



Next Stop: Series A. JFDI startup OurHealthMate's Journey After Acceleration

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What happens to startups after JFDI? OurHealthMate mapped its journey in an infographic, *writes Crystal Neri*



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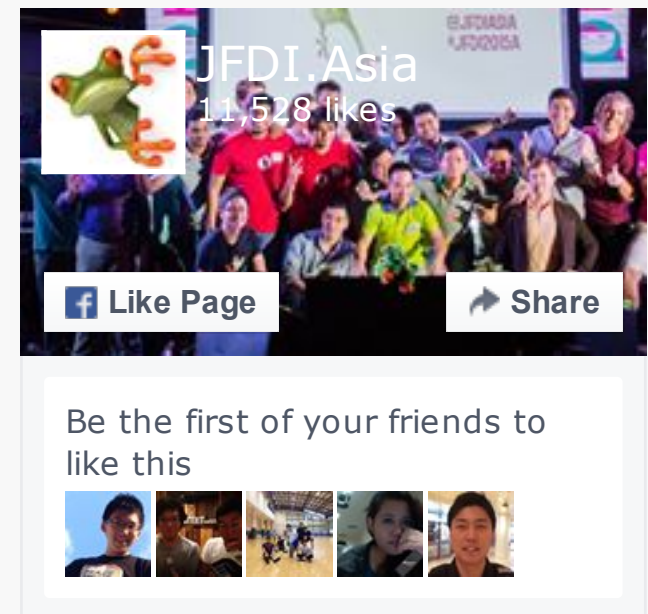


In June 2013, Abhinav Krishna started his [pitch to the crowd on Demo Day](#) with a story. It all began four years earlier when he sent money for his Dad's health care, only to see that money go into a savings account. He realized that the distance from his family is making him helpless in managing their medical needs.

It turns out that's a common theme among his friends and India in general. Every year, 22 million NonResident Indians (NRIs) send USD \$10 billion to their loved ones back home, intending it for doctor visits and medication. But sometimes funds get used for other expenses or just stay saved – as with Abhinav's father.

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So Krishna and his team set out on a mission to make medical remittances go directly to the doctor. The result is [OurHealthMate](#), a medical appointment portal which allows easy appointment bookings over the internet. From 2013 to 2015, here is OurHealthMate's journey:

OURHEALTHMATE
Then and Now: JFDI 2013A Accelerate Alumnus
OurHealthMate

.....
MILESTONES

THEN: FEBRUARY 2013

Abhinav Krishna and Akash Kumar founded OurHealthMate (formerly known as MyFitnessWallet). The product is a web-based platform that lets expat Indians find, book and pay doctors in India on behalf of

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their loved ones.

MARCH 2013

Abhinav applied to the JFDI 2013A Accelerate batch with teammates Akash Kumar, Arpita Singh and Parvathy Kailasham. Within a month of enrolment in the accelerator, they iterated from working with hospitals and healthcare to focus on just healthcare.

JUNE 2013

After 2013A Demo Day where JFDI helped them secure \$440,000 in funding, OurHealthMate moved on to get another \$300,000 from a combination of incubators and angel investor money.

NOW: JULY 2015

OurHealthMate is now a 22 member strong team with 15,000 doctors, 1200 hospitals and presence in 350 cities. Fresh from securing another \$900,000, OurHealthMate is expanding its operations. They just opened a main office in Bangalore, India and added two new products: Clinclinc and HealthDiary.

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Today OurHealthMate is a successful enterprise with a team of 22 working with 15,000 doctors, 1200 hospitals and presence in 350 cities.

I asked Abhinav Krishna what were the biggest lessons learned in his startup experience and it turns out that learning to cope with ambiguity has been the biggest take-away.

"Mentors often provide conflicting advice, like Go after big accounts! Go after small accounts! Go B2C! Go B2B!," says Krishna. "Mentors provide a point of view based on their professional experiences and limited perspective into our market and customer base. While mentor feedback is extremely valuable, entrepreneurs ultimately need to make key decisions ourselves."



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Crystal Neri writes content and handles social

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