



# insurin



## Launch Strategy





## What is Insurin?

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Insurin is a mobile app that aims to train newly diagnosed diabetics to understand their body and know how to look after it, with confidence and without fear. Through a unique and engaging approach to education and guidance, complications can be prevented, and patients can enjoy a better quality of life. Guardians of newly diagnosed diabetics can also sign into the app. The app works alongside a device which will administer insulin, read glucose levels and ketone levels.

# Contents

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This launch strategy has been created to demonstrate how I plan to promote Insurin both pre- and post-launch.

## Pre-Launch

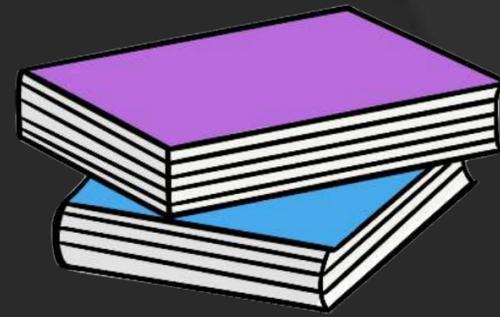
Creating excitement through social media, our website and advertising campaigns.

## Launch

The release of Insurin will include the launching of the app, a launch event and establishing funding and pricing.

## Future

Insurin being implemented into the NHS.



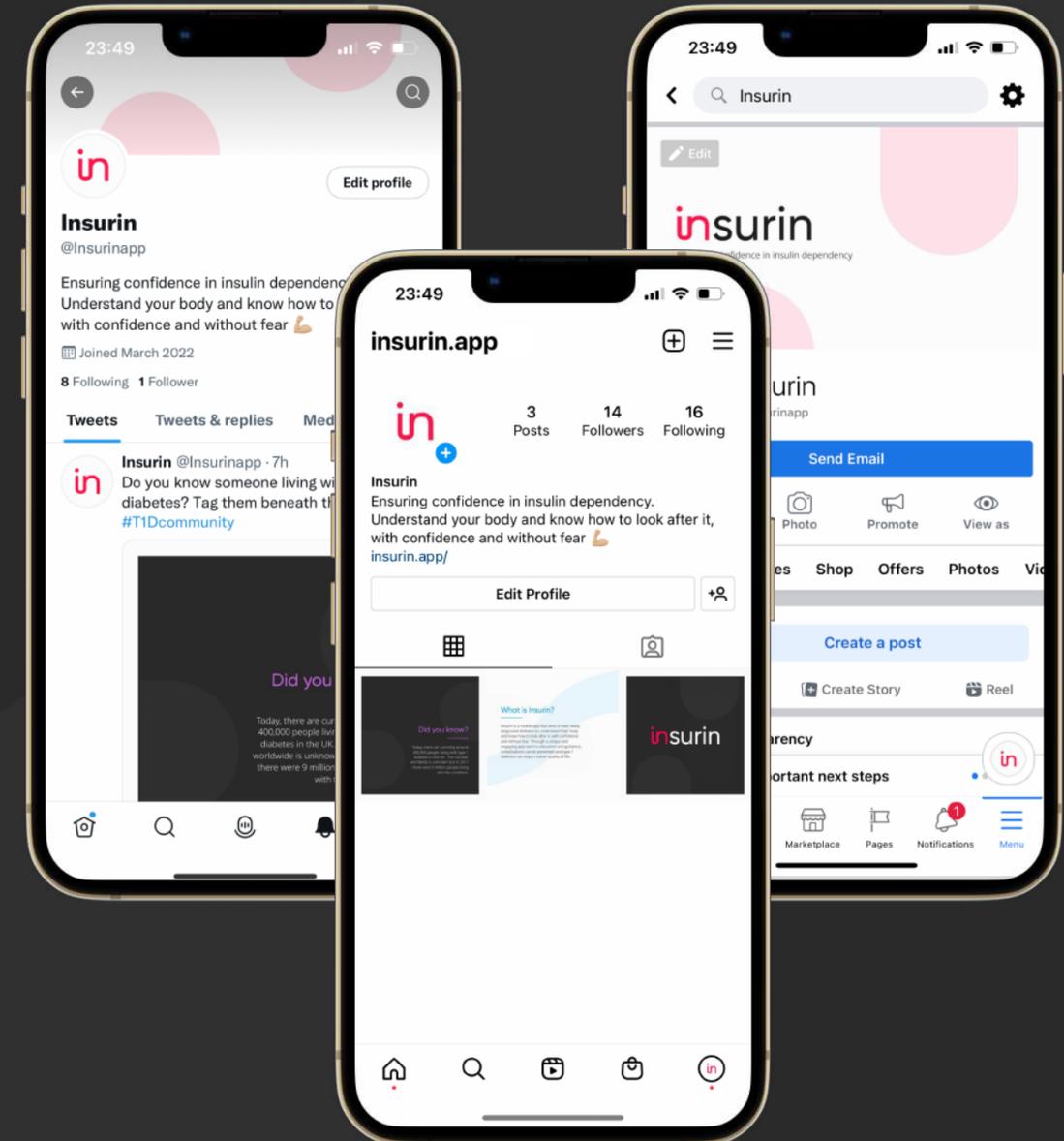
Pre-launch

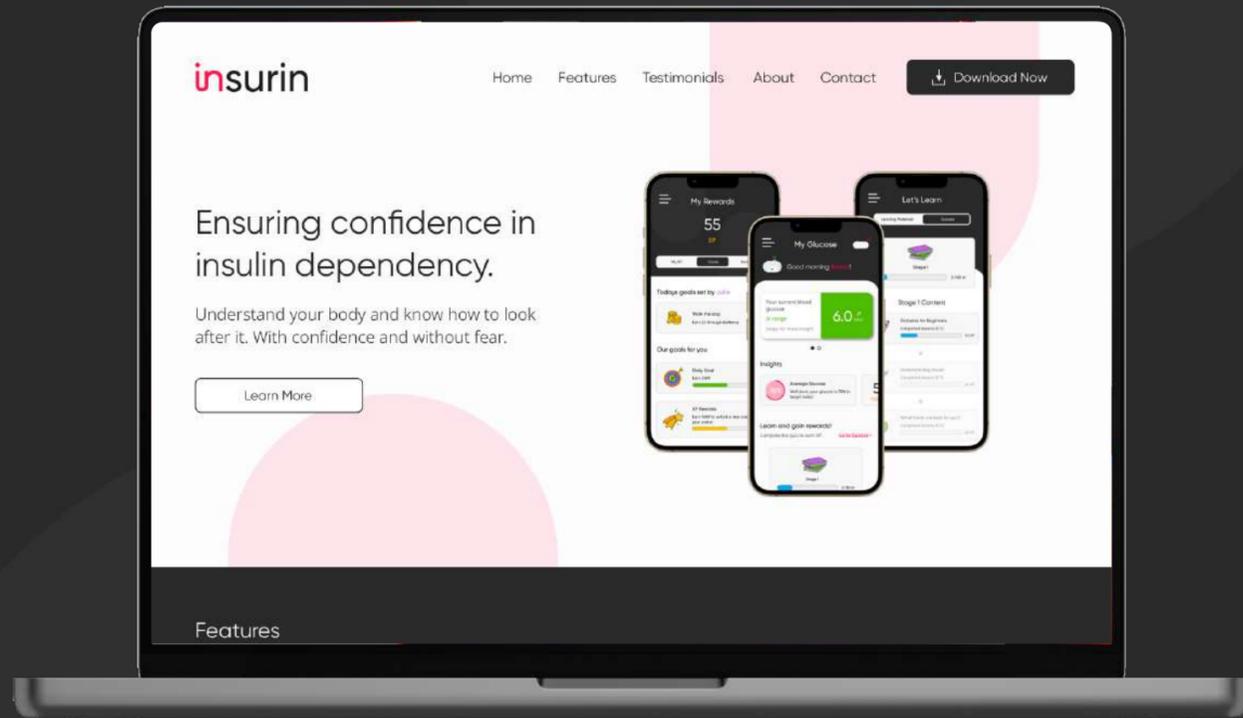
# Social Media

Insurin will have a Twitter, Facebook, TikTok, Instagram and LinkedIn page.

The target market of Insurin is primarily teenagers and young adults. This age range use social media the most so it is a great way to spread awareness of the product and grab the attention of my target market. These channels will only follow celebrities and social media influencers living with the condition, such as Nick Jonas and trustworthy sources for guidance.

Before launching, Insurin will post daily and interact with followers mainly through polls and questions on Twitter, Instagram and Facebook. The username @insurin.app was available across all platforms, providing continuity with the brand.





## Website

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The Insurin website will inform people of our goals and values.

Our website will showcase unique features and encourage users to engage with Insurin. Whether that be through downloading Insurin on the app store or through following us on social media.

The website will also have testimonials from newly diagnosed diabetics and their parents. The testimonials will describe how users felt at the time of diagnosis and how Insurin helped them learn about the condition and understand it better.

# Advertising Campaign

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Flyers will be left in health centres and will be given to diabetes charities/support groups. Parents of those newly diagnosed are most likely to view these, the goal is that parents will see how they aren't alone and Insurin will guide them throughout the journey of diagnosis alongside their child.

Connecting with social media influencers who have type 1 diabetes will raise brand awareness and encourage teenagers and young adults with the condition to download the app. @the\_diabetic\_duo are best friends from Belfast, Northern Ireland with type 1 diabetes. They have over 7,000 followers on Instagram and over 26,000 followers on TikTok. Through them promoting Insurin, a large amount of young type 1 diabetics will be reached right on Insurins doorstep.



@the\_diabetic\_duo



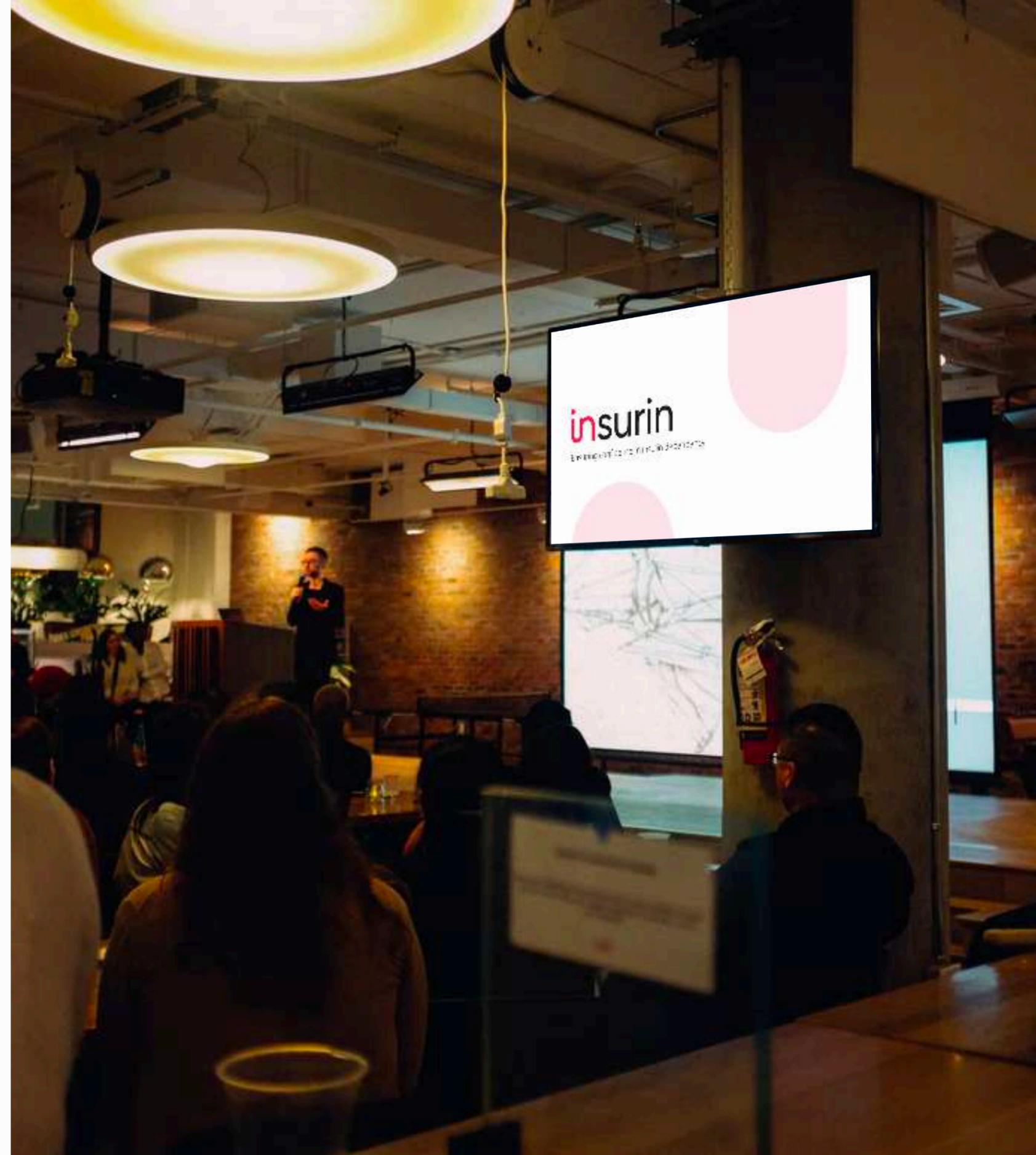
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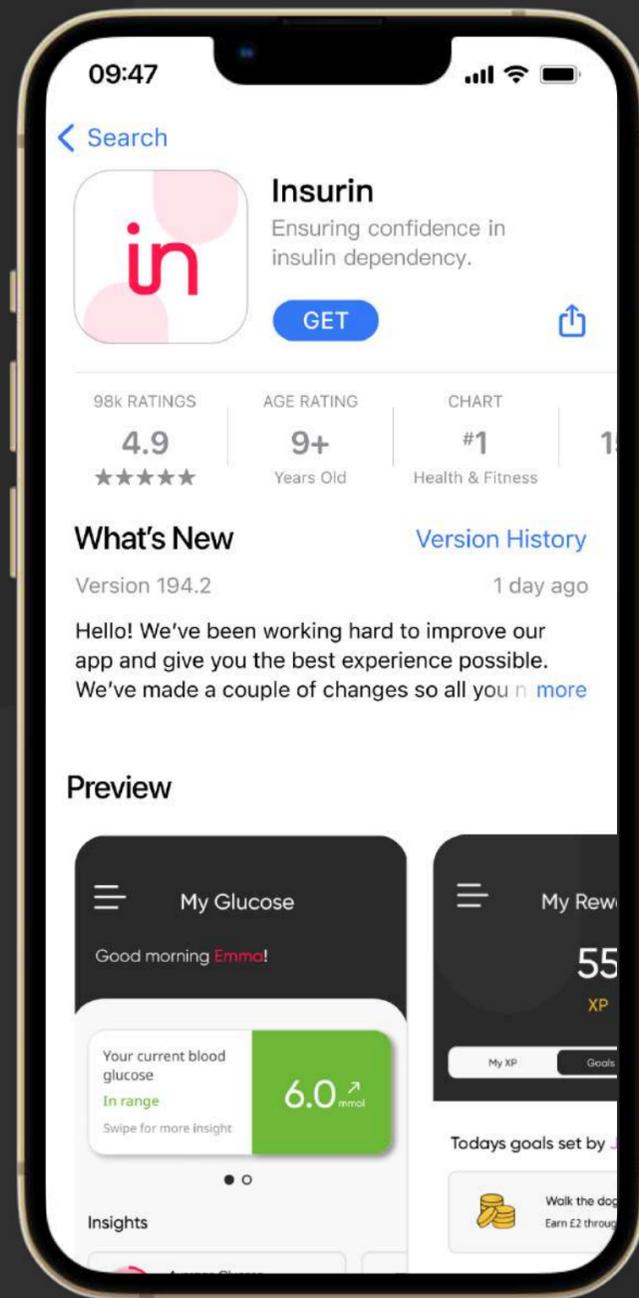
# Launch Event

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The Insurin launch event will raise awareness about the product and get people talking.

Diabetes UK support groups from around the country will be invited to the event. This will enable type 1 diabetics and their guardians to interact and share stories about how they felt when they or their loved one was diagnosed. Social media influencers with the condition will be invited to the event alongside young type 1 diabetes ambassadors. Educators will be speaking at the event, sharing informative and useful information relating to the condition.





## Launching the App

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Insurin will be free to download with three in-app purchasing options after a free 14-day trial of all features.

Basic - A free package which includes education, alongside meal and exercise logging.

Standard - You can view blood glucose trends, gain insight into how certain meals may affect your glucose levels and receive glucose alerts. Up to 2 family and friends can view your glucose levels and receive alerts also.

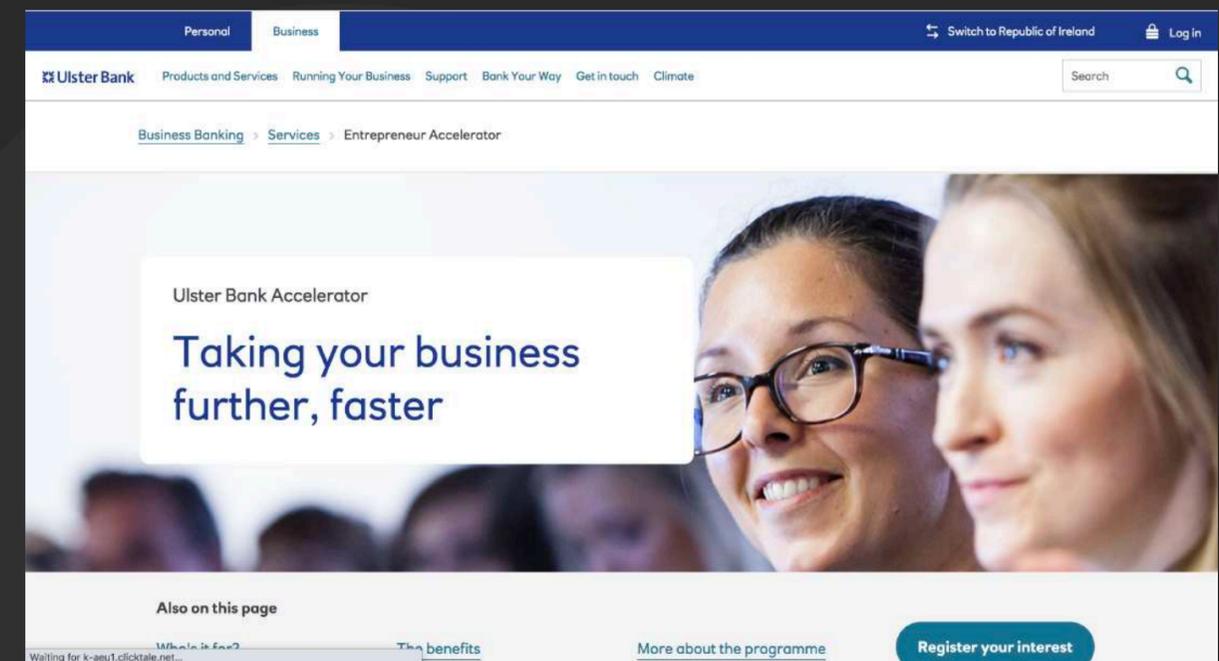
Advanced - The Insurin device alongside full access to all features of the app including a personal assistant and bolus calculator. Unlimited family and friends can view your glucose levels, frequently check in with you and set daily goals for you to meet.

# Funding

To fund initial development costs, Insurin will be entered into local start up programmes and competitions.

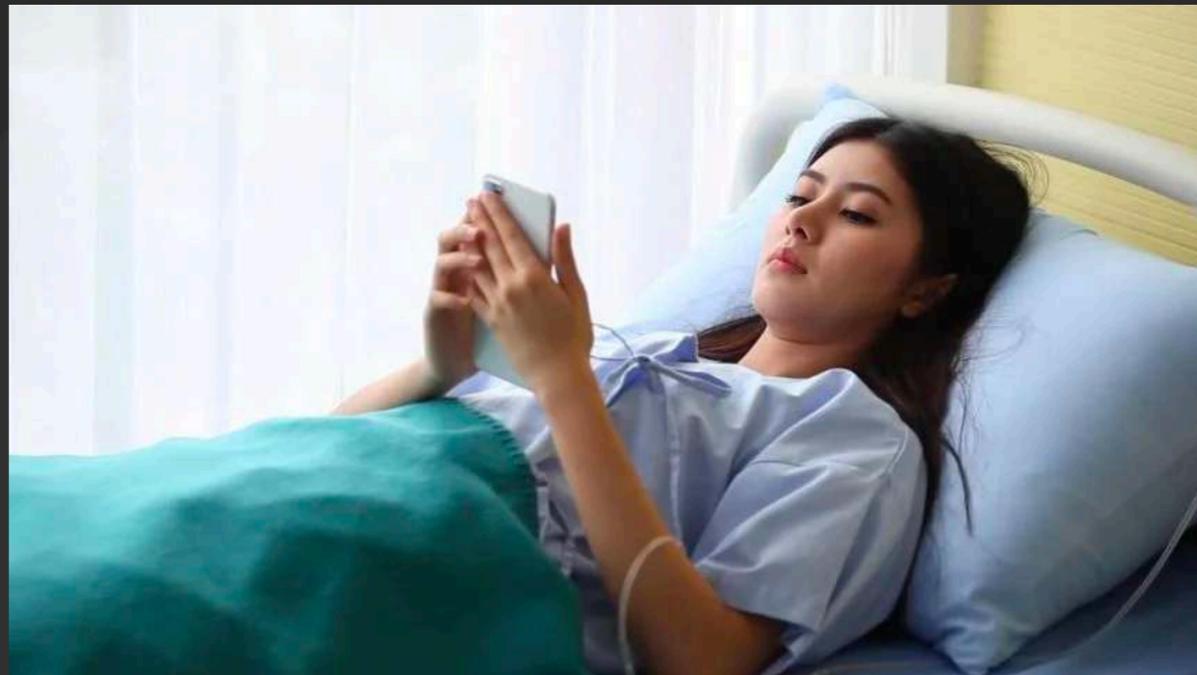
Insurin is currently in Co-Founders 2022 and has made it to stage 2 of the programme so far. I have also been selected to pitch Insurin at the Belfast Telegraph Business Awards. Three others are working on the concept alongside myself. Entering local competitions and programmes will not only raise funding but it will also raise awareness of the product and help me to grow through networking and developing new skills. Competition options include:

- Invent NI 2022
- Raise Accelerator Programme
- Ulster Banks Accelerator Programme





Future



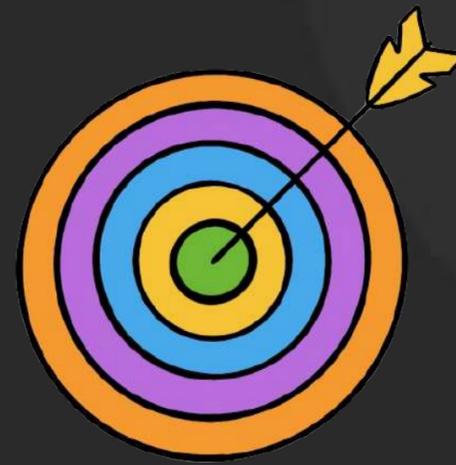
## NHS Implementation

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My goal is to raise further investment which will aid product development. I want Insurin to become a key part of the diagnosis process within the NHS before patient discharge.

Insurin will enable young people to take control of their condition as soon as possible after diagnosis. With the Insurin app providing a more unique and engaging approach to education and guidance, we believe leaflets are the past and Insurin is the future.

Insurin will be developed with an initial focus on diabetes management and then be rapidly scaled to cover a number of chronic conditions.



Thank You