

## **Me, my ambitions**

I am a born a wanna-be entrepreneur. I always have some sort of idea in my head for a business opportunity, yet like many of us, I am tied down. Tied down due to family obligations. Tied down due to financial reasons. The most significant weight, is the weight of overwhelming fear. Fear of failure? No, fear of success!

## **How did I get here**

I'm a software engineer, turned project manager and have spent my entire career in the healthcare industry. In 2009 I came up with an idea to develop a software platform that would seamlessly connect all the healthcare systems with a lofty goal of having healthcare information in one centralized location. This idea has continued to evolve with many other solutions currently on the market place. Despite the abundance of various solutions who claim interoperability, we still have a disconnected, ineffectively connected, insecure and error prone digital healthcare system. My is vision to bring personal healthcare information into the hands of the patient.

As part of my journey I began to seek out help from others, including my older brother who is also a software engineer in the healthcare industry. Through me sharing my ideas and further interactions with him, was what lead me to the HeroX CHIME Patient ID National Challenge. the HeroX CHIME Patient ID National Challenge's goal is to develop a solution that would be central towards ultimately eliminating patient identifications errors across the healthcare continuum.

Although this challenge was relevant to my vision, the innovation was not part of my product offering, so I initially resisted. The challenge had a delayed start of an unknown date, this gave me time to sort out whether participating would be beneficial. Given my significant experience in the industry, whether I could be a relevant contender was never questioned. My concern was over whether diverting time from my business idea would take me further away from launching my own business. Once the challenge opened, I decided to compete on the premise that I would not attempt to commercialize the innovation I developed as a result of the contest but instead I would use the prize money to start my business. This decision has hence changed.

The first stage of the contest was an optional concept phase submission. I did not realize this stage was optional until much later. As I was developing my concept, although it was a lot of work, I realized how easy this was for me and used this realization as an indicator to push forward. On June 1<sup>st</sup>, 2016 I was named one of the eight finalists out of 113 submissions. My initial response - stop now before you get ahead of yourself. My fear of success instantly creped in and it took me at least a couple of months of pushing through that fear to even decide if I was willing to continue to participate.

## **Where am I now**

I am glad to say that I am actively participating in the final phase of the contest. This phase involves further concept evolution and a proposal for a prototype. If selected, I will have the opportunity to share my prototype for evaluation. This prototype will be the basis for selecting a winner. Given that I work full time and the limited time between the finalists being announced and finalists prototype submission deadline, I concluded the only way I could compete was to develop the prototype in parallel to the concept submission.

Like most entrepreneurs, I have a strong competitive streak, but entrepreneurship is lonely and being alone it is difficult to stay motivated. The HeroX CHIME challenge helped me push through my fear by providing a healthy competitive environment which I thrive in. The deadlines set were reasonable and helped keep me accountable. The updates provided by CHIME and others participating in the contest kept me engaged and interested.

The HeroX CHIME challenge has given me visibility and credibility within the industry I wish to participate in. Since the challenge concept finalists were announced I have been approached directly from others to help further my idea, including Samsung. I am now a Samsung Enterprise Alliance Program (SEAP) as a Silver partner and am pursuing other partnerships as well.

The challenge helped me consider with an open mind other business opportunities that I would not have considered otherwise. As a direct result of participating in HeroX CHIME challenge, I have a viable product that I can commercialize several months from now.

### **Where am I headed**

After 9 years of cycling through wanting, doing and stopping, I decided enough is enough. My path is clear, it has been clear. I am an entrepreneur and it is time for me to get serious about building my business. In January, I set a lofty yet feasible goal of leaving my corporate job in 18 months. As part of this process I decided to capture my journey month by month focusing on the steps I need to take, documenting the experiences I have had and reflecting on learnings I gained and then use that information to plan the next steps for the following month. Today I am in the middle of month 1 and so far, I have learned that this activity alone has held me accountable and kept me focused. Irrespective if I win the HeroX CHIME challenge or not, I have decided to commercialize the product I have developed as a result of participating in the contest. I am grateful for having the opportunity that has opened my eyes to consider a different, yet more tangible first step towards reaching my goal of entrepreneurship as I continue to push through my fears.