



From Start-up to Market Leader

BACKGROUND

The concept of ER Texting (www.ertexting.com) was born to the owner of a media agency named AB&A. It was 2007 and Anthony Baradat was in the process of creating a billboard and TV campaign for a large, national hospital group. Reasoning that all consumers could relate to waiting in emergency rooms (ER), AB&A conceptualized a campaign whereby their client's ER wait times would be displayed on billboards. With concept in hand, Anthony needed a way to turn his idea into a business while not losing focus on his media business.

THE CHALLENGE: Initiating Operations

Past a sound business idea, there was not much to the company named ER Texting. The company needed a technology base, standard operating procedures and a way to monetize the yet to be launched service. While AB&A was to provide the marketing services to the company, ER Texting turned to Pigs on the Roof for many of the other aspects of the company's operation.

To get the company off the ground, the engagement focused on the following:

- ✦ Research of potential technological partners for the texting service
- ✦ With no direct competitors, research of medical services providers in the space in order to determine the delivery model and pricing for the service
- ✦ Determine capital needs in order to launch operations and weather the long sales cycles until the initial customer base could be secured
- ✦ Initiate operations

THE SOLUTION: Operational Processes, Pricing and Investment

Performing online and field research and prospective customer interviews, ER Texting went from a great idea to an operational business within six months. Besides becoming a partner in the business through a direct financial investment, Pigs on the Roof was able to accomplish the following:

- ✦ Technological partners were identified and a key partner was selected
- ✦ Contract negotiations and signing with the technological partner selected
- ✦ Subscription based service model implemented
- ✦ All procedures (sales, marketing, customer support, reporting, etc.) were defined and placed in service
- ✦ First customer signed to a one year service contract

