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# THINKSPACE

EMPOWERING INNOVATION  
IN RURAL HEALTH

## INVESTMENT THESIS

2025



# Overview



Quality Insights ThinkSpace is your partner in creating meaningful change in rural healthcare. Through our three-track system—Incubator, Accelerator, and Venture Studio—we help innovators like you develop solutions that truly work for America's rural communities.

With Quality Insights' decades of healthcare experience and deep rural relationships, we're here to bridge the gap between your great ideas and real-world impact.



# Thesis Statement



ThinkSpace supports entrepreneurs whose innovations address the pressing health needs of rural America. We work alongside local communities, focus on measurable health improvements, and ensure your solutions can actually scale and thrive in the real world.

Together, we create lasting value—for communities, investors, and the innovators we support across three flexible pathways designed to meet you exactly where you are.



# Why Rural Health?

## *Why Now?*

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### **Critical Market Need**

Rural Americans face higher rates of chronic disease, lower life expectancy, and barriers to basic care. Yet these communities are often overlooked by traditional healthcare innovation pipelines.



### **Policy Tailwinds**

Federal and state incentives, value-based care initiatives, and increased rural health infrastructure funding present an opportunity-rich environment for innovative startups.



### **Market Opportunity**

Rural health is a \$230+ billion segment with pressing needs in virtual care, workforce solutions, behavioral health, maternal health, and chronic disease management.



# Why Thinkspace?

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## Complete Innovation Support

Our interconnected tracks create a seamless path for rural health innovation:

- **Incubator Track (Spark):** Turn your healthcare insights into validated opportunities with micro-grants (\$5K-\$10K), expert mentorship, and community input
- **Accelerator Track (Thrust):** Grow your startup into an investment-ready company through focused programming, pilot opportunities, and investor introductions
- **Venture Studio Track (Orbit):** Build breakthrough solutions from scratch with seed capital (\$50K-\$200K+), co-founding support, and operational backing

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## Built-In Network Access

Quality Insights gives you direct connections to extensive rural provider networks across multiple states—perfect for pilots, feedback, and market entry.

Our decades of healthcare quality and regulatory experience help you navigate complex systems with confidence.

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## Community-First Approach

We prioritize solutions that truly fit rural communities through thoughtful evaluation processes and strong local involvement in decision-making.

Our investment approach aligns your success with measurable rural health improvements, with clear reporting on both outcomes and community acceptance.

# Finding Your Fit



ThinkSpace matches you with the right development path based on where you are and where you want to go.

## **Incubator Track Candidates**

- Early-stage entrepreneurs tackling healthcare challenges
- Community leaders with deep insights into local health needs
- Healthcare professionals ready to innovate within their expertise
- Students and researchers with promising concepts seeking validation

## **Accelerator Track Candidates**

- Startups with working prototypes or MVPs (pre-seed to Series A)
- Clear value for rural patients, providers, and payers
- Some early traction or pilot validation
- Teams ready to execute with the right mentorship support

## **Venture Studio Opportunities**

- Market gaps where good solutions simply don't exist yet
- Strategic opportunities that align with Quality Insights' mission
- High-impact potential with clear paths to sustainability and growth
- Access to talented founding teams or operational partners

# Focus Areas Across Tracks



All ThinkSpace tracks support innovations that tackle documented rural health challenges with practical, community-embraced solutions.

## **Clear Problem-Solution Fit**

We look for innovations that directly address rural health challenges in:

- Virtual care and mobile health solutions
- Workforce and staffing innovations
- Chronic disease prevention and management
- Maternal, child, and behavioral health
- Health equity and social determinants of health
- Care coordination and transitions
- Cost transparency and value-based care models

## **Real-World Solutions**

Your innovations should work within rural realities—practical, accessible, and scalable with existing infrastructure and resources.

## **Community Partnership**

The best solutions involve meaningful community engagement and co-creation to ensure they fit local culture and gain genuine adoption.



# Our Promise

At ThinkSpace, we're not just supporting startups—we're partnering with changemakers. We provide you with everything you need to test, refine, and scale innovations in the communities that need them most.

Whether you're just getting started or ready to accelerate, we'll meet you where you are and provide exactly what you need to succeed.

**Join us in transforming rural health, one startup at a time.**







Phone

**800.642.8686**



Email

**bsmith@qualityinsights.org**



Website

**qualityinsights.org/thinkspace**



Address

**3001 Chesterfield Ave | Charleston, WV**



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Rural Health Innovation