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Visakhapatnam: Attempting to take healthcare to every doorstep, a city-based startup is now planning to undertake diagnostic tests to determine vitamin B12 deficiency by visiting patients at their homes. Founded by Karunya P and Ravi Teja Konathala, B12.in has already launched its website in the city and are now preparing to launch the mobile app for this healthcare service.

Speaking to TOI, CEO of B12.in, Karunya P, a BTech from IIT Madras, said, "One of our executives will visit the home of the patient and take the blood sample. We will send it to the diagnostic lab and then we would give them the results online either by mail or through the mobile app."

"As of now we have are running our operations from Vizag as part of the pilot programme. Later on, we will widen our operations in other cities as well. We have undertaken some trial runs in Hyderabad and will launch operations from there soon," she added.

"We are planning to hire two to three people with the experience in this domain. We have made sure that our staff collecting samples from the patients are trained properly," Karunya said.

While noting that the re-

Addressing B12 deficiency, a click away

sults will be available within a day, she said, "In the coming days, we want to introduce virtual consultation. We would also keep a report of

the patient's history so that the doctor gets information easily and the report will also show the medications being taken by the patient. But this will be at a later stage as we want to make sure we are not violating any regulations."

COO of B12.in, Ravi Teja Konathala, said, "The idea came at a meeting organised by Startup Accelerator

India Incubation programme, where we bagged the second place. While some of the diagnostic centres offer their services for a price ranging from Rs 1,200 to Rs 2,500, we are offering it for Rs 500 as our main aim is to improve awareness among public about our service."

Mentioning that the startup is planning to approach some schools, he said, "We have seen that underperforming students are affected by B12 deficiency, so this is one of the areas where we want to focus on." Moving ahead, B12.in is also looking at providing supple-

ments necessary for overcoming B12 deficiency through its portal.

Noting that the seed funding has been provided by the Startup Accelerator India, he said, "Our target is to improve awareness among people and reach at least around 1,000 patients in the next one year."

SHOT IN THE ARM

Company Name: B12

Product website: www.btweelve.in

Team members: Karunya P (CEO) and Ravi Teja Konathala (COO)

What they do: Bring awareness about B12 deficiency among general public and minimise misdiagnosis of B12 deficiency. Undertakes blood sample collection at doorstep of patient



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Visakhapatnam: In an attempt to develop a robust startup programme, the Sunrise Startups Village has effected a major shake-up by showing the door to nearly 65 startups in the last couple of weeks.

According to sources at Sunrise Startups, several startups had failed to participate in the interactions organised by it on a regular basis following which a third party consultant team reviewed their performance. "There were a number of startups, who were not serious about the programme and were not actively participating in the development of their products. The consultant team spent almost an entire week to study the performance of the different teams over here and identified those that were not performing," said sources in the enterprise. "This move will also ensure that the existing startups take the programme seriously and keep them motivated in reaching their goals," they added.

An email accessed by TOI to one of the 64 startups that were told to wind up said, "The model of incubation in SV Vizag is being revised and this calls for major changes. We are moving



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