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HEALTH

Facing emergency blood shortage, Red Cross offering Amazon gift card for donations

By Jim Gentry | July 30, 2019 at 6:34 AM EDT - Updated July 30 at 6:34 AM

#1

Blood shortage

#2

Cost of recruitment is increasing, old methods have low effectiveness

#3

Lack of motivation and engagement

US blood donation crisis: Millennials not keen on 'anonymous' act, 'want to know the impact they have on others', say experts

What started off as a civic duty-driven phenomenon has changed into more of an 'individual transformational impact'

By Priyam Chhetri

Updated On : 03:26 PST, Jul 19, 2019





Quick facts

33%

hospitals have just a day's supply of blood on their shelves to handle the needs of their patients

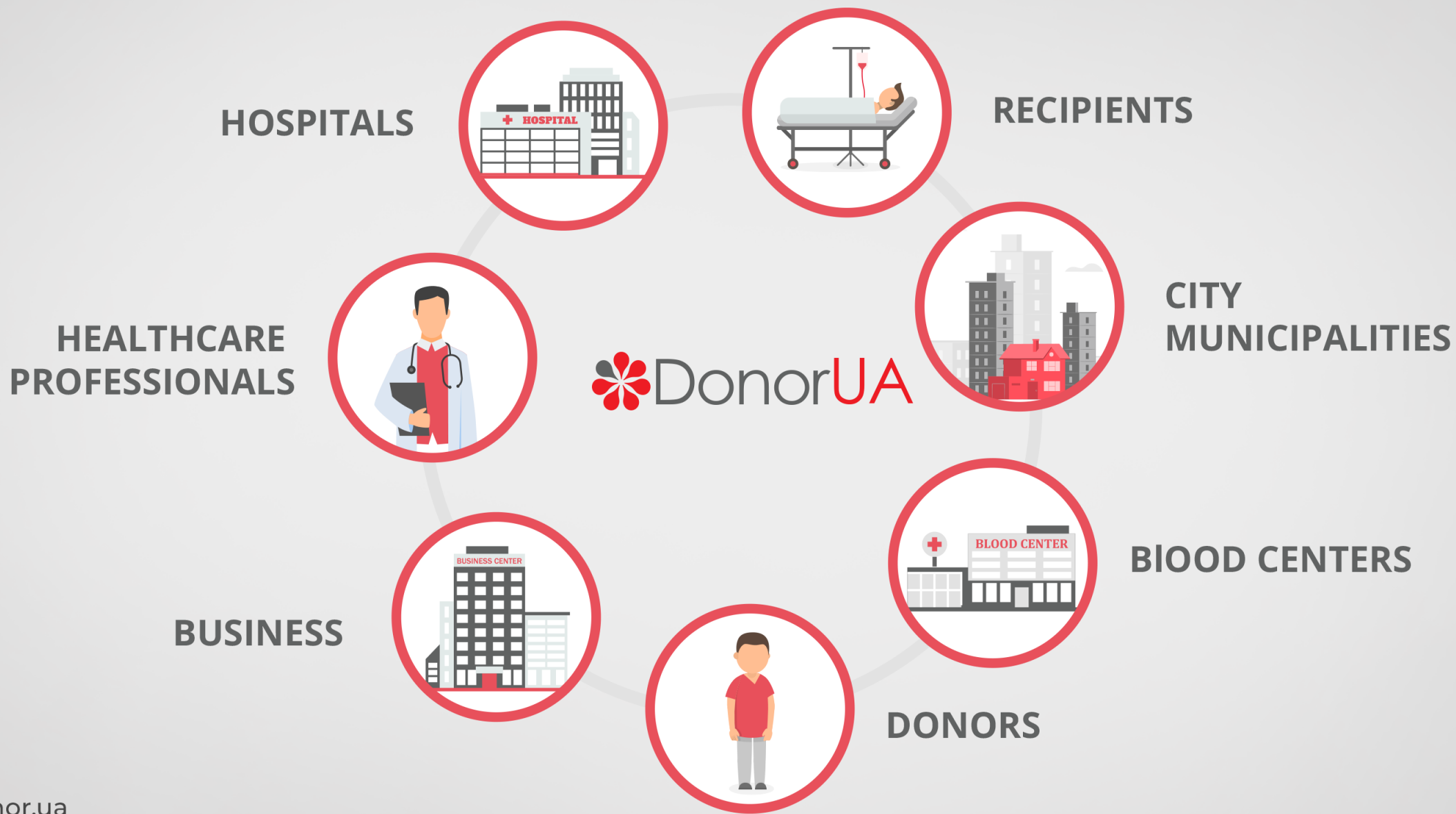
0%

hospitals have it for more than three days

“The United States is heading towards a humungous crisis if the current blood donation trends continue, believe experts.”



DonorUA ecosystem





Key features



**Accurate
donor-patient
cross-matching**



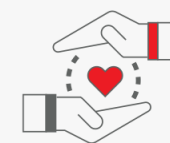
**Powerful
recruitment
abilities**



**BPA
with chatbots
and AI**



**Monitoring
blood shortage
in social media**



**Corporate
donation
camps**



30k⁺

**DONORS
REGISTERED**

3k⁺

**RECEIPIENTS
HELPED**

~4h

**AN AVERAGE
TIME FOR FINDING
A DONOR**

40⁺

**CORPORATE
CAMPS
ORGANIZED**

Blood donors recruitment



**Monitoring
social networks**



**Blood center
cabinet**



**Cabinet of
donors**



Chatbot



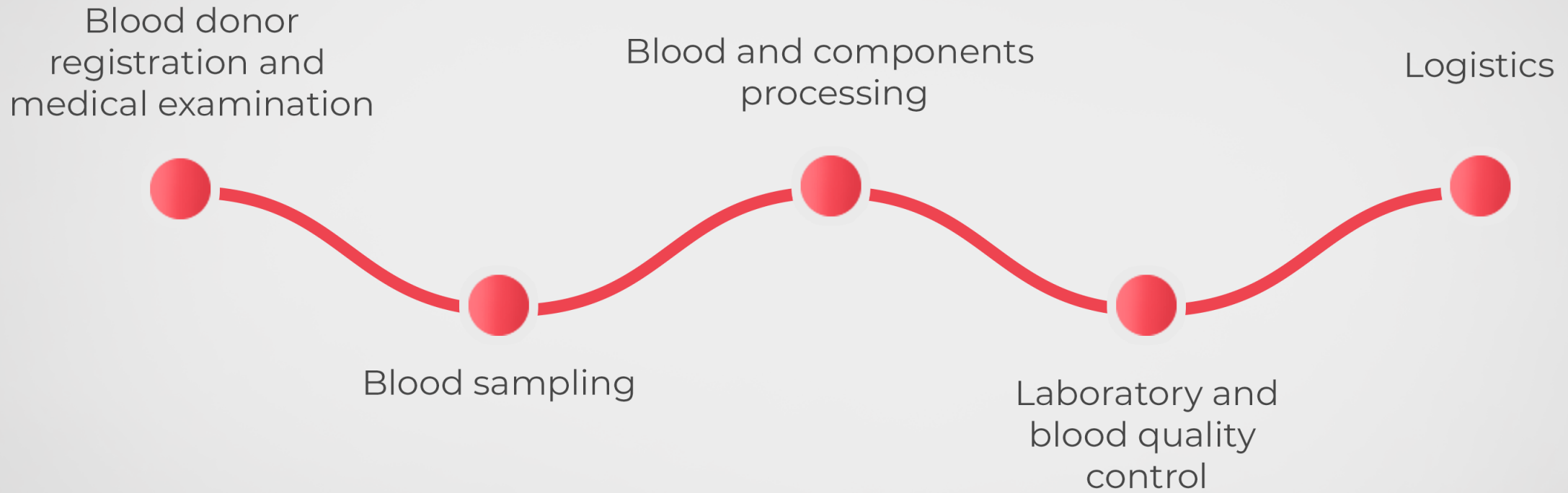
**Corporate
donor days**



Mobile app



VR app





Data platform

Social media:

- Facebook
- Twitter
- Instagram

Government:

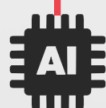
- eHealth
- Blood centers
- Open Data
- Legislation

Healthcare providers:

- Laboratories (Sinevo)
- Fractionation Plants (Biopharma)
- Hospitals (Welfare, Medic)
- Healthcare providers (doc.ua, TAS, MyHeritage)



Data analytics
(Power BI)



Artificial
intelligence



Open API



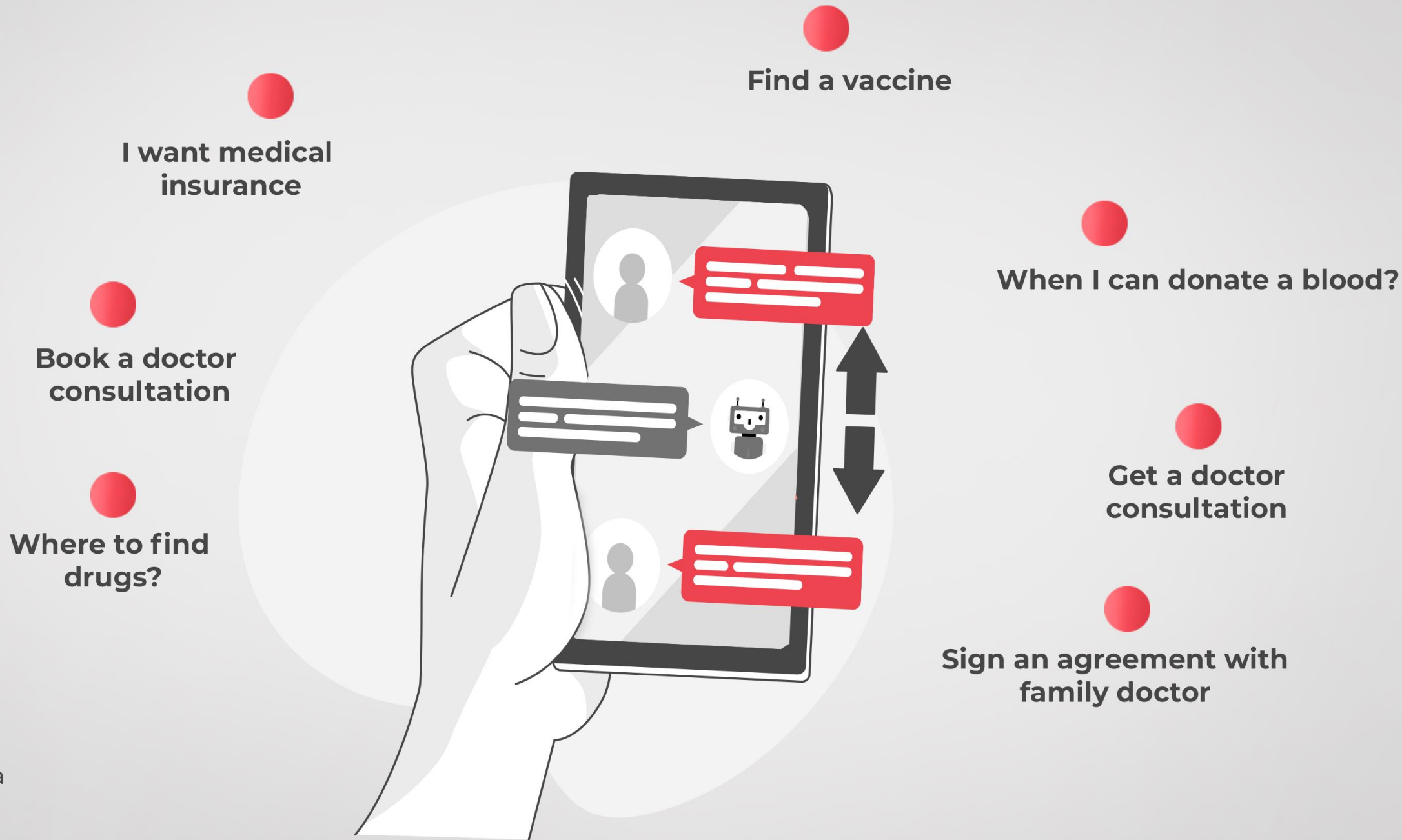
Real time
monitoring



Recommendations



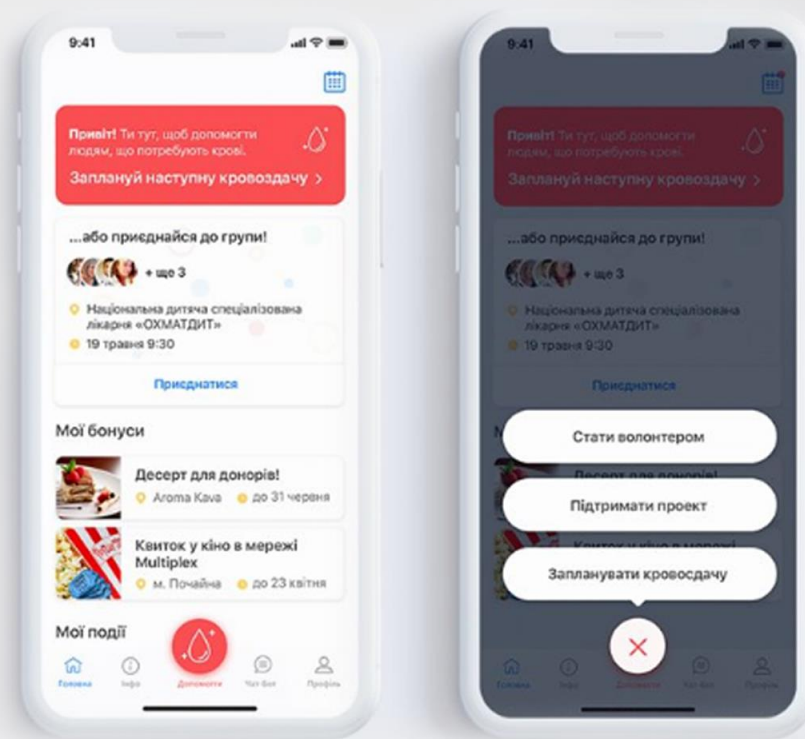
Personal assistant



AR Education



Authenticity digital

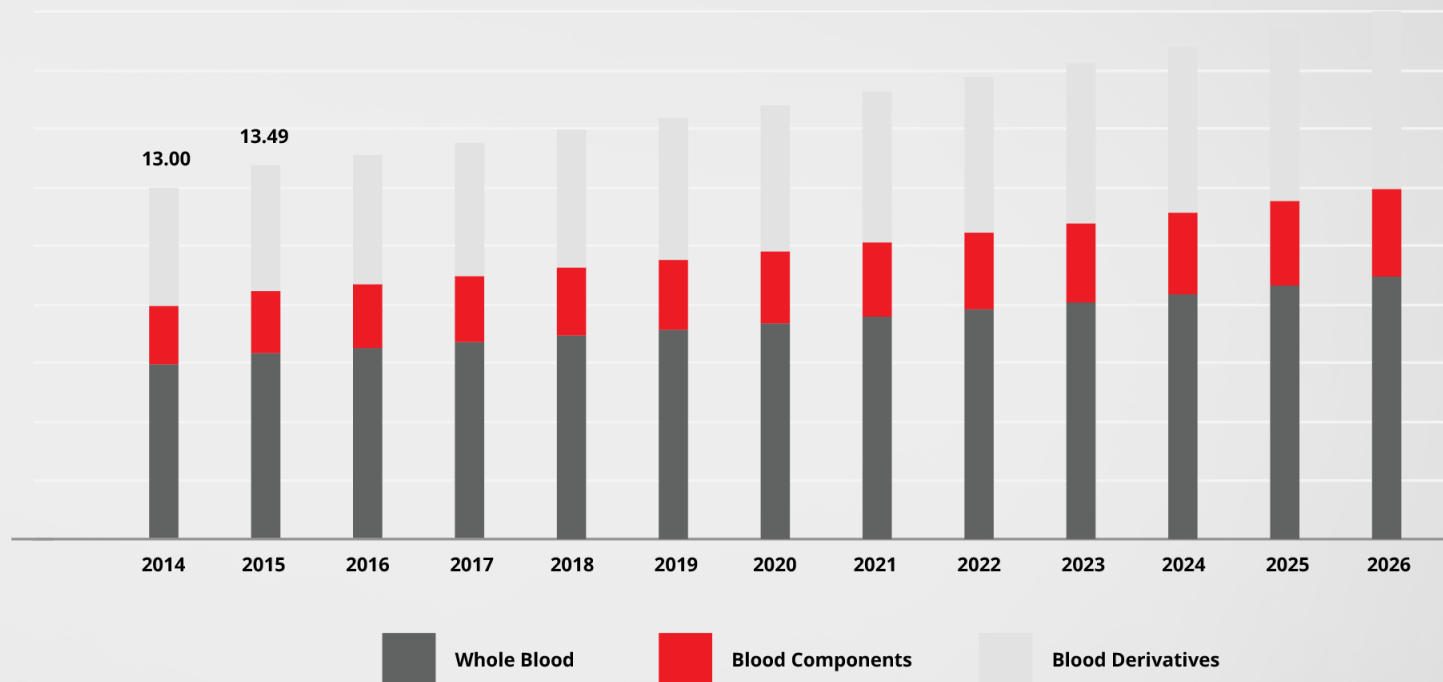




Market Size

The global blood preparation market size was valued at **USD 36.7 billion** in 2018 and is projected to expand at a **CAGR of 5.6%** from 2019 to 2026. Growing demand for blood and its components in surgical procedures is expected to be a key factor driving the market.

U.S. blood preparation market size, by product, 2014 - 2026 (USD Billion)





Awards

- **Newchip pre-accelerator member**
- **Alumni of the “1991 Open Data Incubator”**
- **Winner of the “Ukraine is looking for startups” competition**
- **Finalist of the Seedstars national competition**
- **Winner of the “Stockholm Startup Weekend: Social Innovation”**
- **Winner of the “Using IT tools for social innovations” contest**
- **Winner of SocialBoost/IDCEE social hackathon**
- **Winner of Startup In Residence accelerator program**



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