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| Problem  People with IDD hospitalized without access to support from staff who are familiar. | Solution  Contract between hospitals and service providers. Providers provide staff and hospitals pay salaries.  Contract with providers to staff paid sitter positions with people familiar with the likes, dislikes, needs and communication styles of the individual. | Unique Value Proposition | | Unfair Advantage | Customer Segments  Individuals with I/DD |
| Existing Alternatives  Provider send staff without means of reimbursement.  Some hospitals have paid sitters. | Key Metrics | Channels | Early Adopters  Hospitals  Families  Service Providers |
| Cost Structure | | | Revenue Streams | | |