# Audio file

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# Transcript

00:00:01 Fatema Basrai

To our.

00:00:03 Fatema Basrai

Hi everyone, waiting on a few people to enter the room.

00:00:12 Fatema Basrai

Great, it looks like everyone who is here and ready to go.

00:00:18 Fatema Basrai

It's ready so we'll kick this off but welcome everybody to the innovation exchange.

00:00:24 Fatema Basrai

Which this is a virtual conversation series that's hosted by the Sustainable Health Initiative at the Yale Institute for Global Health and Innovate Health.

00:00:34 Fatema Basrai

Yale at Yale School of Public Health.

00:00:38 Fatema Basrai

Feel free to use the chat to introduce yourself to the speakers and the other attendees also.

00:00:44 Fatema Basrai

Feel free to ask questions in the chat.

00:00:46 Fatema Basrai

We'll have some time at the end to answer questions directly from or.

00:00:51 Fatema Basrai

Leslie will have a chance to answer questions directly at the end as well.

00:00:55 Fatema Basrai

So before we.

00:00:56 Fatema Basrai

Get started, I just wanted to start with our land acknowledgement.

00:01:01 Fatema Basrai

Yale University acknowledges that indigenous peoples and nations, including the Mohegan the Mashantucket Pequot the eastern Pequot the Shadowbrook Golden Hill pageset, Niantic and the Quinnipiac and other Algonquian speaking peoples.

00:01:20 Fatema Basrai

We have stewarded through generations.

00:01:22 Fatema Basrai

The lands and waterways of what is now the state of Connecticut, Connecticut.

00:01:27 Fatema Basrai

We honor and respect the enduring relationship that exists between these peoples and nations and this land.

00:01:36 Fatema Basrai

So again, thank you for joining us.

00:01:38 Fatema Basrai

My name is the team of Asray and I'm the managing director for the Sustainable Health Initiative and Innovate Health.

00:01:45 Fatema Basrai

Yale and I've had the pleasure of knowing Leslie for over three years now and serving as an advisor for Leslie's companies, Your farm.

00:01:55 Fatema Basrai

And pills to me.

00:01:57 Fatema Basrai

So I'm really excited that he's here with us virtually to share about his journey and his work, and I, I know we all have.

00:02:06 Fatema Basrai

We can all expect to learn a lot today.

00:02:09 Fatema Basrai

So thank you all for joining us.

00:02:11 Fatema Basrai

So quick introduction for Leslie.

00:02:14 Fatema Basrai

He is a tech entrepreneur and is the founder and CEO of Pills.

00:02:21 Fatema Basrai

To me, a Techstars based company that increases medication adherence via on demand, prescription delivery and medication therapy management.

00:02:31 Fatema Basrai

He's also the he founded pills to me during the start of the COVID-19 pandemic. While he was a student at Yale School of Public Health.

00:02:39 Fatema Basrai

He's also the co-founder of Your Farm, a mobile app that is easy to search, find and pay for medications in sub-Saharan Africa and with over a decade and and your farm actually was the 2020 Thorne Prize winner through Innovate Health, Yale at startup.

00:02:59 Fatema Basrai

So that so it's really exciting to have Leslie join us again and then with over a decade of healthcare and entrepreneurship experience, Leslie is passionate about using technology to increase access to healthcare, especially in vulnerable populations and communities.

00:03:18 Fatema Basrai

So with that I would love to kick it off with.

00:03:24 Fatema Basrai

I think Leslie has shared some videos with us so we can kick it off with some videos for Leslie.

00:04:27 Corrine Liu

Sorry it's taking a second to load.

00:04:51 Video

Is your prescription ready at the pharmacy and you can't get there to pick it up.

00:04:55 Video

Whether you don't have a car, you're too busy or you just hate standing in long lines at the pharmacy pills to me can help.

00:05:03 Video

Just tell us which pharmacy your prescription is at and where you want it delivered and one of our HIPAA trained caregivers will pick it up and deliver it to you.

00:05:11 Video

In as little as 30 minutes, it's that easy.

00:05:14 Video

Download the app today.

00:05:24 Corrine Liu

Great honey back to you Leslie Patima.

00:05:30 Fatema Basrai

Thanks Karen, and thanks for sharing that Leslie.

00:05:34 Fatema Basrai

So Leslie, I thought it would be great to kick this off by just having you tell us a little bit about yourself and.

00:05:44 Fatema Basrai

Introduce yourself your ventures, your journey during, before, during and after Y SPH, and that could be a nice intro.

00:05:55 Fatema Basrai

And then we can get into some questions.

00:06:01 Leslie Asanga

All right, thanks Fatima.

00:06:03 Leslie Asanga

So my name is Leslie.

00:06:05 Leslie Asanga

I am originally from Cameroon.

00:06:07 Leslie Asanga

I was born and raised there.

00:06:09 Leslie Asanga

I moved to the US in 2010 for school and been going to school in what feels like forever so.

00:06:18 Leslie Asanga

I I went to pharmacy school, got my pharm D degree and my MBA and I worked as a retail pharmacist for a couple of years.

00:06:28 Leslie Asanga

But you know, I I enjoyed the work as a retail community pharmacy because I had access to a lot of and I was helping people every day, but.

00:06:40 Leslie Asanga

Felt like I could do a lot more.

00:06:43 Leslie Asanga

You know, I felt like I had the potential to do a whole lot more, so that's how I applied and then I ended up at Yale, where you know, I I have my MPH, which I think is one of the best decisions I ever made.

00:06:58 Leslie Asanga

Going back because of.

00:07:00 Leslie Asanga

All of their resources and and everything that you.

00:07:04 Leslie Asanga

Know we got.

00:07:06 Leslie Asanga

We've gotten from the Yale community so, so I I think I'll I'll.

00:07:13 Leslie Asanga

I'll introduce the two companies.

00:07:14 Leslie Asanga

The two ventures that I worked on so that you know everyone can kind of have a better so that we're all on the same page.

00:07:22 Leslie Asanga

Everyone can understand so.

00:07:26 Leslie Asanga

Hold on, let me see.

00:07:28 Leslie Asanga

If I could share a screen here.

00:07:31 Leslie Asanga

Very weird.

00:07:39 Leslie Asanga

Can everyone see my screen?

00:07:43 Leslie Asanga

Yeah so.

00:07:45 Leslie Asanga

Prior to come.

00:07:46 Leslie Asanga

Going to yell like we had we we we had the idea for your firm, which is, you know, a problem that we face a lot of people coming from Cameroon.

00:07:57 Leslie Asanga

A lot of my other friends.

00:08:00 Leslie Asanga

From Cameroon that live in the diaspora, we faced a lot of problems and we were trying to find solutions to this problem.

00:08:06 Leslie Asanga

So that's where.

00:08:08 Leslie Asanga

That the idea.

00:08:09 Leslie Asanga

Of your farm was born.

00:08:11 Leslie Asanga

And and you open.

00:08:13 Fatema Basrai

Leslie, excuse me sorry so I can see that you've started screen sharing, but I don't actually see anything.

00:08:20 Fatema Basrai

If you've pulled it up.

00:08:22 Leslie Asanga

OK.

00:08:23 Leslie Asanga

Yeah, not sure why it's not yeah.

00:08:25 Leslie Asanga

But so I'll just.

00:08:26 Leslie Asanga

I'll just talk about it, yeah, so so yeah, so we, we we had the idea of your farm which is.

00:08:34 Leslie Asanga

An easy way to search for and pay for medications in sub-Saharan Africa. So what that is just for for for context, is that you know people in Cameroon growing up.

00:08:45 Leslie Asanga

We know a lot of people.

00:08:46 Leslie Asanga

You see a doctor.

00:08:48 Leslie Asanga

The doctor writes your medication a prescription, but you have to go through multiple pharmacies trying to find that.

00:08:54 Leslie Asanga

Medication and.

00:08:56 Leslie Asanga

You know it costs people time, money and for time sensitive medications.

00:09:02 Leslie Asanga

There are people who died while their loved ones were going out in search of the medication.

00:09:07 Leslie Asanga

So we tried to figure out ways in which we could solve that problem.

00:09:11 Leslie Asanga

So we came together.

00:09:12 Leslie Asanga

Me and my friends and we decided to to work on.

00:09:16 Leslie Asanga

On your farm, which is and we built a.

00:09:19 Leslie Asanga

Mobile app that.

00:09:21 Leslie Asanga

You know right now in Cameroon when someone gets a prescription, they go on the app.

00:09:26 Leslie Asanga

They type the name of the medications, it will show them which pharmacy has that medication in stock, and the price of the medications so they don't have to go through multiple pharmacies spending time and money, and potentially it's life saving and the other side.

00:09:41 Leslie Asanga

To your farm. Is that us from Cameroon and a lot of you know people from sub-Saharan Africa living abroad were the breadwinners of our families back home and.

00:09:53 Leslie Asanga

And usually when someone needs medications, you know when someone is sick, they need care.

00:09:58 Leslie Asanga

We have to transfer money and pay high transfer charges.

00:10:02 Leslie Asanga

So, So what we've added to the your farm app is the capability of someone.

00:10:08 Leslie Asanga

For example, my sister Cameron.

00:10:10 Leslie Asanga

Whenever she needs medication, she just searches finds them.

00:10:13 Leslie Asanga

Pharmacy that has it in stock and she shares the link with me and all I need to do is go on there, pay for the medication and then.

00:10:21 Leslie Asanga

And then she receives a coat, takes it to the pharmacy, picks it up straight and easy.

00:10:26 Leslie Asanga

So it it one.

00:10:27 Leslie Asanga

It makes it easy to find medications 2 because the pharmacies on our platform are are only licensed pharmacies.

00:10:34 Leslie Asanga

It it ensures that she gets authentic medications and then on my end.

00:10:41 Leslie Asanga

It makes it easy for me to.

00:10:42 Leslie Asanga

Be able to pay for that.

00:10:44 Leslie Asanga

Without paying exorbitant transfer transfer charges and and so.

00:10:50 Leslie Asanga

That is what where your your what your firm does today and and right now in Cameroon we're getting 10s of thousands of drug searches every month, and we can literally tell which medications are being searched in which city, so and yeah, so we're the goal for that is to grow and expand to other.

00:11:11 Leslie Asanga

Sub-saharan African countries and.

00:11:14 Leslie Asanga

We are in talks with some partners for that.

00:11:17 Leslie Asanga

And the second.

00:11:18 Leslie Asanga

Venture, which is appeals to me, is what actually started well at Yale.

00:11:23 Leslie Asanga

Because I was a pharmacist while I was a student there I was working part time at CVS and when the pandemic hit.

00:11:31 Leslie Asanga

I saw an increase in prescription abandonment, especially among seniors and immunocompromised.

00:11:36 Leslie Asanga

So when we started your farm, your farm was was when we started appeals to me.

00:11:41 Leslie Asanga

Appeals to me was was was a free service.

00:11:45 Leslie Asanga

It wasn't even a start up we were.

00:11:47 Leslie Asanga

It was just a way to help seniors and immunocompromise have easy.

00:11:51 Leslie Asanga

Access to to essential medications and so.

00:11:54 Leslie Asanga

When I when I had that, the idea of that I.

00:11:58 Leslie Asanga

I still remember to this day.

00:11:59 Leslie Asanga

It's like I emailed kavey and I told him I was like, hey, this is the problem I'm seeing in our pharmacy and I'm trying to fix it and kavey through a series of emails and intros within three days.

00:12:12 Leslie Asanga

We had had more than 50 volunteers from the yield ecosystem that were willing to help deliver medications to seniors and immunocompromise so that they can.

00:12:25 Leslie Asanga

They can have easy access while maintaining social distancing so and and it just kicked it off from there.

00:12:32 Leslie Asanga

So so as news started spreading about what appeals to me it was doing, we started getting calls from, you know, people from the general community who said they they wanted to use this service.

00:12:44 Leslie Asanga

They've heard about it.

00:12:45 Leslie Asanga

They like it.

00:12:46 Leslie Asanga

That you know and not senior immunocompromise.

00:12:49 Leslie Asanga

And we did a ton of market research and customer discovery.

00:12:54 Leslie Asanga

And then we built out pills to me into an on demand prescription delivery app that anybody can.

00:13:00 Leslie Asanga

Used to request for their prescriptions to be delivered from any pharmacy in minutes and right now we're we're in New Haven, Las Vegas, and in August we launched in Houston and our goal is to expire nationwide eventually.

00:13:16 Leslie Asanga

So yeah, those are the two ventures and I can talk a little bit about, you know.

00:13:21 Leslie Asanga

Other stuff about my time at Yale and all the questions that I might have.

00:13:30 Fatema Basrai

Yeah, thanks for sharing Leslie really, really interesting, and I think it's a testament to the teams that you've built and your own hard work as an entrepreneur to really manage and maintain two start-ups. It's hard enough to do one start up.

00:13:51 Fatema Basrai

At a time, but you are doing two and one of them is on the other side of the the world.

00:13:57 Fatema Basrai

So so congratulations on everything you've done thus far.

00:14:03 Corrine Liu

Thank you.

00:14:03 Fatema Basrai

So I I.

00:14:04 Fatema Basrai

Have a few questions of course, so I have a few questions and you know please.

00:14:11 Fatema Basrai

Elaborate as as much or as as little as you want.

00:14:15 Fatema Basrai

One of the big questions that we hear a lot from students and something that students tell me is really impactful for them is hearing about challenges that current entrepreneurs have overcome and are working on overcoming.

00:14:31 Fatema Basrai

Especially in the healthcare and in the global health space so.

00:14:36 Fatema Basrai

So what are some challenges that you faced either in the past or or now, and some key lessons that?

00:14:46 Fatema Basrai

That you've learned because of those challenges.

00:14:49 Leslie Asanga

Yeah, I mean, uh, entrepreneurship itself, literally like it's.

00:14:53 Leslie Asanga

It's the the you know, the way I.

00:14:56 Leslie Asanga

I think about it, it's just a bunch of you know, especially starting something from scratch.

00:15:02 Leslie Asanga

It's like a bunch of experiments that that you know you're doing and trying to figure out.

00:15:07 Leslie Asanga

What works you start up?

00:15:09 Leslie Asanga

You started with a lot of assumptions right?

00:15:11 Leslie Asanga

And and then.

00:15:13 Leslie Asanga

The the truth is this entrepreneurship journey is one of the most humbling.

00:15:18 Leslie Asanga

Things I've ever done in my life because.

00:15:21 Leslie Asanga

Majority of those assumptions are going to be wrong.

00:15:24 Leslie Asanga

You know you just have to understand that that you just want to be right once, so there's definitely been a a lot of challenges you know, started with from the from the beginning, right?

00:15:35 Leslie Asanga

People think about ideas you think about challenges, and for the most part it sounds really simple.

00:15:42 Leslie Asanga

You know, until you get to start implementing.

00:15:45 Leslie Asanga

Then you you, you understand how you know how, how difficult that could be. And in my case, one of the biggest challenges that we had in the beginning was because I'm a non-technical founder, right?

00:15:57 Leslie Asanga

I'm I'm I'm a public health person.

00:16:00 Leslie Asanga

I'm a business person.

00:16:01 Leslie Asanga

I'm an entrepreneur.

00:16:02 Leslie Asanga

I'm I'm not a tech person, so getting to.

00:16:07 Leslie Asanga

Build the team.

00:16:08 Leslie Asanga

Getting to find that competent.

00:16:10 Leslie Asanga

Person to be.

00:16:11 Leslie Asanga

Able to build out the technology because yes, we have all this industry knowledge and all of this how we want to solve this problem.

00:16:19 Leslie Asanga

But there has to be, you know you have to be able to.

00:16:24 Leslie Asanga

Get down into breaking down into, you know, make making the solution work so so that was the that was the first challenge who went through.

00:16:33 Leslie Asanga

About three different technical people you know we before we finally settled on, settled on, you know the team, the team that we have today, that, and and and that in itself you know it.

00:16:44 Leslie Asanga

It has helped us assemble a rock star team of tech people that can build, you know, almost anything.

00:16:52 Leslie Asanga

So I think that.

00:16:55 Leslie Asanga

That is, uh, that was one, you know.

00:16:58 Leslie Asanga

Second, the second, the second thing about the second one is funding, right?

00:17:04 Leslie Asanga

Yes, a lot of these you know when you're building a startup you you you need resources, you need resources and a lot of a lot of those things you know.

00:17:14 Leslie Asanga

A lot of the things cost money from.

00:17:17 Leslie Asanga

Having a server to run your.

00:17:18 Leslie Asanga

App from building, you know?

00:17:21 Leslie Asanga

A lot of the you know the other things, so for us for us we were lucky like I can say like being at Yale and and when we started working on the idea bootstrapping we we had really literally no idea where the money was going to come from and and lucky for us the.

00:17:41 Leslie Asanga

Start up.

00:17:42 Leslie Asanga

Was was around the corner while we're working on that and then we applied and we won the turn prize and literally.

00:17:49 Leslie Asanga

That was what really kickstarted everything that that we built today and and you know, and we've gone, you know, to raise over $1,000,000 and to be able to build other stuff but but that initial term price is we wouldn't be.

00:18:09 Leslie Asanga

Very hard today without without that so so yeah, that is the one of it.

00:18:15 Leslie Asanga

And then you know.

00:18:17 Leslie Asanga

Again, it's just the the.

00:18:19 Leslie Asanga

The challenges in building a startup is it's it's.

00:18:23 Leslie Asanga

It's a lot.

00:18:24 Leslie Asanga

It's just waking up the the fact that things you know the start up things change really quick.

00:18:29 Leslie Asanga

Every day you wake up to a new problem, right when you feel like you feel like you've, you know you solve one problem, then you meet.

00:18:37 Leslie Asanga

A bigger problem ahead of you, so so my advice to anyone getting into startup is to be able to build is to be able to work on something that you're really passionate about, like it should have the purpose.

00:18:49 Leslie Asanga

Because for me, it's the purpose that keeps me going, especially in those those challenging times.

00:18:55 Leslie Asanga

Those it's the purpose.

00:18:56 Leslie Asanga

Like when I think about the other people and the and when I think about the change that these solutions can have.

00:19:04 Leslie Asanga

When you know when they finally become household names, those are the things that keep me up at night.

00:19:10 Leslie Asanga

And make me, you know, super excited about.

00:19:12 Leslie Asanga

Waking up and working on.

00:19:14 Leslie Asanga

On the startups.

00:19:17 Fatema Basrai

Thanks for sharing that Leslie.

00:19:21 Fatema Basrai

Yeah, I think I think something that so many global health entrepreneurs and and public health entrepreneurs are driven by is that sense of passion or that greater purpose because there are so many more challenges.

00:19:36 Fatema Basrai

You know, there's challenges in every startup, but there's so many.

00:19:38 Fatema Basrai

Even regulatory challenges in in healthcare and.

00:19:43 Fatema Basrai

It's a very complex industry, so so could you speak a little bit about, you know, the the particular challenges as it relates to global health work?

00:19:58 Fatema Basrai

You know you are are from Cameroon, but you.

00:20:03 Fatema Basrai

But you know you are also from the US.

00:20:05 Fatema Basrai

You live here and you're running one startup here and you have a team in Cameroon.

00:20:08 Fatema Basrai

So what has that been like?

00:20:10 Fatema Basrai

And how has?

00:20:12 Fatema Basrai

How has the global health market there been?

00:20:17 Fatema Basrai

You know similar or different to the US?

00:20:19 Fatema Basrai

Like what are some challenges that you've overcome, particularly doing global health work?

00:20:27 Leslie Asanga

Yeah, so global health, especially working in resource limited, you know, limited environment is is is complicated, right?

00:20:37 Leslie Asanga

It is it has.

00:20:39 Leslie Asanga

It it has its own like you see, a lot of these problems and you see really, really like in my case I've seen very, very motivated entrepreneurs in in, in, in, in Cameroon and in Africa in general that are really willing to solve a lot of problems.

00:20:57 Leslie Asanga

But then the the constraint, the biggest constraint.

00:21:00 Leslie Asanga

That they have.

00:21:01 Leslie Asanga

Is it's funny right?

00:21:03 Leslie Asanga

And and in our case, you know.

00:21:06 Leslie Asanga

And and that is.

00:21:08 Leslie Asanga

Partly due to the fact that a lot.

00:21:10 Leslie Asanga

Of funding for startups comes from the.

00:21:12 Leslie Asanga

Test you know and.

00:21:15 Leslie Asanga

Getting to have those Western investors with no idea of the problem cause a lot of the problems.

00:21:21 Leslie Asanga

For example, when we started your farm and every single Cameroonian African any like person from a developing country who heard about the idea, thought.

00:21:34 Leslie Asanga

It was great right?

00:21:35 Leslie Asanga

Everybody they they quick they understood it.

00:21:38 Leslie Asanga

But from the American context of it from the American side of it and the people we're going after for resources and and funding, they they they they couldn't.

00:21:48 Leslie Asanga

They just couldn't understand the problem, you know, so so I think one of the biggest problem in in in, in, in in global health.

00:21:55 Leslie Asanga

Especially is that is is building a context like telling the story and making making that bringing out that problem.

00:22:03 Leslie Asanga

To life, you know, and making people get to understand you without having necessarily having live that experience that experience so.

00:22:12 Leslie Asanga

So I think once we we we we started figuring out better ways to tell our stories better ways to connect with people and and also as as we got into implementing.

00:22:24 Leslie Asanga

And we had numbers to show we to show people and exactly exact use cases.

00:22:30 Leslie Asanga

It it became easier to understand.

00:22:33 Leslie Asanga

It became easier, but but then yes, the truth is trying to.

00:22:39 Leslie Asanga

Aggregate resources from the West and everywhere to solve problems in in developing countries is you know it's it's kind of.

00:22:48 Leslie Asanga

It's a little bit complicated, you know.

00:22:50 Leslie Asanga

And then again, every country is different, right?

00:22:54 Leslie Asanga

For example, in Cameroon the the starting a company.

00:22:58 Leslie Asanga

Here in the US I can get a C Corp online.

00:23:02 Leslie Asanga

It's like we like, you know.

00:23:05 Leslie Asanga

One hour 30 minutes I can I can.

00:23:08 Leslie Asanga

Create a Delaware C.

00:23:09 Leslie Asanga

Corp you know, in in Cameroon is a whole.

00:23:11 Leslie Asanga

Nother story you.

00:23:12 Leslie Asanga

Have to the content you have to go and you know.

00:23:17 Leslie Asanga

Someone has to meet somebody and physically like it's you can't just.

00:23:21 Leslie Asanga

Do it online.

00:23:22 Leslie Asanga

That's what I'm saying.

00:23:23 Leslie Asanga

It's like it's not as.

00:23:23 Leslie Asanga

Easy, so it takes a whole lot.

00:23:25 Leslie Asanga

Not a a process.

00:23:26 Leslie Asanga

And then there's also regulatory stuff right that you have to.

00:23:31 Leslie Asanga

You have to get to deal with.

00:23:32 Leslie Asanga

And you know getting local buying.

00:23:37 Leslie Asanga

Getting other stakeholders on the ground, which is which makes it a little complex so, but but I think yeah, in a nutshell, in a nutshell, it is.

00:23:49 Leslie Asanga

It's it's.

00:23:49 Leslie Asanga

It's a rewarding experience and that's why it's you know, as as entrepreneurs we're like solving.

00:24:01 Fatema Basrai

Yeah, thank you for elaborating on that, and I see a great question from Amy in the chat, which is the exact same question I had on on my list of questions.

00:24:12 Fatema Basrai

So what what Yale Resources did you lean on?

00:24:16 Fatema Basrai

You mentioned?

00:24:16 Fatema Basrai

Start up, Yale.

00:24:17 Fatema Basrai

You mentioned the Thorn prize and what other Yale?

00:24:20 Fatema Basrai

Resources, did you lean on while you were here and building your companies?

00:24:24 Fatema Basrai

And then what are resources that you wish that we had?

00:24:29 Leslie Asanga

Yeah, so the the 1st.

00:24:32 Leslie Asanga

Set of resources that that I kind of leveraged at Yale were the classes those entrepreneurship classes, right?

00:24:39 Leslie Asanga

So I was, you know.

00:24:41 Leslie Asanga

And that's also one of the things like Yale has so many resources, but you have to be deliberate on what you have to be proactive in going after and looking at.

00:24:50 Leslie Asanga

At that so so I would say, you know, I looked into the coursework because I knew exactly what I was trying to do and I looked at it.

00:24:59 Leslie Asanga

Relevant course work that could that could help.

00:25:02 Leslie Asanga

I took entrepreneurs social entrepreneurship class with Theresa I I took.

00:25:08 Leslie Asanga

Startup founder class at the School of Management and a host of other classes.

00:25:15 Leslie Asanga

So so it started with the classes and then the side side city.

00:25:20 Leslie Asanga

Right Side City was also very instrumental.

00:25:23 Leslie Asanga

Side City was where where I got to actually see what.

00:25:28 Leslie Asanga

An actual Peach state was, you know, got the first template.

00:25:32 Leslie Asanga

From there, you know I reached out and I had some sessions.

00:25:36 Leslie Asanga

Site City talked about what we're building and you got some resources you know and and and they were always there.

00:25:45 Leslie Asanga

You know there were always people that would reach out.

00:25:47 Leslie Asanga

You know we had Constantine who used to work at side City who was yeah we talked to him a lot about the stuff that we're building so.

00:25:56 Leslie Asanga

That was.

00:25:57 Leslie Asanga

That was one of it, and then I think one thing I think a lot of people really underestimate, especially at Yale is your network, like your classmates like?

00:26:08 Leslie Asanga

That is one of the big biggest resources that you have, like our first product was built by Leo, you know.

00:26:17 Leslie Asanga

We started building that first product, it was it was little.

00:26:19 Leslie Asanga

I didn't know we were walking every day.

00:26:22 Leslie Asanga

We walked to class we sit together and then one time I told him I was Bill.

00:26:26 Leslie Asanga

I was working on this project.

00:26:27 Leslie Asanga

He's like oh I'm a developer I'm like.

00:26:29 Leslie Asanga

What and he said he said he actually he actually had a bachelors in computer science, so we started, you know, working on that so leveraging classmates and up to up to this day you know I just last week I was with one of my former classmates Alex, who works at Optum.

00:26:50 Leslie Asanga

And we're we're working on putting together a project to have our delivery services covered by by United Healthcare, you know, and it's so the network and all of that like friends.

00:27:04 Leslie Asanga

It's and if you talk, even even the professors right?

00:27:07 Leslie Asanga

It's like talking to to people early on when I even when I was talking to cavey Cavey introduced me to the Chief Medical Officer CVS, you know, and he said an intro and we talked, but then even though it was like we were too early in in our journey.

00:27:25 Leslie Asanga

But that's just how much power that that that that network has that I don't think a lot of people use it.

00:27:33 Leslie Asanga

Use it a lot, so and then we also we were also part of the the the Sustainable Health initiative.

00:27:42 Leslie Asanga

Bridge program that also help with a lot of courses about about building startups, customer discovery and all of that which which also give us some of the the the knowledge and the tools that you know we have today.

00:27:57 Leslie Asanga

So so I think.

00:27:59 Leslie Asanga

And even now I mean.

00:28:00 Leslie Asanga

Even you Fatima.

00:28:01 Leslie Asanga

And the number of times installed and.

00:28:04 Leslie Asanga

And you know.

00:28:05 Leslie Asanga

You've connected me with other resources from having interns.

00:28:09 Leslie Asanga

We also have our website was built by.

00:28:12 Leslie Asanga

Was developed by 1.

00:28:13 Leslie Asanga

For interns that we we got through, she was.

00:28:17 Leslie Asanga

I think she was a junior at the time she graduated, but when we started she was a she was a junior so we've also had that advantage of being able to recruit some El interns to to to help with our work.

00:28:31 Leslie Asanga

So yeah, and that way we're.

00:28:33 Leslie Asanga

So we're looking for interns.

00:28:35 Leslie Asanga

I'll send you some.

00:28:37 Leslie Asanga

I'll send you some job descriptions so you can share around.

00:28:44 Fatema Basrai

Well, but thank you for sharing that and I know we have several students on the call today.

00:28:49 Fatema Basrai

So if you're looking for a summer internship.

00:28:53 Fatema Basrai

We Leslie has Leslie has options for you and innovate health.

00:28:57 Fatema Basrai

Yale has summer internship funding for you, so connect with us, but that actually goes really nicely into the next question I have which is.

00:29:09 Fatema Basrai

You know, if if current students, wherever they are in their careers, whatever their background was before starting, if they're looking for that next step to be something that is impact driven and innovative.

00:29:23 Fatema Basrai

What advice do you have for them?

00:29:26 Fatema Basrai

You know whether or not they want to start their own ventures and be entrepreneurs like what?

00:29:30 Fatema Basrai

Advice, do you have in general, for students that are interested in impact focused careers?

00:29:37 Fatema Basrai

You know, maybe as entrepreneurs in organizations like pills to.

00:29:41 Fatema Basrai

Me and things.

00:29:43 Leslie Asanga

Yeah, so so.

00:29:45 Leslie Asanga

I mean, the first.

00:29:46 Leslie Asanga

The first step is to is to identify something that you're passionate about, right?

00:29:51 Leslie Asanga

Like whether it is going into it to to be able to what is building from scratch, or is joining another company another start up to work.

00:30:02 Leslie Asanga

I would say first of all is.

00:30:04 Leslie Asanga

I didn't find an area because there's so many, especially in healthcare.

00:30:07 Leslie Asanga

There's so many problems to be solved there.

00:30:11 Leslie Asanga

There there are just so many like and you just need to figure out which one really you're really passionate about and and.

00:30:20 Leslie Asanga

And the one thing I will say is that you know a lot of people.

00:30:24 Leslie Asanga

Failed to start things because they want to have all their ducks in the.

00:30:27 Leslie Asanga

Row right that.

00:30:29 Leslie Asanga

That doesn't work in in in real life, like when we when we started we we really didn't even know what what the heck we're doing.

00:30:38 Leslie Asanga

We all we knew was the problem.

00:30:40 Leslie Asanga

We're trying to solve and we're super excited about it.

00:30:43 Leslie Asanga

And then all of a sudden.

00:30:45 Leslie Asanga

We started identifying resources that could help us, so the first thing is you know, start with that.

00:30:51 Leslie Asanga

Start with with figuring out which field.

00:30:53 Leslie Asanga

That you you know.

00:30:54 Leslie Asanga

Do you do you want and then reach out out within the within the Yale network?

00:30:59 Leslie Asanga

If I, I guarantee you, whatever industry you want to work in, you'll find someone.

00:31:05 Leslie Asanga

Who's either, you know, an executive who is either founder, somebody in that company that can that can help you get you get you your food in so you can actually see what?

00:31:18 Leslie Asanga

What that is so I'll say, yeah, identify what you're passionate about and then you know go after, go after it just because you can learn a lot by doing.

00:31:29 Leslie Asanga

You know you.

00:31:29 Leslie Asanga

Can you can see that you read?

00:31:31 Leslie Asanga

Stuff a lot.

00:31:32 Leslie Asanga

Online in books, textbooks all day, but you don't it.

00:31:36 Leslie Asanga

It doesn't really compare.

00:31:38 Leslie Asanga

To the experience of actually really getting your feet wet, getting into the trenches and and trying to do it so.

00:31:45 Leslie Asanga

So yeah.

00:31:46 Leslie Asanga

And and also you know there.

00:31:49 Leslie Asanga

There are so many resources and people are always really open and willing to help even me.

00:31:54 Leslie Asanga

I was surprised like I am a natural introvert, you know.

00:31:58 Leslie Asanga

So it's like in the beginning, like reaching out, reaching out to people who wasn't really easy, you know.

00:32:04 Leslie Asanga

But when I figured I was.

00:32:06 Leslie Asanga

Like people are always.

00:32:07 Leslie Asanga

So nice and kind.

00:32:09 Leslie Asanga

To to to help you know.

00:32:11 Leslie Asanga

So from there now it's second nature.

00:32:13 Leslie Asanga

When I need something you know I just reach out to people that I think could be able to help and for the most part, even when they're not able to help, they're.

00:32:22 Leslie Asanga

Able to.

00:32:23 Leslie Asanga

Point you in the right in the right direction.

00:32:27 Leslie Asanga

Of where to get help.

00:32:28 Leslie Asanga

So yeah I would say yeah go for it but if you if entrepreneurship is what you want to do figure out.

00:32:36 Leslie Asanga

Make sure you're actually solving the problem.

00:32:38 Leslie Asanga

Make sure you actually understand you know the industry and the thing, because a lot of things look look easy on the surface, but when you get deep.

00:32:47 Leslie Asanga

Into it, you get to understand a lot, but yeah.

00:32:51 Leslie Asanga

I'll say the the it's just to start and then leverage other resources that you that you can find and then others will come along the way as you go.

00:33:05 Fatema Basrai

Thanks Leslie, thanks for sharing.

00:33:09 Fatema Basrai

So another question I had going back to the space that you're working in in this health innovation space.

00:33:18 Fatema Basrai

What are some?

00:33:19 Fatema Basrai

Trends that you're seeing right now.

00:33:22 Fatema Basrai

You know in the your farm contacts and in the pills to make contacts.

00:33:27 Leslie Asanga

Yeah, so the trend is.

00:33:30 Leslie Asanga

I'll start with the in the in the appeals to me.

00:33:32 Leslie Asanga

Context right.

00:33:33 Leslie Asanga

It's the trends in healthcare healthcare in America generally is is gearing towards home right towards the home like there's a lot of push in in helping people.

00:33:47 Leslie Asanga

Where they are, where meeting people where they are, and over when when we started, it was.

00:33:55 Leslie Asanga

It was there.

00:33:56 Leslie Asanga

Was a lot of talk in the space about you know about getting people meeting people where they are and all of that.

00:34:06 Leslie Asanga

And now they're actually a lot of companies that are doing it like will send doctors to your house and send nurses to your house, you know?

00:34:14 Leslie Asanga

So there's a push.

00:34:16 Leslie Asanga

Push to that and in the Pharmaceutical industry, in, in in particular you will see in a lot of you know people not.

00:34:24 Leslie Asanga

Going up with pharmacists, even pharmacies are innovating CVS though by next year they'll be, I think, next year it will be shutting down about 30% of their their physical locations and all because it's like that is. That is the trend right? And people. Also, I think it's also part of the convenience.

00:34:44 Leslie Asanga

The economy that we're in people want what they want when they.

00:34:47 Leslie Asanga

Want you know so?

00:34:49 Leslie Asanga

So I think that is and and.

00:34:52 Leslie Asanga

And the pandemic also brought you, brought a change in the in in the industry, in in this on, especially in regards to reimbursement, you know, like a lot of insurance companies, Medicare, Medicaid included are willing to pay for telehealth visits.

00:35:12 Leslie Asanga

Which were not the, which was not the case pre pandemic.

00:35:14 Leslie Asanga

You know they're willing to cover those those.

00:35:19 Leslie Asanga

Daily health and all those care at home services now.

00:35:23 Leslie Asanga

So which makes it now even gives more incentives for people to want to to to want to innovate in the area and also patients receiving care at home, knowing that the insurance is is is going to.

00:35:36 Leslie Asanga

Cover it.

00:35:38 Leslie Asanga

And and yes, and it's in in the the the Cameroon context too is like looking at sub-Saharan Africa in general.

00:35:48 Leslie Asanga

You know when when we had the idea for your farm about you know that was like 2019 it was there was very little digitization.

00:35:59 Leslie Asanga

In the health health.

00:36:00 Leslie Asanga

Sector, you know there's a.

00:36:01 Leslie Asanga

There are a lot of places that like Cameron, for example, doesn't have electronic health records, right?

00:36:06 Leslie Asanga

They they don't, you know and.

00:36:08 Leslie Asanga

Which is crazy.

00:36:09 Leslie Asanga

People still carry their medical records in like little books.

00:36:12 Leslie Asanga

Piece of paper.

00:36:13 Leslie Asanga

And yeah, and if you lose it, that's it.

00:36:15 Leslie Asanga

Don't no trail so you see the nephrologist, they don't even know what your cardiology is talking about.

00:36:21 Leslie Asanga

You know, so it's it's, but there it's over the last couple of years there's been an increase in in I know a few companies in the space to start.

00:36:31 Leslie Asanga

Products that are beginning to work on.

00:36:34 Leslie Asanga

That and people that begin.

00:36:36 Leslie Asanga

And then to also embrace embrace telehealth, you know some people.

00:36:41 Leslie Asanga

It's it's for convenience.

00:36:44 Leslie Asanga

But I was saying Cameron for for, for the most part, it's it's out of necessity because there's places where you don't have.

00:36:50 Leslie Asanga

You don't have care.

00:36:51 Leslie Asanga

You don't have physicians.

00:36:52 Leslie Asanga

You don't have pharmacies.

00:36:53 Leslie Asanga

The pharmacy days.

00:36:54 Leslie Asanga

It's that you know when you.

00:36:57 Leslie Asanga

Doing that is.

00:36:59 Leslie Asanga

Talking to a doctor on the phone is probably the.

00:37:00 Leslie Asanga

Only option so so I think that necessity and and the growing trend in digitization and the penetration of smartphones you.

00:37:09 Leslie Asanga

Know almost everybody and the grammar has a WhatsApp account on smartphones so that that also helps.

00:37:20 Fatema Basrai

Yeah, that thanks for sharing that.

00:37:22 Fatema Basrai

It's it's so interesting to hear about the trends that are coming up.

00:37:28 Fatema Basrai

And you know.

00:37:29 Fatema Basrai

As you, as you think about the trends for both of your companies, how do you see how do you see the companies taking advantage of these trends?

00:37:40 Fatema Basrai

And and really tapping into those markets and and do you have any advice for entrepreneurs you know who really do?

00:37:48 Fatema Basrai

Who really do need to look out for trends all the time?

00:37:51 Fatema Basrai

Like good?

00:37:52 Fatema Basrai

You know, good sources of news or blogs or things that you follow.

00:37:58 Leslie Asanga

Yeah, so so.

00:37:59 Leslie Asanga

Trends as as an entrepreneur, right?

00:38:02 Leslie Asanga

And and a founder.

00:38:03 Leslie Asanga

You always have to keep.

00:38:05 Leslie Asanga

You always have to.

00:38:06 Leslie Asanga

You know keep the up to date with what's happening in the industry because if not you know because.

00:38:11 Leslie Asanga

The top another part of funding a startup.

00:38:14 Leslie Asanga

You know part of your success is is, you know, tied to the timing of it.

00:38:20 Leslie Asanga

You know part of your success is tied to the timing of it and and for example, when we started when we started feels to me right, it was right in the middle of the pandemic.

00:38:30 Leslie Asanga

It was like so people were really.

00:38:32 Leslie Asanga

Wearing our our product.

00:38:34 Leslie Asanga

It was.

00:38:36 Leslie Asanga

A website or an excel sheet you know that people feel like a form a form.

00:38:41 Leslie Asanga

People go on the website and literally put in typing their, their name and their information, and then we'll get it on a spreadsheet and manually dispatch people to go pick up medications, right?

00:38:54 Leslie Asanga

And I.

00:38:54 Leslie Asanga

Think one of the reasons.

00:38:56 Leslie Asanga

People were willing to do that.

00:38:58 Leslie Asanga

It was because it was a timing.

00:39:00 Leslie Asanga

It was a time when everything so they were willing.

00:39:04 Leslie Asanga

The the people were stuck at home, especially the seniors that you know, compromise and they were just willing to use whatever, regardless of how scrappy it was at the time, you know, granted, we've refined the product over time and made it way more user friendly than than it was before, but but yes, knowing

00:39:24 Leslie Asanga

Knowing the trends and also there was also one thing that are new.

00:39:28 Leslie Asanga

You know about about, you know the industry from within, you know, when talk about prescription abandonment.

00:39:34 Leslie Asanga

It wasn't.

00:39:36 Leslie Asanga

We had these conversations with a few stakeholders were like ohh now that everything is going well during the pandemic.

00:39:41 Leslie Asanga

Do you think it's going to go away once the pandemic disappears but you know we understood?

00:39:48 Leslie Asanga

Even before the pandemic, it was like prescription abandonment rates were crazy, like 30% of prescriptions. You know that the field pharmacies across the US and never picked up, you know, and people a lot of people don't know that and and it wasn't even because of the pandemic. It's like people are. Some people are too sick to get to the hospital to some people.

00:40:08 Leslie Asanga

Don't have access to transportation you know, and some people depend on caregivers to get their their their medications.

00:40:16 Leslie Asanga

And it's not always that you know reliable.

00:40:19 Leslie Asanga

So so I think yes it is.

00:40:23 Leslie Asanga

You know there's a lot of these trends, and you know when when if you're getting into entrepreneurship, you have to be looking all at startup.

00:40:30 Leslie Asanga

You have to look at what's happening now.

00:40:32 Leslie Asanga

What used to happen before, and you know what?

00:40:37 Leslie Asanga

What lies ahead?

00:40:39 Leslie Asanga

Because there are.

00:40:40 Leslie Asanga

There are things that were good like they come.

00:40:42 Leslie Asanga

A lot of companies tried to start zoom, zoom like services during the pandemic, but they're already too late to the game because zoom already, you know, took over the market.

00:40:46 Corrine Liu

It's just.

00:40:54 Leslie Asanga

So, so yes, it's keeping up with trends is.

00:40:57 Leslie Asanga

Very important in in the in the startup world.

00:41:05 Leslie Asanga

Yeah, and also when you look at for example all of these pharmacies, they're closing.

00:41:07 Corrine Liu

OK.

00:41:10 Leslie Asanga

There's a lot of physical locations you look at a lot of.

00:41:15 Leslie Asanga

A lot of these you know, big players coming in in in and trying to provide care at home.

00:41:22 Leslie Asanga

You know we are already in there.

00:41:24 Leslie Asanga

We already we are, we already, you know, have processes in place that we could help facilitate for.

00:41:30 Leslie Asanga

A lot of.

00:41:30 Leslie Asanga

These these companies right like getting for.

00:41:33 Leslie Asanga

Example we pick up.

00:41:34 Leslie Asanga

A lot of prescriptions for.

00:41:35 Leslie Asanga

CVS and Walgreens patients and delivered to.

00:41:38 Leslie Asanga

Them so yeah.

00:41:40 Leslie Asanga

That is, so we are, definitely we're we're allies to a lot of this, and we're helping powering care at home by dispatching this our caregivers to to patients homes and getting them getting them their medications.

00:41:58 Fatema Basrai

Yeah, thanks for sharing that Leslie.

00:42:02 Fatema Basrai

So we have a question from Corinne who wants to know how do you evaluate the company profits versus impact.

00:42:12 Fatema Basrai

So what numbers or metrics do you use or look for?

00:42:17 Leslie Asanga

Yes, this is this is this is one of the the the dilemmas for for for social entrepreneurs, right?

00:42:23 Leslie Asanga

Like people that are really genuinely trying to create an impact versus just make money you know and and it's it's a balancing act like you have to balance.

00:42:34 Leslie Asanga

You have to keep balancing.

00:42:37 Leslie Asanga

Your your you know the impact and also.

00:42:41 Leslie Asanga

Well, the business side of it right?

00:42:43 Leslie Asanga

Because if it's not sustainable if you don't make if you're not making enough money to to incentivize because you one, you need investments, right?

00:42:52 Leslie Asanga

You need those resources to be able to to be able to grow and create that impact.

00:42:58 Leslie Asanga

On the other hand, in order to incentivize investors to give you their money, you have to also be able to guarantee a return on their money while also keeping that impact.

00:43:10 Leslie Asanga

You know making so.

00:43:11 Leslie Asanga

It's it's literally.

00:43:12 Leslie Asanga

Really a balancing act like you have to keep balancing for us.

00:43:17 Leslie Asanga

For example, is like we're very, very careful with the kind of investors that that we we we that we're we're going after that we bring bring on our CAP table, right?

00:43:28 Leslie Asanga

Because we literally had an investor during an investor call asked us.

00:43:34 Leslie Asanga

You know why why we were doing deliveries to 65 plus for free? Right then? It was like why?

00:43:42 Leslie Asanga

Why are you?

00:43:43 Leslie Asanga

Why are you doing that?

00:43:44 Leslie Asanga

This could be more money, you know.

00:43:46 Leslie Asanga

Instead of understanding how we're going to balance.

00:43:49 Leslie Asanga

So he he was just like no, we can't like we should cut it off.

00:43:53 Leslie Asanga

We just cut it off.

00:43:54 Leslie Asanga

And then make more money.

00:43:56 Leslie Asanga

So it was very clear in that first meeting that all these he's he's in that sense it was just money, money.

00:44:02 Leslie Asanga

So it's it is you have to for me for me every day.

00:44:06 Leslie Asanga

Like for example we.

00:44:08 Leslie Asanga

We we've been growing since we started, we serve over 50,000 people right with like with the revenue has been growing but for me the my most important metrics is that number of people that that that that we're serving.

00:44:23 Leslie Asanga

Like when I look at it every week, week over week, we try to look at revenue we look at.

00:44:28 Leslie Asanga

Number of new users will look at on that, but I care a lot about you know the number of people we we're serving, the the people we have.

00:44:37 Leslie Asanga

Legacy customers like patients that have been with us since 20.

00:44:41 Leslie Asanga

20 you know.

00:44:42 Leslie Asanga

Those people that are staying that would would.

00:44:44 Leslie Asanga

Tell us, give tell us all these stories and and how our product is you know is helpful to them so that those are some of the things you know that that we look at.

00:44:56 Leslie Asanga

I personally on Fridays and Sundays I go out there and do deliveries especially for the seniors.

00:45:03 Leslie Asanga

The ones that and and interact with them.

00:45:05 Leslie Asanga

And you know just talking to them and seeing the smile on their face and hearing their stories.

00:45:11 Leslie Asanga

For me, it's it's it.

00:45:13 Leslie Asanga

It's super important and and the one thing a lot of people ignore is like even even when you focus on when you're focusing on on impact, it doesn't mean you're ignoring.

00:45:24 Leslie Asanga

You're ignoring the profit, right?

00:45:26 Leslie Asanga

You can do both.

00:45:27 Leslie Asanga

You can literally do both.

00:45:29 Leslie Asanga

You can.

00:45:29 Leslie Asanga

You can make money and so create create the impact.

00:45:33 Leslie Asanga

So so yeah, and it like in Cameroon, one of our biggest metrics is seeing is the number of drug searches that we've seen going going through the the app like we can tell and and knowing that to.

00:45:48 Leslie Asanga

Again to answer.

00:45:51 Leslie Asanga

Cavens question about counterfeit counterfeiting counterfeit drops.

00:45:56 Leslie Asanga

That's literally part of what we're doing with with the orphan, because a lot of people, because when they're going around trying to look for medications, they can't find it from a from licensed pharmacies, they end up buying it from the street.

00:46:08 Leslie Asanga

You know, from the Street Street.

00:46:10 Leslie Asanga

Vendors, which for the most part you know, more often than not, it's counterfeit, so by giving them a platform where they can, you know.

00:46:17 Leslie Asanga

And when we started we only we only onboard that licensed pharmacy.

00:46:24 Leslie Asanga

Properly vetted pharmacies on our platform to make sure that when you find the medication on an app, it's authentic.

00:46:33 Leslie Asanga

You know it and and and so that's also one of our knowing that all of these transactions are going through a platform and people are getting authentic medication, which is, you know, kind of staring them from the streets.

00:46:45 Leslie Asanga

To come to licensed pharmacies is is is is a huge win.

00:46:51 Leslie Asanga

For us too.

00:46:57 Fatema Basrai

Thanks Leslie, that that was really insightful so we have a question from Yao asking if you've heard of China's Internet drug purchase platforms.

00:47:09 Leslie Asanga

Platform return no no I I haven't.

00:47:09 Corrine Liu

Right?

00:47:18 Leslie Asanga

I have an I'll I'll I'll look into it, I haven't I.

00:47:22 Leslie Asanga

Haven't really heard of those.

00:47:26 Fatema Basrai

One thing that you said in your last answer that really stood out to me.

00:47:31 Fatema Basrai

Leslie was the two really important things like staying close to the customer.

00:47:36 Fatema Basrai

So the fact that you're doing, you know those deliveries on Friday and Sunday, you're directly interacting with your customer and you're seeing the impact.

00:47:45 Fatema Basrai

And then finding investors and team members that are really aligned to the impact vision as well.

00:47:54 Fatema Basrai

You know making sure that you're you're bringing people on board that are as committed to the mission as you are.

00:48:02 Leslie Asanga

Yeah, and and and you know the The thing is.

00:48:06 Leslie Asanga

A lot of big corporations that I've seen right that talk about impact.

00:48:10 Leslie Asanga

You have to really be deliberate about it, right?

00:48:12 Leslie Asanga

The fact that we're so focused on creating impact it has opened us a lot of doors, right?

00:48:19 Leslie Asanga

Like for example, when.

00:48:22 Leslie Asanga

When we we as we were doing deliveries in Las Vegas, we figured out that a lot of orders will come like we were not getting orders from particular ZIP codes right?

00:48:34 Leslie Asanga

And when we we analyzed.

00:48:35 Leslie Asanga

Those zip codes.

00:48:36 Leslie Asanga

Guess what those zip codes?

00:48:38 Leslie Asanga

Those were low income zip codes.

00:48:41 Leslie Asanga

Those were those.

00:48:42 Leslie Asanga

You know classified low income zip codes and that was our pitch to the city of Las Vegas.

00:48:46 Leslie Asanga

Right now we're partnered with the City of Las Vegas to deliver medications to those low income households and and so the way it the way it works is that you know the city.

00:48:56 Leslie Asanga

We have those.

00:48:58 Leslie Asanga

Qualified ZIP codes and any order that is coming from those ZIP codes is no charge to the patient, but then we build the city the city pays for it, you know, and so it's like creating an impact like at at the end of the day, those patients that live in those zip codes, they're getting their medications.

00:49:18 Leslie Asanga

And we were also making money, but we were deliberate in that, like from the very beginning we were.

00:49:24 Leslie Asanga

We will focus on that and that's why we were able to kind of identify resources on how we're helping this population.

00:49:33 Leslie Asanga

You know of people and another part of our solution, which is medication therapy management, which I.

00:49:39 Leslie Asanga

Haven't talked a lot about it.

00:49:40 Leslie Asanga

Because a lot of people think feels to me is just like logistics.

00:49:44 Leslie Asanga

Company, but we're really helped that company right?

00:49:47 Leslie Asanga

And we don't just hand over medications to people.

00:49:50 Leslie Asanga

And just, you know, say hey go like we do monthly follow up medication review with with Medicare Part D patients.

00:49:59 Leslie Asanga

And it's actually no charge to the patient, but it's reimbursed by Medicare by D.

00:50:04 Leslie Asanga

So we get paid.

00:50:05 Leslie Asanga

We get paid for that, so there's so many ways of of.

00:50:10 Leslie Asanga

You really making an impact and still getting paid for it and still making money.

00:50:16 Leslie Asanga

If you really, really are focused on doing it.

00:50:22 Fatema Basrai

You know that that.

00:50:23 Fatema Basrai

That's really fascinating, and I feel like, well, we will need to have a follow up conversation for people interested in that, because it sounds like you're really able to use data very deliberately and and design, you know, designing things, even the ZIP code thing that you just mentioned that.

00:50:43 Fatema Basrai

But so smart.

00:50:46 Fatema Basrai

Yeah, I, I think that's such a great way to have that impact and still get reimbursed.

00:50:52 Fatema Basrai

And having those partnerships and everything.

00:50:55 Fatema Basrai

So we probably have time for one more question, so if anyone has a question, a final burning question for Leslie, feel free to put it in the chat.

00:51:04 Fatema Basrai

Or just come and and unmute.

00:51:24 Fatema Basrai

Leslie, is there any final words of wisdom that you want to share with all of us before we wrap up for today?

00:51:33 Leslie Asanga

Yeah, I mean I would say for especially for for for students and people that are interested in in in starting a startup, I'll say you know again, you know you have to work in #1 on something you're really passionate about that.

00:51:49 Leslie Asanga

And 1st.

00:51:50 Leslie Asanga

Secondly, you have to identify people right?

00:51:53 Leslie Asanga

Because the one thing I've learned on this journey is and one of my mentors talked about it.

00:51:58 Leslie Asanga

He's like great founders, don't build great companies.

00:52:02 Leslie Asanga

Great teams do right and and and you know you can see every successful founder has really surrounded.

00:52:10 Leslie Asanga

Themselves with the Rock star team.

00:52:12 Leslie Asanga

So and and and especially students that you know you're lucky enough to be surrounded by some of the smartest people in the world.

00:52:19 Leslie Asanga

So take advantage of that.

00:52:21 Leslie Asanga

Talk to your friends.

00:52:22 Leslie Asanga

Just you'll be surprised.

00:52:23 Leslie Asanga

Yes, by the number of things that can come out of just random conversations, right?

00:52:29 Leslie Asanga

And then another thing is, is you know don't wait, as long as you.

00:52:34 Leslie Asanga

Feel like you don't.

00:52:35 Leslie Asanga

You don't have to have all of your ducks in the row in order to start a lot of resources are going to come.

00:52:41 Leslie Asanga

You know, a lot of resources are going to come your way.

00:52:43 Leslie Asanga

When we started.

00:52:44 Leslie Asanga

We knew the problem we wanted to solve.

00:52:46 Leslie Asanga

We didn't really know where the resources were going to come from, but we started anyways and in so doing we started identifying resources both at Yale, you know, going and winning the turn prize, getting that initial seat money that that gave us that you know that push and then also.

00:53:04 Leslie Asanga

You know, we we, we we got into textiles right?

00:53:07 Leslie Asanga

One of the best accelerator tech accelerators in the US when we started this journey, I didn't.

00:53:12 Leslie Asanga

I didn't know what Techstars was all about.

00:53:15 Leslie Asanga

I knew nothing about accelerators.

00:53:17 Leslie Asanga

I only learned along the way and.

00:53:20 Leslie Asanga

Because we've benefited from that, and also the resources we've been able to to gather along the way.

00:53:27 Leslie Asanga

It's just by it's just by doing, you know, by doing we have so many things that have happened, like like so many different partnerships and things that we're working on that just kind of happened.

00:53:40 Leslie Asanga

Organically and and by us being on the forefront and actively doing stuff so.

00:53:47 Leslie Asanga

So yeah, I mean mistakes are going to be made.

00:53:51 Leslie Asanga

You know there's no no need to be afraid of making mistakes, because if there's one thing you're guaranteed that's guaranteed to happen.

00:53:58 Leslie Asanga

Is mistakes the problem?

00:53:59 Leslie Asanga

The biggest thing is learning from those mistakes and taking those lessons along with you.

00:54:04 Leslie Asanga

And you know, and getting better and.

00:54:07 Leslie Asanga

And yeah, entrepreneurship startups is.

00:54:11 Leslie Asanga

I'll say is one of.

00:54:12 Leslie Asanga

Because, you know, humbling things I've ever done.

00:54:17 Leslie Asanga

You know, it's like because you, you think about something with so much conviction you know, and then you, you, you, you go ahead and try to execute and it falls flat.

00:54:28 Leslie Asanga

You know the and and one of the skills that I've learned is to be able to.

00:54:33 Leslie Asanga

Recognize when something is not working and move on from it.

00:54:38 Leslie Asanga

Yeah, so so yeah, there always resources.

00:54:41 Leslie Asanga

There are always people that are willing to help you know.

00:54:43 Leslie Asanga

Then you know almost everybody just identified those user identify those people reach out and you'll be surprised how much stuff come out of that.

00:54:56 Fatema Basrai

Well, thank you Leslie and you know on behalf of everybody that's on the call with us today.

00:55:02 Fatema Basrai

This was so insightful and inspiring.

00:55:05 Fatema Basrai

And as always, it's it's just wonderful to talk.

00:55:08 Fatema Basrai

To you, and if you're on this call today, we have startup Yale coming up at the end of March.

00:55:16 Fatema Basrai

I'm going to share links to the newsletters for innovate, health, Yale and the Sustainable Health Initiative.

00:55:23 Fatema Basrai

So if you're interested in seeing more events like this and connecting with people like Leslie

00:55:29 Fatema Basrai

Please sign up for those if you don't already get them, but thank you again everyone and thank you Leslie and thank you Corinne and call you for helping put this whole event together.

00:55:44 Leslie Asanga

All right?

00:55:45 Leslie Asanga

Thanks everyone, thanks for having me and bye.

00:55:48 Leslie Asanga

Feel free to reach out to.

00:55:49 Leslie Asanga

Anyone on?

00:55:50 Leslie Asanga

In e-mail, any questions, always happy to pay for it.

00:56:00 Fatema Basrai

Thanks everyone.