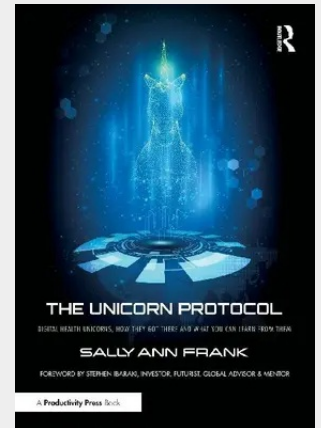


Frank

The Unicorn Protocol

Digital Health Unicorns, How They Got There and What You Can Learn from Them

As a follow-up to the author's first book, *The Startup Protocol: A Guide for Digital Health Startups to Bypass Pitfalls and Adopt Strategies That Work*, this book is a series of case studies about digital health Unicorns. The ultimate goal is to further educate digital health startup founders and their teams about what it takes to be successful and have a lasting, positive effect on our healthcare delivery system. Through a series of interviews with Unicorn founders and leaders, the book will synthesize the information and highlight the elements that led to the growth and success of the companies. Building on the template of Ideate, Build, Launch, and Grow outlined in *The Startup Protocol*, this book documents the origin story of each Unicorn and then follows it through the process of building their solution, launching the solution, and growing their company to Unicorn status.



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