

COMPANY OVERVIEW: WeGo Foundation utilizes telepresence technology to provide hospitalized pediatric patients with live, virtual tours of museums and cultural attractions.

CHALLENGE: Child life services provide support for hospitalized kids, but these patients inevitably experience isolation and lack of autonomy. With understaffed departments and minimal immersive inpatient experiences available, kids end up spending eight or more hours a day watching TV in their hospital beds. Therefore, our challenge is to put kids back in the driver's seat, able to navigate the world of their own volition.

SOLUTION: Our novel intervention brings telehealth to the inpatient space to benefit patients and their families. We allow kids to "escape" the hospital virtually for exploration, socialization, and fun. The resulting impact is a statistically significant uptick in the patient mood- a metric of great interest to hospitals, who receive reimbursement for services provided based on reported patient satisfaction.

MARKET: There are 235 children's hospitals in the United States, with \$964 million annually spent on Child Life Services (CLS) to support 5.9 million annual pediatric hospitalizations. Given the impact of patient satisfaction on our customers' reimbursement and the amount invested into CLS to provide for patient well-being, we've identified a sizeable market eager to accept innovative interventions. With over 500 tours completed, we've experienced zero critical issues, measured significant improvements in patient mood, and have effectively validated the utility of our service while generating significant traction.

MILESTONES: We've served over 500 patients at 13 hospitals, connecting them with four partner venues- the National Aquarium, Maryland Science Center, Baltimore Center Stage, and the Spy Museum. We've been invited to present at the Pediatric Academic Societies Meeting and Connected Health Conference. We have generated over \$40,000 in funding, including sizeable grant awards from FastForwardU, Johns Hopkins Tech Ventures, The Thomas Wilson Foundation, and more. We were even selected to be members of the Baltimore-based Social Innovation Lab's 2021 cohort, focusing on building a more sustainable future for WeGo.

REVENUE MODEL: Currently, we operate on a pro-bono basis with our hospital and venue partners. However, given the value we provide to our customers in benefitting patient mood and, subsequently, satisfaction, we plan to implement a subscription-based model where hospitals will pay for access to different tiers of tours per month with royalties sent to our venues. Donations and investments in the meantime go towards expanding our staff and robotic fleet, expediting our scaling and increasing the pediatric population benefitting from our service.

COMPETITIVE ADVANTAGE: We offer an outsourced Child Life intervention that currently has no apparent competitors, allowing hospitals to get more out of the resources they already have, which will benefit both patients and budget margins as a result. With little overhead cost or operating cost, we are a cost-effective way for hospitals to better care for the "whole patient."

COMPANY NEEDS: We are looking for donors, investors, and sponsors to contribute financially to our ongoing development. To achieve our ultimate goal of connecting any interested patient to any kind of experience they want to have, we will expand our robotic fleet, hire full-time employees, and expand our target market to generate the revenue necessary to sustain and scale our ongoing operations.

WeGo Foundation

Address: Baltimore, MD

E-mail: wegofoundation@gmail.com

Website URL: <https://wegoproject.org/>

Social Media Accounts:

<https://twitter.com/wegofoundation>

■ KEY PERSONNEL

Galen Shi, Managing Director

Medical student and founder of the WeGo Foundation

Pavan Shah, Executive Director

Medical student with years of experience in the entrepreneurial space

Hayden Dux, Director of Development

JHU student with experience working at every level of WeGo's operations

Eric Fei, Director of Marketing

JHU student with broad experience and skillset, including social media management, marketing, consulting, and customer relations

Total # Employees/Team Members: 10

Total # Advisors: 4

■ COMPANY STATUS

Founded: 2017

Industry: Healthcare

Company Registration Status: Fiscally sponsored 501c3 by StrongCity Baltimore; in process of establishing independent 501c3 status.

Total Funds raised to date: \$45,000

■ RECOGNITION

Press features: [CBS](#) and [Hopkins](#)

Thomas Wilson Foundation Award (2020)

Talheimer Graduate Student Award (2021)

PennHealthX Pitch Competition, 3rd Place (2019) – Third Place

Johns Hopkins Alumni Grant Recipient (2019, 2020, 2021)

Ignite Fund Award (2021)

JHU Business Plan Competition, 1st Place (2021)