



CLIENT STORY



Client:

Doc Crates



Industry:

Health Care | Technology

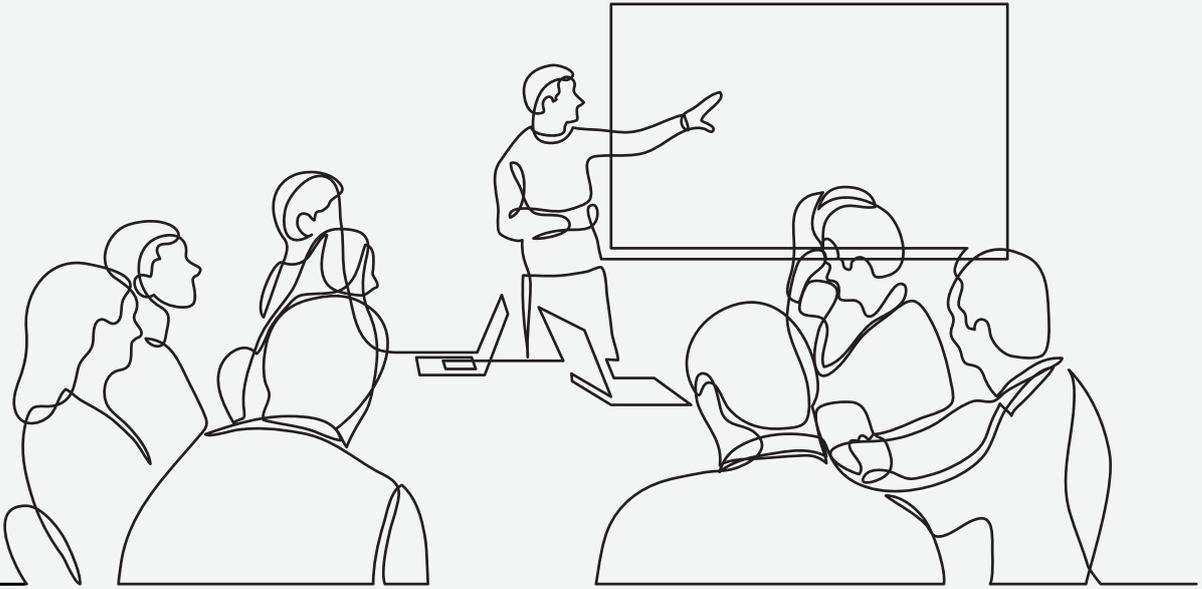


Location:

Chennai, India

WHO

Dr Wasim Mohideen, Founder of Crates Wellness, developed an intelligent algorithm that has easy access to health information, leading to more informed choices and improved treatments for lifestyle diseases.



He created this smart algorithm to accelerate diagnosis, enrich doctor-patient interaction, mitigate risks, to be able to make recommendations with confidence, to anticipate and pre-empt complications, scale and replicate expertise.

WHAT

WE OFFERED

Discovery | Led by Consulting

- Multiple rounds of interactions on the subject with Dr. Wasim himself
- User research on the audience

Define Content & Design

- Trigger words, logline & theme for the presentation
- Creative assets for the presentation
- Infographics
- Storyboard

PROBLEM

Dr Wasim had a prime opportunity to present his algorithm and its capability to an esteemed panel from MIT. While he had his algorithm locked, he wanted help to get it articulated such that the audience would get a deeper insight into its USPs, roadmap & capability. For this, he approached TOSS the COIN (TTC).

The primary objective was to bring in visuals and content that could put the algorithm and the Doctor's expertise in the spotlight.

Their primary challenges were:

- Marketing messaging for Doc Crates
- Compelling presentation



SOLVED

TTC approaches all its client engagements with an initial phase of discovery. Led by consulting, in this phase the primary focus is to assess the current situation of the algorithm and get a better understanding of the target audience.

TTC crafted a simplified compelling presentation to explain the concept and solution. The hours of brainstorming helped Dr Wasim clarify the benefits of the algorithm, make his USPs crisper and also helped him identify possible engagement models for his audience.

All in all, the Discover-Define-Design method helped Dr Wasim focus on the pain points and approach his algorithm messaging from a completely different perspective.

CLIENT HAPPY?

"I was going back to my alma mater, to present a simple solution to a complex problem. While the solution was simple, the thinking behind it was hardly simple. I was struggling to get the message right and however I tried, I was confusing people. When the alma mater is MIT, the world's No1 University, then the pressure is significantly more. That's when Toss the Coin came to my rescue. After multiple rounds of brainstorming, they came out with concise and clear communication in a beautiful storytelling format. When I presented it, there was no confusion in the audience. I started getting enquiries and how they could help with my venture. At the end of it, I had a much clearer picture of what I had to communicate!"

Dr Wasim Mohideen
Founder, Crates Wellness

WE HAPPY?

This was an interesting project that was much more than just creating a presentation. The brainstorming sessions allowed us to identify the latent challenges the client was facing and help him with directions to solve them. Considering that Dr Wasim was presenting it to academicians and innovators from MIT, we ensured that the presentation be much more than just the algorithm. From the beginning we were clear that this needed to start with a story and then lead to the capability of the algorithm. Whiteboarding the story before moving to execution allowed us to look at various angles of storytelling and determine the one that seemed the most compelling. Dr Wasim gave us the creative freedom which made the project satisfying to execute. Of course the fact that Dr Wasim is also a well-known food blogger was the cherry on top. The brainstorming sessions always included interesting nuggets on eateries in Chennai and ended with some superb Ethiopian coffee and popcorn.

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