THE BIG LEAP:
What it took to get me to join

as a technical Co-Founder and CTO
**BlocHealth (Spring 2018 Staffing Firm Edition)**

**Initial Team:**

Equal partners, different skill sets.

**Initial Problem:**

Hiring and Staffing in Healthcare is in awful shape. It takes up to 6 months to get a doctor or advanced practitioner a new job and existing recruiting firms charge up to 40% of a temp's salary. Candidates are treated like a commodity and have no transparency in the lengthy hiring and credentialing process.

**Initial Solution:**

Create a staffing firm with workflows that worked ‘backwards’ from traditional staffing firms: start with a candidate’s information and find them a job instead of ‘throwing’ any candidate towards an open position in an effort to get a match.
The GOOD:
- Revenue earned!
- Candidates thrilled with better updates and feedback.

The BAD:
- A templated workflow *still* results in Jared working 7 days a week to fill in hundreds of pages of forms for each candidate.
- Every hospital, insurance company, and state licensing board’s process is *slightly* different.

The UGLY:
- Jared has to call a Senator to make a state license board process a delayed application for a district hospital.
- Paperwork processing takes so long that multiple candidates in a large deal back out of moving to the state instead of taking their accepted job offers.

The PIVOT:
- Jared and Michael realize that the paperwork problems specific to healthcare are related to duplicated efforts by many parties- and thus possibly automatable
- Jared researches new blockchain technology that could help.
- They agree to pivot to build a *software company to fix the problems they themselves ran into*. 

BlocHealth®
BEFORE you go co-founder-shopping, you must:

- RESEARCH: Educate yourself with conferences, publications, vocabulary building, free online courses, and speaker talks in the field you want to hire from.

- PRIORITIZE: Don’t find a person and then compromise to make them fit a role. It doesn’t work.

- FUND: Be honest and upfront on this one. If it’s all sweat equity, the book “Slicing Pie” is good.

- NETWORK: You can’t afford a recruiter at this stage.

- PLAN: Desperation is not a marketing skill and “As soon as possible” is not a timeline.

Note: this applies equally for someone who wants to join an existing startup.
Technical co-founders are hard to find but easy to vet.
Beware the “Title Shopper”

ARE YOU OUR NEW CHIEF MARKETING OFFICER?

I'M THE CHIEF GROWTH OFFICER.

OR IS IT CHIEF CUSTOMER OFFICER?

THE CMO TITLE IS OBSOLETE.

I'M THE CHIEF GROWTH OFFICER.

OR CHIEF EXPERIENCE OFFICER?

OR ... CHIEF COMMERCIAL OFFICER?

HOW ARE YOU GOING TO LEAD OUR BRAND IF YOU CAN'T KEEP YOUR OWN TITLE STRAIGHT?

THAT'S IT - CHIEF BRAND OFFICER.

@marketoonist.com
The Mismatches

Adrienne:
1. Drop-shipping startup
   a. Pros: likely to succeed, great team
   b. Cons: not in my desired industry, West Coast

2. AI Chatbot for Guidance Counseling
   a. Pros: strong tech, strong social mission
   b. Cons: existing 5 person team was all students, zero business exp.

3. Generic “fact-verifying” Blockchain startup
   a. Pros: ideals and value match, desired industry/technology
   b. Cons: non-technical team had poor understanding of how hard their problem was to solve

BlocHealth:
1. CTO Candidate 1:
   a. Pros: came recommended by advisor
   b. Cons: Unskilled at communicating technical content to a non-tech founding team

2. CTO Candidate 2:
   a. Pros: technically sound
   b. Cons: wanted to be entirely remote
Be PATIENT, FLEXIBLE, CAREFUL, but DECISIVE.

Adrienne Bolger, CTO
- FMR Lead Software Engineer, ReadCoor, Inc.
- FMR Software Engineer, InterSystems
- FMR Software Engineer, BionX Medical Technologies (Acquired by Ottobock)
- M.Eng. & B.S. Computer Science, MIT

Tiffany Long, Director of Credentialing
- FMR Associate Director, Richmond Academy of Medicine
- FMR Director at Large, National Association of Medical Staff Services (NAMSS)
- FMR Medical Staff Coordinator, Henrico Doctors' Hospital

CTO (a.k.a. me) was matched via AngelList, after a few other rejected candidates, was interviewed by 2 co-founders and 4 advisory board members, took more than a month to make a decision, and started formally 3 months later.

Tiffany was referred via an advisor, was the first candidate interviewed, was extended an offer after 1 phone call, and accepted in less than a week, but needed a start date 2 months out.
Thank you
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