Tech Ranch Austin Startups

for International Emerging Companies Demo Day
June 28th, 2013
Austin, Texas

Company: Endao
Description: Endao is a business software development platform that dramatically reduces the time and cost of building and maintaining custom web applications.
Location: Austin, Texas
Website: http://www.endao.com/

Product Description

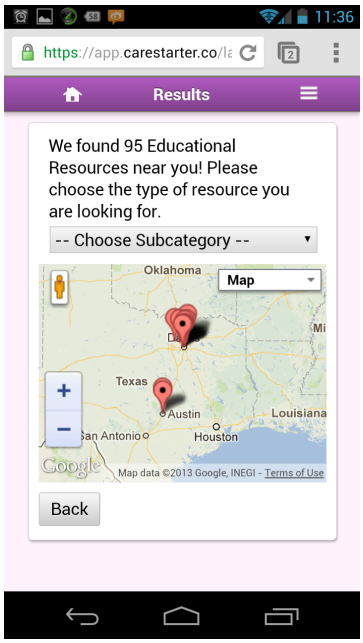
Endao is a business software development platform that dramatically reduces the time and cost of building and maintaining custom web applications. Endao employs its platform to build apps for our customer's internal use and also partners with domain experts to build white-labeled Software-as-a-Service solutions for resale. The Endao platform is also an ideal tool for rapid prototyping and quick development of minimum viable products. Our vision is to provide our platform to third party developers and make it the go-to tool set for custom business software development.

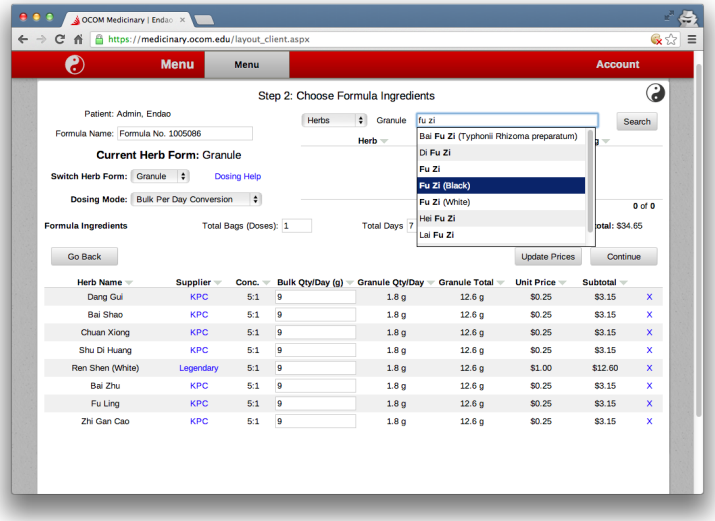
Differentiation

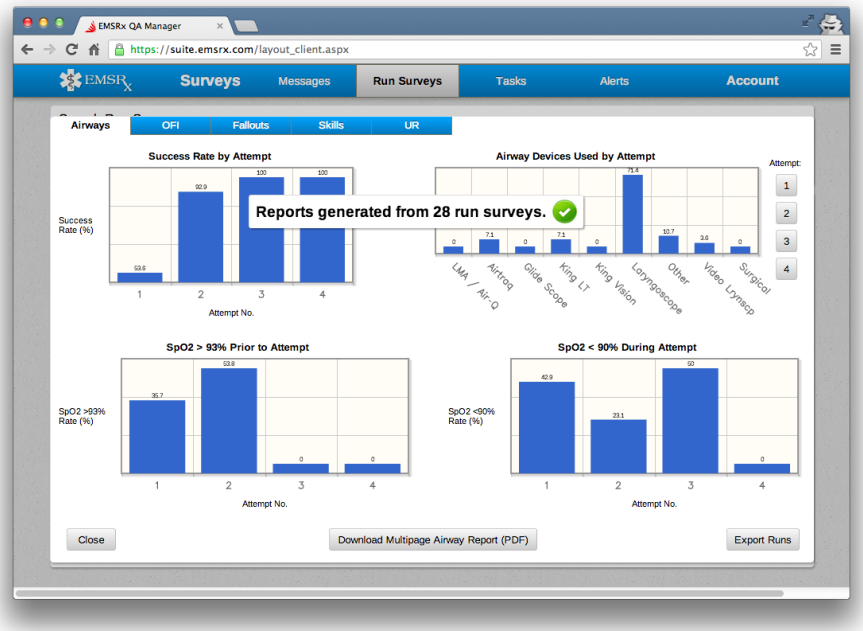
Many products exist that promise to ease the development of custom business software but few truly deliver. Most fall into the "Do-It-Yourself trap", where an easy to use but limited set of tools allows creators with little technical know-how to to build apps of extremely limited functionality. Endao builds on the proven architecture of the 3-tier model and requires some but not an extensive level of technical ability. Using the Endao platform, system designers can model and manage powerful business processes to a level of complexity that rivals custom coded software, but at a speed that competes with the

Do-It-Yourself crowd.

Endao Screenshots:







Company: Engine.co
Description: Engine.co is a website and Chrome Extension for Gmail that allows users to answer their emails with ease.
Location: Austin, Texas
Website: https://apps.engine.co/

Product Description:
Engine.co is a website and Chrome Extension for Gmail that allows users to answer their emails with ease. By linking together the different data streams of emails, documents, texts, contacts, calendars and social networks, the Engine program can automate everyday tasks, for example answering emails without having to dig through your documents or email history to find the information the email is requesting.

Company: Prelaunch

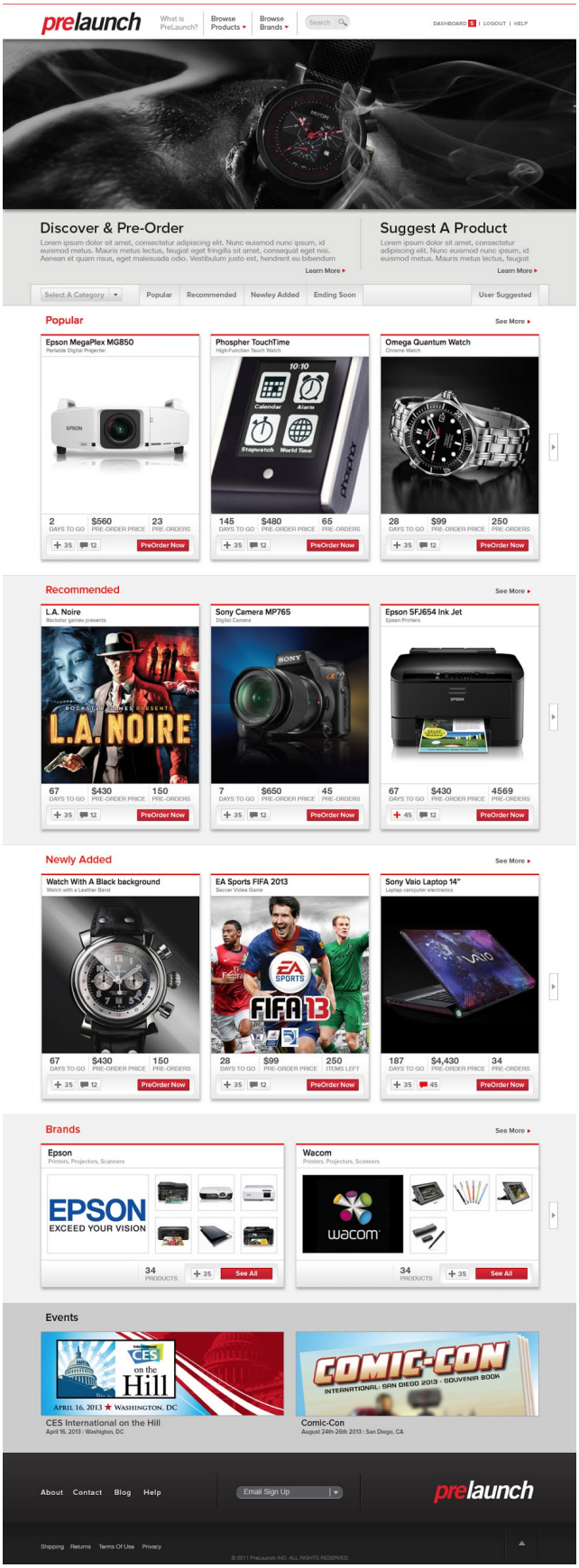
Description: Prelaunch is the pre-order community that revolutionizes the way established brands launch products.

Location: Austin, Texas

Website:

Product Description:

Prelaunch is the pre-order community that revolutionizes the way established brands launch products. The platform offers early adopters exclusive access to the hottest products before they hit stores and offers brands a suite of services to improve product launch and increase sales. With tier-one brands already engaged for inclusion, Prelaunch is poised for launch in late summer.



Company: SnapHealth.com
Description: SnapHealth empowers doctors and patients with an innovative simple way to provide and purchase affordable healthcare services.
Location: Houston, Texas
Website: https://www.snaphealth.com/

Product Description:
SnapHealth is a premier online healthcare marketplace for purchasing medical and diagnostic services with upfront, transparent pricing. Consumer reviews of medical practices and their services, as well as the price of services are made available before purchase.

SnapHealth does not refer patients selectively to one doctor over others. SnapHealth provides consumers with a search tool to find health related services and tests. The value proposition to physicians is that 30-40% of revenue is spent on revenue cycle management (i.e. getting paid by insurance) -- SnapHealth drives those costs down substantially and simplifies the process.

Differentiation:
Health Care Professionals post services they offer with the price they will accept for direct pay through the SnapHealth Portal. All transparent for you to shop and compare and choose. Select the one you want, book the appointment, pay at that time and we will do the rest and secure the appointment. No need to pay at the office or facility and no bills afterwards, just show up and receive quality care.

In contrast to other healthcare transparency efforts, this is actual pricing that the physician is offering rather than suggested pricing based on claims data. In addition, we have partnered with self-insured companies to integrate into their third-party administrator platforms to give patients and consumers real visibility into not only cost

but where they sit on the their deductible and out-of-pocket expenses, clarifying the constant mystery of "what am I going to spend on healthcare?"

"The payment system for care is so painful and inefficient; patients are paying more directly out of pocket than ever before and more for insurance than ever before. Patients are paying more, yet getting less value." SnapHealth simplifies and solves a terribly broken and inefficient system.

Market Status:

The healthcare market is in a state of dramatic flux given the implementation of the Affordable Care Act. It has created a market that is receptive to innovation and new solutions given the increased costs and burdens that ACA places on businesses, patients and doctors.

SnapHealth has positioned itself well with the self-insured employer marketplace as the portal for those employees to purchase healthcare services with transparent pricing and no surprises with regard to deductible and out-of-pocket expense for the individual.

Because of the unaffordability of ACA for the medium employer market, the size of the self-insured market for companies is increasing. In Houston alone, the market size of the high deductible health plan, non-catastrophic care under a self-insured plan is $1 billion dollars a year.