won't need to spend time validating and imputing patient information. Instead, the full validated information can be found on the MediBlock ledger, in turn saving time and minimizing chances of personal information leaks.

---

## Contextualization on the Technology

A blockchain is a software that is able to record data, in an immutable, decentralized, immutable anonymous, and secure way. Parachains are used to make transfers faster and more efficiently. In a parachain, there are two blockchains: the main chain and a side chain. The mainchain takes care of the main components of blockchain such as transactions. And the sidechain does other actions specific to the business. This accelerates the speed of the Blockchain.



# Objectives of the Business

## Mission Statement:

To become the #1 Electronic Health record company that protects and transfers medical records safely and quickly to patients, doctors, or physicians around the world.

## Vision:

To Save Lives, Time, and Money, while Protecting the confidentiality of patients through the use of blockchain technology.

---

# Proposed Business Strategies

## Building a Network

Mediblock aims to have around 100 loyal individual patients and 2-5 loyal hospitals within 6 months of the product's launch. Initial interest in the product may be delayed due to the reluctance to trust a new system with confidential information, therefore marketing will play a vital role in the company's success. Because of the expected slow adoption rate to this new technology by reaching many people and multiple hospitals, Mediblock will be able to efficiently hold patients' medical records and provide quick transfers of information. Some main Hospitals we are expecting to reach are the Baylor White & Scott and Texas Health Hospitals.

## Globalizing

In the long run, Mediblock's goal is to branch out globally and be able to help secure data around the world. By globalizing we will be able to help more patients feel secure and protect and provide doctors with quick, accurate patient records. Globalization will also bring in more funds for further improvements of the MediBlockc system.

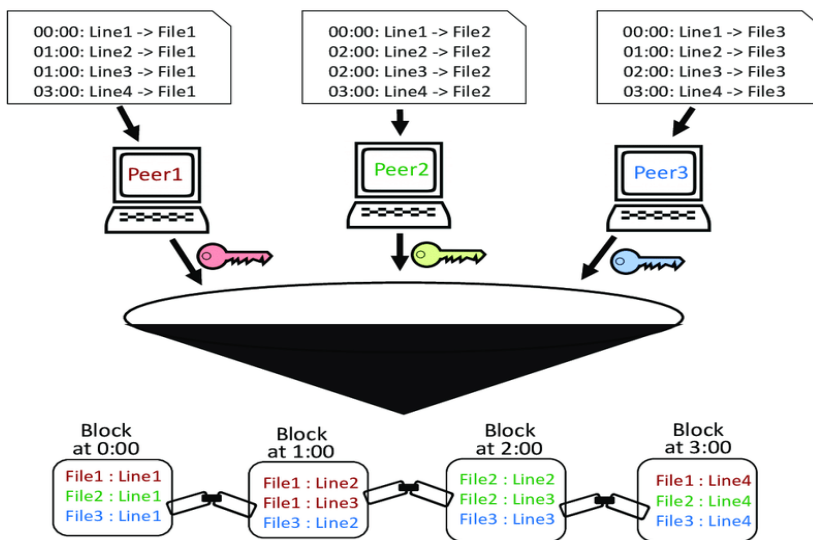
# Services Provided

*MediBlock utilizes the fundamentals of blockchain to facilitate people with medical records efficiently.*

## 24 Hour Accessibility

Mediblock utilizes a blockchain ledger system in order to make the medical records and information available to anyone who receives permission from the doctor or patient.

In the MediBlock blockchain, everyone in the system will know certain medical records exist, but unless given permission from the patient or doctor, they can not view who, where or what the documents contain. In this form, all members of the system can see that 2 people made a transfer of medical records/information, but they will be unable to identify who specifically made the transfer. This is because the users are named by unique hashes that are encrypted, therefore others will only be able to see random letters and numbers for who and where, as the contents of the record will be unviewable until granted access. Therefore, if someone is given access to the records, the patient or doctor will use a public and private key to send the information to the specific party requesting access. The use of private and public keys will ensure that only members who received permission to access the records are able to access them. In conclusion, everyone has the availability of the information on the blockchain, they just can't access the records themselves, or the information regarding the who and where the transaction occurs. Since the records exist with everyone, by the patient or doctor simply completing the RSA Algorithm with public and private keys, one is able to quickly get access to medical records. Also, keep in mind that this process is nearly impossible to hack because of miners, RSA algorithm, and 2-factor authentication.





## Confidentiality

Mediblock uses cryptography to asymmetrically encrypt the patients' medical records to prevent unauthorized members from viewing private information. Additionally, using the RSA Algorithm to produce public and private keys will be put into use as a form to maintain confidentiality between the two members of the intended transaction. Mediblock will also use two-factor authentication, to prevent unwanted members from getting access to all the patients' private information. In these 3 ways, Midiblock will be able to successfully transfer confidential information safely. At MediBlock all members are provided with anonymity until the patient or doctor verifies their want to transfer records, then only the person receiving your document would receive specific information regarding the member. Therefore in the network, your information regarding a transfer will show, however, the members and the locations stay anonymous and the file itself is not open to viewers till granted access.

## Quick Transaction Speeds

MediBlock values, patients, time and therefore works toward decreasing time spent, transferring medical records, and filling out forms. So this time can be spent with your loved ones or doing something you love.

[“Lost time is never found again.” – Benjamin Franklin](#)

MediBlock utilizes Polkadots parachain in the blockchain to conduct 1,000 TSP (transactions per second), meaning 1,000 medical records can be transferred in one second. [With a capacity of around 16,666 TPS.](#) This is significantly faster than the traditional methods of transferring patient records through Fax which can take up to a week. The use of a ledger that holds the information of all patient medical records also eliminates the time patients take to fill out visit forms and saves employees the time and hassle of inputting patient information into their system. Because the information is already readily available on the blockchain, with the patient's permission, the hospital or doctor can directly receive all patient information.

## Cost-efficient

On average a medical record has 1-60 pages. Physicians can charge up to \$25 for the first 20 pages and 50 cents for each page extra. This amounts to around \$45 for a transfer of a 60-page medical record. To decrease these costs, [Mediblock uses blockchain to transfer medical records for cheap.](#) In the blockchain, transactions are done by miners who run the blockchain software on their computers. The software makes sure that the information being transferred is from the correct person and validates the transaction, then the transaction is completed. Through the use of Polkadot parachains, the transaction can be completed efficiently and quickly. And in the parachain, the miners are the

only ones who are having paid a [small amount of money amounting to around \\$4-\\$10](#). In total saving around \$41.

## Scalability

MediBlock takes advantage of the Polkadot to aid in quick transfers. Polkadot uses parachains which are essentially blockchains that connect with the main blockchain. The Main blockchain ( Polkadot) helps with transactions, government aid, and such, whereas the parachain focuses on the specific objective of the chain, in this case, the holding of Medical records. Because of parachains use of multiple blockchains, transactions can be completed with great speed for cheap. Therefore, with the use of Polkadot and Mediblock's chain were are able to reach many hospitals and patients while providing quality service



## Specialty

What makes MediBlock unique is its incredible speed and its unique way of securing the confidentiality of medical records. Unlike any other competitor, MediBlock takes advantage of Polkadots, Parachain in order to make around [166 transactions per second](#). In addition to this, MediBlocks' capability to hold millions of records at one time, is special and unique among other competitors. Lastly, MediBlocks' unique method of securing the data is not only different from other methods but also is more efficient and secure.

# **Management and Ownership of the Business**

Medicare will consist of a Chief executive officer, Three information security officers, One Chief Financial Officer, One Blockchain designer, Two Blockchain engineers, One Blockchain Legal Consultant, a Blockchain Data scientist, and a Chief marketing officer.

## **Chief Executive Officer**

The majority of the business ownership would be with the CEO and the venture capitalist. The Chief Executive officer ( CEO ) would oversee all the progress made in the business, this person would have high expertise in blockchain technology and have a good understanding of the medical industry. This would ensure smart decision-making in the company, as this person would also have the most say in the company and should have good leadership skills. Some qualifications for the CEO would be having business experience, knowledge of the engineering of blockchain, a deep understanding of the fundamentals of blockchain, experience working with other blockchain-based companies like Ethereum, and having some sort of relation to the medical field.

## **Information security officer**

The Information security officers would make sure that MediBlock stores medical records with maximum security. Mediblock deals with very sensitive and private data therefore, confidentiality and security are very important. Having multiple skilled Information security officers can help increase the security of information. The Information security officer would be responsible for keeping company software safe from viruses and such, while also constantly looking for ways to better secure MediBlock, this includes daily security checks until the company is better established. The Information security officer should have a degree in cybersecurity and/or Cisco, a deep understanding of how blockchain works, experience working with different networks or ledgers, and have good communication and problem-solving skills.

## **Chief Financial Officer**

The Chief Financial Officer would be responsible for determining the cash flow, plans to improve the financial status of the company, and determining how the product should be priced. The Chief Financial Officer is especially important to MediBlock because of the swirl coin token, they would need to know how much the token's value would be as the company grows, how to trade with it, and such. Therefore the Chief Financial Officer should be skilled in blockchain, have a degree in finance, have a business mindset, strong communication skills, and have experience working with many decentralized finance companies such as blockchain, etherium, and Polkadot.

## Blockchain engineers

The Blockchain engineers are the backbone of MediBlock since they will be coding and creating the platform. The engineers will be coding the blockchain-based software, therefore these people need to be highly skilled coders in C++, Java, C#, JavaScript, Go, Python, Ruby, or Solidity. They should also have expertise in the fundamentals and technicals of blockchain, a strong understanding of the theory of blockchain and decentralized ledgers is required, experience coding a ledger or a project with blockchain implementation, a deep understanding of healthcare, and lastly good communication skills in order to promote collaboration.

## Blockchain designers

Blockchain designers should be able to communicate well with blockchain engineers to create the most efficient and easy-to-use software. The blockchain designer will be working to make the company website and the mediBlock software easy to use and pleasant to view. The ease of use is very important, in order to bring more trust and ease to the new technology. Blockchain designers should be skilled in user experience, and user interface design. This person should have a degree in design of some sort and have experience working with a business to improve UX and UI.

## Blockchain Legal Consultant

Blockchain Legal Consultant would be responsible for all legal aspects of both blockchain and Healthcare. They should be well versed in HIPAA law and such to prevent lawsuits. They should be quick on their feet and good decision-makers. This person should have a major in law and/or business law, knowledge of medical law, experience with consultancy in the healthcare industry, and good communication skills.

## Chief Marketing Officer

The chief marketing officer would be responsible for brand recognition and reaching people. One of MediBlocks biggest difficulties lingers in the process of having people adapt and try this new technology, since it is very new and personal information is involved hospitals will be reluctant to make the switch to MediBlock. Therefore the chief marketing officer should be clever and have a very strong foundation in marketing and sales. They should have a degree in marketing or business administration. They should have a deep understanding of both the medical industry and the blockchain industry while also being well versed in all marketing tactics.

## Venture capitalist

A venture capitalist will also be necessary for this process, as they will provide advice and funding for the project. The venture capitalist should have experience in the business aspect of healthcare and blockchain. They should be well connected and have great communication skills. They should be someone who is trustworthy and passionate about the topic in order to reap the best benefits. Lastly, they should be able to fund the company with a large sum of money( multiple millions) in rounds till the company is well established. In return, the venture capitalist will have 40% equity of the company.

---

## **Market Analysis**

### Product/Service Features and Benefits

MediBlocks' most valued feature is its security. Mediblock protects the medical records uniquely through the RSA algorithm with private and public keys and through 2-factor authentication. Additionally, the process of miners and proof of transaction also provides additional security for the information.

Mediblock is also unique for its fast transaction speed. Unlike any other healthcare blockchain company, Mediblock utilizes a para chain to increase the speed of transactions which also increases the scalability of the company. This means that transactions can be done at incredible speed, for cheap and increase the scalability.

### After-sale Services

After the sale, the members will be provided with a warranty/ guarantee that all medical records will follow HIPAA guidelines and will provide quick and cheap transactions. Additionally, 24-hour support will always be available, for emergencies or issues. Overall after the purchase of MediBlockcs, the buyer will receive the software of MediBlock, a course on how to properly use MediBlock and a certificate of purchase along with a warranty of safe, cheap, transfers and record-holding.

## Industry: Blockchain in HealthCare

By 2030 the industry for blockchain is expected to reach \$459.8 billion. The global Electronic Health Records market is expected to reach \$47.25 Billion by 2027. Therefore the market for blockchain in healthcare is expected to reach \$2.3 billion (USD) by 2027. Keep in mind that due to the technology being new and developing, this value is not set in stone. In Conclusion, due to the industry value being high, the business has space to grow into a multibillion-dollar business.

## Target Market

The target market for MediBlock will be hospitals with a large number of customers. This accounts for around 6,210 large hospitals in the United States. This is the target market because larger hospitals that have a large number of patients are more likely to have issues with the organization of the medical records in a safe and secure manner. Therefore through such large hospitals, MediBlock could make this process more efficient and safe.

The Targeted addressable market would be 789 hospitals in Texas, this is the Targeted market because it is closer to the organization of ideas, meaning news can be spread quicker and more efficiently.

In the first 5 years of the launch, MediBlock aims to reach 74 hospitals in Dallas, Texas, including a few major hospital branches such as Balor Scoot and White. Doing so will increase brand recognition and bring more openness to the idea of online blockchain-based medical record storage. Resulting in the growth in MediBlock's popularity.

## Target Customer

- **Example customer 1: Government / Private Hospital groups**

At Atrilor Health, a large hospital and Healthcare group in America. George Williams is a 42-year-old male, who is married and has two kids. AS the CEO of Atrilor health he works long hours and sacrifices time spent with family and doing hobbies such as golfing. Soon he receives notice of the issues regarding the safekeeping of medical records for millions of patients. Lately, more and more lawsuits regarding the breaking of the HIPAA guideline have been filed, in order to increase the security and organization of the medical records, the company adds extra fees to the patient while following proper law. This makes the patients mad and unhappy. Putting the company in a difficult place, since raising funds for better storage is difficult. This puts a lot of stress on Mr. Williams as he spends multiple sleepless nights worrying about this.

Mr. Williams would be a great customer for MediBlock, because it decreases costs for the customer, making them happy. Additionally, Mediblock protects the medical records of the patients in an organized and confidential manner. This way Mr. Williams will not have to worry about the secure storing of medical records anymore. Now with MediBlocks, the hospital and patient information will be safe and secure, and Mr. Williams can go back to doing what he truly loves, being with his family and friends.

- **Example customer 2: Private Hospitals**

Prise Hospital was created by a few college students, the hospital focuses on orthopedic surgeries and such. The hospital recently started receiving lots of patients, the young group was not ready for this sudden surge in customers. Only having a year of experience they were having trouble staying organized. They also always want something that helps them and doctors easily receive patient records to aid collaboration. They needed a solution to this problem quickly.

MediBlock would be a great solution to this problem, as it is easily accessible, easy to store, and organized. The medical records are easily transferable and therefore can successfully aid in collaborating surgeries, where every doctor can view the same document simultaneously.

- **Example customer 3: Patients**

Martha is a 20-year-old college student with large student debts. Because of college she changes doctors and doesn't have the money to afford expensive transfer rates. As a college student Martha prioritizes education, therefore values her time, and doesn't wish to spend 30 minutes filling out a form at every visit.

Marth transfers her medical records and private information onto the MediBlock and saves almost 85% on medical record transaction fees and saves over 30 minutes at every doctor visit. She uses this time to study for college and meet friends instead.

## Barriers to entry

- **Development costs**

To start the business, costs are considerably high as the building of the parachain, research, testing, and staff could cost around 4.1 million dollars to get started, therefore a venture capitalist is necessary to start the business. Additional costs to auction a parachain through Polkadot can range from 2 million+. However, due to the auction and parachain system being in the beginning stage, this number may vary greatly.

- **Adaption challenge**

Due to the fact that MediBlock is based on new technology and deals with members' personal information, such as medical records. The adoption rate is expected to be low in the beginning phases( 1- 3 years), after gaining the trust of a few hospitals the growth is expected to be exponential. The stigma related to technology and its incapability to safely store information will also add to this slow adoption rate.

- **Finding qualified employees**

Since Blockchain is still very new and is still being developed, not many people are yet involved in this technology. Therefore finding skilled Chief executive officers, information security officers, Chief Financial Officers, Blockchain designers, Blockchain engineers, Blockchain Legal consultants, Blockchain Data scientists, and a Chief marketing officer, will be rather difficult and expensive.

## Competitors

### **BurstIQ**

BurstIQ is a healthcare data storage company that uses the fundamentals of blockchain and AI to securely and safely secure medical records. BurstIQ also utilizes medical records to be used for research in a legal manner. However, BurstIQ being solely based on the blockchain system makes the processing and transfer of data slow. MediBlock in comparison not only provides a secure and easy way of storing and transferring data but also does so in an extremely quick and cheap way. Through the use of the parachain MediBlock will be able to complete 4 times as many transactions per second. Making MediBlock more established and scalable.

### **MedicalChain**

Medicalchain monetizes one medical record, patients can upload their medical records with full anonymity. And these records can be used to further healthcare research and innovation. The main function of MedicalChain is to provide researchers with more data and reward the patient through tokens with monetary values. Although the function and purpose are different for MediBlock, both are similar in the process of storing data. Unlike Medicalchain, Mediblock focuses on the security of patients' medical records. Therefore security is a high priority in Mediblock.



## How MediBlock will be Marketed

- **Publishing companies**

MediBlock will attract its investors and clients through large publishing companies such as Forbes or Business.com. Most Blockchain investors are more likely to be seen on the big publishing companies rather than on normal social media sites. Therefore getting published in one of these big sites will allow for growth in popularity and interest (Forbes \$4,000).

- **Youtube Influencers**

A study conducted by Collectivebias showed that 60% of their participants took an influencer's opinion into consideration prior to purchases. This on its own, shows us the power youtube influencers have on the audience. Therefore sponsoring youtube influences such as Doctor Mike could bring more popularity to the software and possibly reach fellow doctors (\$3,000).

- **White Papers**

Publishing a white paper will allow people to read into what MediBlock is and how it works. This is a way to not only educate the readers but also spark an interest in them. Additionally, white papers are often viewed to verify the company's legitimacy. So there is a high chance the investors and customers are looking out for it.

- **Website**

This marketing will serve a similar purpose to the white papers, except the website will be easier to read, appealing to the eyes, and more understandable. Overall will promote attraction to the idea of Mediblock itself.

## Salesforce Unlimited Edition

Because Mediblock deals with a large amount of data and requires personalization due to its uniqueness, the Ultimate edition would be best suited for MediBlock. However, this is unreasonable for a start-up with just a few customers, therefore for the first few years, Salesforce Professional would be more reasonable.

## Pricing

Although the pricing for MediBLock may vary after the launch of the software. The prices would be around \$2,500 for a hundred customers and \$90 for individuals yearly. This price was determined by the cost of building the blockchain and sustaining it. And after those costs are removed the company makes a 25% profit. Because the company does not aim for the money but instead focuses on the service this company only takes \$10 of profit from each member. IN all honesty, this number is expected to change as research in this new field increases. Due to the lack of information in this field, this value is to not be finalized, till further development.

---

## **Financial Analysis**

The majority of funding for Mediblock will come from Venture capitalists. MediBLock is asking 4 million dollars for an equity of 30% for 4 million dollars.

These 4 million dollars will be used for the :

- Creation of the blockchain(\$5,000)
- Equipment ( \$11,0000)
- Pre-opening salaries( \$1,406,045 for 1 year)
- Technical costs marketing costs(\$1,800)
- Parachain costs(\$2,000,000) with a few additional cheaper costs.

An extra 50,000 dollar loan will be taken out from the bank as a Small Business Administration ( SBA ) loan. This money will be the emergency funds in case of an unexpected occurrence of a problem. A Commercial Umbrella and general liability insurance will be necessary in the care of legal issues and financial issues in case of emergencies. The Commercial Umbrella insurance will be especially important because MediBLock directly deals with HIPAA guidelines.

The company will receive its profits from subscriptions by year, for hospitals, pay for a year subscription( cost varies based on the number of patients). The second main source of profits will be from patients wanting to take their security into their own hands, these members will have to pay 90 dollars start-up a year to secure and transfer their data unlimitedly. In 4 years MediBlock expects to make 32 million dollars and in 10 years 606.1 million dollars. This is expected as the industry for blockchain is expected to grow into a billion-dollar industry in the near future ( 10 years). The global Electronic Health Records market is expected to reach 47.25 Billion by 2027 Because Mediblock solves an important problem in the healthcare industry while using blockchain technology, there its potential is boundless. Further financial documentation is located in the supporting documents.

# Opening Day Balance Sheet

MediBlock

## Assets

### Current Assets

Cash in Bank  
 Inventory  
 Prepaid Expenses ( parachain & insurance)  
 Other

\$ 500,000

-

2,800,000

-

\$3,300,000

### Total Current Assets

### Fixed Assets

Machinery & Equipment  
 Furniture & Fixtures

\$ 4,000

Leasehold Improvements

Real Estate / Buildings

Other

### Total Fixed Assets

\$ 4,000

### Other Assets

tokens polkadot

\$ 500,000

Specify

-

### Total Other Assets

\$ 500,000

### Total Assets

\$3,802,000

### Current Liabilities

- Accounts Payable \$ 1,000

Taxes Payable business 10% of current profit 25,000

- Notes Payable (due within 12 months)

Current Portion Long-term Debt ( business investment 500,000

Other current liabilities (specify)

\$ 526,000

### Long-term Liabilities

Bank Loans Payable (greater than 12 months)

- Less: Short-term Portion \$ 1,000,000 (500,000)

- Notes Payable to Stockholders

Other long-term debt (specify) -

\$ 500,000

### Total Liabilities

\$ 1,026,000

### Owners' Equity (Net Worth)

\$ 2,776,000

### Total Liabilities & Net Worth

\$ 3,802,000

# Supporting Documentation

## Financials

### Start-Up Expenses

STARTUP EXPENSES	
CAPITAL EQUIPMENT LIST	AMOUNT
Computers	\$4,000.00
<b>Total</b>	<b>\$4,000.00</b>
LOCATION AND ADMIN EXPENSES	
	AMOUNT
Commercial Umbrella Insurance	\$300.00
General Liability Insurance	\$500.00
Pre-opening salaries	\$1,406,045.00
Blockchain basics (software, etc)	\$200,000.00
Polksdot parachain auction	\$2,000,000.00
Website domain- square space	\$80.00
<b>Total</b>	<b>\$3,606,925.00</b>
ADVERTISING AND PROMOTIONAL EXPENSES	
	AMOUNT
Advertising( spotify, instagram and facebook 1000 imp each	\$2,200.00
youtube promotion/ sponser	\$3,000.00
Publishing companies ( forbes)	\$3,000.00
Salesforce Unlimited	\$3,600.00
Other/additional categories	\$0.00
<b>Total</b>	<b>\$11,800.00</b>
<b>Reserve for Contingencies( token s) 25% of total fund</b>	<b>\$905,681.00</b>
Working Capital	\$1.00
<b>STARTUP EXPENSES</b>	<b>TOTALS</b>
Capital equipment	\$4,000.00
Location/administration expenses	\$3,606,925.00
Advertising/promotional expenses	\$11,800.00
Contingency fund	\$905,681.00
Working capital	\$1.00
<b>Total</b>	<b>\$4,528,407.00</b>
Other investor	\$0.00
Other investor	\$0.00
<b>Total</b>	<b>\$1.00</b>
STARTUP EXPENSES	
	TOTALS
Capital equipment	\$4,000.00
Location/administration expenses	\$3,606,925.00
Advertising/promotional expenses	\$11,800.00
Contingency fund	\$905,681.00
Working capital	\$1.00
<b>Total</b>	<b>\$4,528,407.00</b>
OTHER LOANS	
	AMOUNT

Start-up costs - [https://1drv.ms/x/s!AvUzat\\_DwfMVhwxw98XNcyVPuCcLP?e=baBhah](https://1drv.ms/x/s!AvUzat_DwfMVhwxw98XNcyVPuCcLP?e=baBhah)

## income sheet

Name: mediBlock

Time Period:1 year

Financial Statements in U.S. Dollars

### Revenue

Gross Sales	\$	700,000.00	
Less: Sales Returns and Allowances	\$	70,000	
<b>Net Sales</b>			\$ 70,000

### Cost of Goods Sold

Beginning Inventory			
Add: Purchases	\$	100.00	
parachain	\$	80.00	
Direct Labor	\$	-	
Indirect Expenses	\$	40.00	
Inventory Available	\$	220.00	
Less: Ending Inventory			\$ 220.00
<b>Cost of Goods Sold</b>			\$ 220.00
<b>Gross Profit (Loss)</b>			\$ 70,220

### Expenses

Advertising	\$	11,800.00	
Bank Charges	\$	10,000.00	
Employee Benefit Programs	\$	30,000.00	
Insurance	\$	800.00	
Interest			
Legal and Professional Fees	\$	500.00	
Miscellaneous	\$	10,000.00	
Office Expense	\$	10,000.00	
Payroll Taxes	\$	9,200.00	
Repairs and Maintenance	\$	2,000.00	
Utilities	\$	15,000.00	
Wages	\$	1,406,045.00	
<b>Total Expenses</b>			\$ 1,505,345.00
<b>Net Operating Income</b>			\$ 4,805,565.00

### Other Income

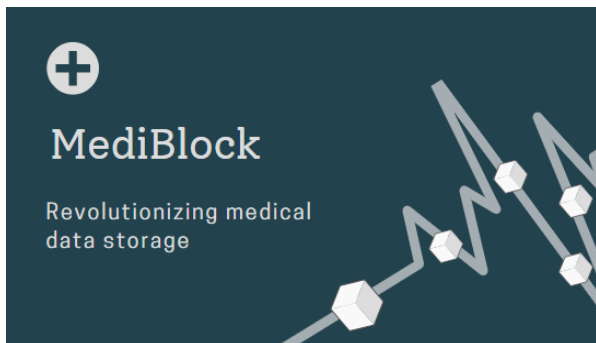
Gain (Loss) on Sale of Assets (tokens)	\$	500,000.00	
Interest Income			
<b>Total Other Income</b>			\$ 500,000.00
<b>Net Income (Loss)</b>			\$ 4,305,565.00

## 10 year forecast

Years	earning	Expences
2021	\$ 700,000.00	\$ 4,000,000.00
2022	\$4,000,000	\$ 1,000,000.00
2023	\$7,400,000	\$ 1,500,000.00
2024	\$20,000,000	\$ 3,000,000.00
2025	\$50,000,000	\$ 3,000,000.00
2026	\$70,000,000	\$ 2,000,000.00
2027	\$90,000,000	\$ 2,000,000.00
2028	\$100,000,000	\$ 1,000,000.00
2029	\$124,000,000	\$ 2,000,000.00
2030	\$140,000,000	\$ 5,000,000.00
sum	<b>\$ 606,100,000.00</b>	<b>\$ 24,500,000.00</b>
profit	\$ 581,600,000.00	

## Business card

Front



Back



# Citations

K;, Anderson JG;Abrahamson. “Your Health Care May Kill You: Medical Errors.” *Studies in Health Technology and Informatics*, U.S. National Library of Medicine, [pubmed.ncbi.nlm.nih.gov/28186008/](https://pubmed.ncbi.nlm.nih.gov/28186008/).

Cha, Ariana Eunjung. “Researchers: Medical Errors Now Third Leading Cause of Death in United States.” *The Washington Post*, WP Company, 26 Oct. 2021, [www.washingtonpost.com/news/to-your-health/wp/2016/05/03/researchers-medical-errors-now-third-leading-cause-of-death-in-united-states/](https://www.washingtonpost.com/news/to-your-health/wp/2016/05/03/researchers-medical-errors-now-third-leading-cause-of-death-in-united-states/).

Bizga, More from Alina, et al. “More than 230 Million US Health Records Have Been Stolen or Lost in Past Decade.” *Security Boulevard*, 9 Sept. 2020, [securityboulevard.com/2020/09/more-than-230-million-us-health-records-have-been-stolen-or-lost-in-past-decade/#:~:text=in%20Past%20Decade-,More%20than%20230%20Million%20US%20Health%20Records%20Have,or%20Lost%20in%20Past%20Decade&text=The%20data%20breach%20phenomenon%20has,according%20to%20a%20PrivacyAffairs%20study.](https://securityboulevard.com/2020/09/more-than-230-million-us-health-records-have-been-stolen-or-lost-in-past-decade/#:~:text=in%20Past%20Decade-,More%20than%20230%20Million%20US%20Health%20Records%20Have,or%20Lost%20in%20Past%20Decade&text=The%20data%20breach%20phenomenon%20has,according%20to%20a%20PrivacyAffairs%20study.)

(OCR), Office for Civil Rights. “Does the HIPAA Privacy Rule Permit a Doctor, Laboratory, or Other Health Care Provider to Share Patient Health Information for Treatment Purposes by Fax, e-Mail, or over the Phone?” *HHS.gov*, 28 June 2021, [www.hhs.gov/hipaa/for-professionals/faq/482/does-hipaa-permit-a-doctor-to-share-patient-information-for-treatment-over-the-phone/index.html](https://www.hhs.gov/hipaa/for-professionals/faq/482/does-hipaa-permit-a-doctor-to-share-patient-information-for-treatment-over-the-phone/index.html).

*Tma.custhelp.com.*

[tma.custhelp.com/ci/fattach/get/88316/0/filename/Dec+2017+Fees+for+Medical+Records.pdf](https://tma.custhelp.com/ci/fattach/get/88316/0/filename/Dec+2017+Fees+for+Medical+Records.pdf).

explained, simply. “Asymmetric Encryption - Simply Explained - Youtube.” *Youtube*, 27 Oct. 2017, [www.youtube.com/watch?v=AQDCe585Lnc](https://www.youtube.com/watch?v=AQDCe585Lnc).

“Blockchain Technology in Healthcare Market 2021-2027 Share Statistics.” *Global Market Insights, Inc.*, [www.gminsights.com/industry-analysis/blockchain-technology-in-healthcare-market](https://www.gminsights.com/industry-analysis/blockchain-technology-in-healthcare-market).

*130+ Million Publications Organized by Topic on ResearchGate.*  
[www.researchgate.net/directory/publications](https://www.researchgate.net/directory/publications).

“Bitcoin Mining Process. | Download Scientific Diagram.” *Research Gate*, 2008, [researchgate.net/figure/Bitcoin-mining-process\\_fig1\\_337886683](https://researchgate.net/figure/Bitcoin-mining-process_fig1_337886683).

Petrowski, Joe. “Parathreads: Polkadot Connectivity for Everyone.” *Polkadot Network*, Polkadot Network, 18 Dec. 2019, [polkadot.network/blog/parathreads-parathreads-pay-as-you-go-parachains/](https://polkadot.network/blog/parathreads-parathreads-pay-as-you-go-parachains/).

“Texas Hospitals.” *USA*, [www.officialusa.com/stateguides/health/hospitals/texas.html#:~:text=In%20Texas%20state%20total%20798,and%20444%20are%20private%20hospitals.](https://www.officialusa.com/stateguides/health/hospitals/texas.html#:~:text=In%20Texas%20state%20total%20798,and%20444%20are%20private%20hospitals.)

- About the Author Erin Cell Facebook Twitter Erin Cell, et al. "6 Tips to Market Your Blockchain Startup." *Socially Powered*, 20 Nov. 2019, [sociallypowered.com/blockchain/6-tips-to-market-your-blockchain-startup/](https://sociallypowered.com/blockchain/6-tips-to-market-your-blockchain-startup/).
- Sharma, Toshendra Kumar. "Top 10 Companies Using Blockchain for Healthcare Security." *Blockchain Certifications*, 28 June 2019, [www.blockchain-council.org/blockchain/top-10-companies-using-blockchain-for-healthcare-security/](http://www.blockchain-council.org/blockchain/top-10-companies-using-blockchain-for-healthcare-security/).
- "Bringing Health to Life Whitepaper - Burstiq." *BurstIQ*, [www.burstiq.com/wp-content/uploads/2017/09/BurstIQ-whitepaper\\_07Sep2017.pdf](http://www.burstiq.com/wp-content/uploads/2017/09/BurstIQ-whitepaper_07Sep2017.pdf).
- Daley, Sam. "How Using Blockchain in Healthcare Is Reviving the Industry's Capabilities." *Built In*, [builtin.com/blockchain/blockchain-healthcare-applications-companies](http://builtin.com/blockchain/blockchain-healthcare-applications-companies).
- Whitepaper 2 - Medicalchain*. [medicalchain.com/Medicalchain-Whitepaper-EN.pdf](http://medicalchain.com/Medicalchain-Whitepaper-EN.pdf).
- Boiko, Alex. "How to Implement Blockchain Technology in Healthcare." *Merehead*, Merehead, 23 June 2021, [merehead.com/blog/how-implement-blockchain-technology-healthcare/](http://merehead.com/blog/how-implement-blockchain-technology-healthcare/).
- "Business Insurance for Cryptocurrency Businesses." *Howtostartanllc.com*, 6 Oct. 2021, [howtostartanllc.com/business-insurance/business-insurance-for-cryptocurrency-businesses](http://howtostartanllc.com/business-insurance/business-insurance-for-cryptocurrency-businesses)
- "Global Blockchain Market Growing by 64.4% 2020 Growth Statistics, Industry Share, Latest Trends, Overview, Business Plans, Cost Analysis, Revenue, Growth Drivers, Size and Forecast till 2030." *MarketWatch*, MarketWatch, 30 Nov. 2021, [www.marketwatch.com/press-release/global-blockchain-market-growing-by-644-2020-growth-statistics-industry-share-latest-trends-overview-business-plans-cost-analysis-revenue-growth-drivers-size-and-forecast-till-2030-2021-11-30?tesla=y](http://www.marketwatch.com/press-release/global-blockchain-market-growing-by-644-2020-growth-statistics-industry-share-latest-trends-overview-business-plans-cost-analysis-revenue-growth-drivers-size-and-forecast-till-2030-2021-11-30?tesla=y).
- "How Will Using Electronic Health Records Help Me Meet My Business Goals?" *HealthIT.gov*, 24 June 2019, [www.healthit.gov/faq/how-will-using-electronic-health-records-help-me-meet-my-business-goals](http://www.healthit.gov/faq/how-will-using-electronic-health-records-help-me-meet-my-business-goals).
- "What Are the Advantages of Electronic Health Records?" *HealthIT.gov*, 16 May 2019, [www.healthit.gov/faq/what-are-advantages-electronic-health-records](http://www.healthit.gov/faq/what-are-advantages-electronic-health-records).
- Ozair, Fouzia F et al. "Ethical issues in electronic health records: A general overview." *Perspectives in clinical research* vol. 6,2 (2015): 73-6. doi:10.4103/2229-3485.153997
- Thomas, Joseph. "Medical records and issues of negligence." *Indian journal of urology : IJU : journal of the Urological Society of India* vol. 25,3 (2009): 384-8. doi:10.4103/0970-1591.56208
- "Polkadot Parachains: New Era of Defi Micro-Fees Imminent." *Crypto News*, [cryptonews.com/news/polkadot-parachains-new-era-of-defi-micro-fees-imminent.htm](http://cryptonews.com/news/polkadot-parachains-new-era-of-defi-micro-fees-imminent.htm).



/s