Twin Weavers Inc.
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Industry: Digital Health

Management:
Anita Lee RPh, MPH (public health and health executive) - *Founder/CEO*
Robert Carr, Consultant, Intermim CTO
Seeking to fill additional roles:
    AI Engineers
    Data Scientist
    Community Engagment
    Director

Business Advisory Board:
Seeking members

Scientific Advisory Board:
Loan Mai, PhD
    Clinical Psychologist
    Independent Consultant
Getaw Hassen, MD
    ED Physician, Research
    Director
Moiz Kasubhai, MD
    Hospitalist, Health Data
    Analytics,
Jack (John) Lewin, MD
    Admin, Hawaii State Health
    & Development

Number of Employees: 2

Finance:
Accountant/Tax: Edwin Sundheim Acct &Tax Svcs. LLP

Funding to Date:
Founder: $50,000

Financing Sought: $2M
For:
Pilot Studies
R&D
IP
Operating cost
Overhead

IP: Seeking

Legal: Ivan H. Sutherland, Esq.

Business Description

We will develop a personalized virtual companion, Nova, an intelligent chatbot focusing on underrepresented populations. Nova can converse with users from a smartphone or landline to help them access, navigate, coordinate health and social services, and link them to resources to enhance their well-being and agency. Positive feedback loops and a trusting bond will be established through unrestricted, empathetic, and culturally competent conversations. The byproduct of these interactions will generate valuable data and insights that will help businesses and institutions create a more equitable America.

Market Opportunity/Unmet Need

The product/service design is based on the founder's 30+ years of personal experience as a caregiver and resource for sick friends and families and her professional experience serving underserved communities as a healthcare executive and public health advisor. Our service addresses a persistent and chronic problem in the U.S. healthcare system. In 2023, the federal government allocated $3 trillion to support health and social services to reduce disparities among underrepresented populations. However, progress in minimizing access barriers, reducing disease burden, and improving patient satisfaction has been limited. Barriers, misinformation, and low health literacy among underrepresented groups contribute to this stagnation. Providers often lack awareness of non-clinical factors affecting patients' treatment adherence. Additionally, the health and social systems operate in silos, hindering effective coordination. Nova aims to address these issues by identifying unmet needs, coordinating care, and enhancing health literacy for each user on a deeply personal level.

Product/Service Launched & Pipeline

Our first product, Nova-I, which will launch in Q1 2026, will be sold directly to consumers through community health centers and community–based organizations. Nova-I will be able to conduct empathetic inquiries to assess health and social service needs, perform limited tasks, and connect users to resources through the warm hand–off. In 2027, we will launch Nova-II with features that support the users in improving health literacy, understanding and adhering to treatment plans, and self-managing chronic conditions. By 2028, we will have sufficient data from different demographics of the underrepresented population to monetize the insights and analytics.

Technical/Commercialization Milestone

Achieved: We incorporated Twin Weavers and hired our fractional CTO to develop a prototype and product and technology roadmap for Nova I and II in Q1 2014.

Pending: In Q2, the IVR prototype will be piloted at a social service organization and two clinical practices. We are discussing with organizations serving target populations to provide unidentified data to train Nova. From Year 1 Q3 to the end of 2025, we will beta test Nova in selected ethnic enclaves and stigmatized communities to improve Nova's functions and cultural sensitivity and to establish our brand. Concurrently, we will collaborate with academic researchers and clinicians to explore new use cases to support additional value propositions and vertical markets.

Competition/Competitive Advantages/Customer Benefits

Competitors in the digital health assistant market primarily focus on payors and health providers to address their specific business challenges, resulting in limited patient engagement that overlooks social determinants of health. When patients switch payors or providers, digital assistant service is disrupted. Therefore, we will market directly to end users where users own Nova and the data. Our competitive advantage lies in our ability to collaborate with underrepresented populations and communities to enhance our product design and implement a grassroot go-to-market strategy to reach consumers directly. Moreover, Nova, trained by AI and Human Intelligence, employs a holistic and culturally competent approach to patient engagement, fostering deep understanding and trust through genuine interactions. This insight will enable Nova to offer contextual information and connect users with service providers. The data analytics and insight generated will bridge the digital divide for underrepresented populations and minimize data biases embedded in algorithms used by healthcare stakeholders and other industries.

Financial Forecast (Unaudited)

Twin Weavers will scale business in two steps - first to consumers starting with the beta testers who will pay a monthly subscription. We will then market to social service agencies, medical practices, and health plans using a licensing model.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Revenue (in thousands)	$-	$-	$188	$625	$3,012	$23,516
Growth Rate				232%	382%	681%
Gross Profit		$(232)	$(1,028)	$(692)	$1,590	$19,508
Gross Margin			-547%	-111%	53%	83%