



BY STANFORD GRADUATE SCHOOL OF BUSINESS

# Stanford Rebuild: An Entrepreneurial Path Forward

**Stefanos Zenios**

# Entrepreneurs adapt



**Sam's famous Lobster Rolls** were selected by the Food Editor of the Today Show as one of the five “**Best Sandwiches in America**”

# San Francisco Chronicle

LOCAL // LOCAL POLITICS

# Bay Area orders ‘shelter in place,’ only essential businesses open in 6 counties



**Erin Allday** | March 16, 2020 | Updated: March 19, 2020 3:33 p.m.

Sam's open for TAKEOUT only, and Sam's Chowdermobile



► **Sam's Chowder House** newsletter@samschowderhouse.com via samschowderhouse.ccsend.com  
to me

Sun, Mar 15, 11:39 AM

English > Greek Translate message

Turn off for: English



## ***TAKEOUT and Sam's CHOWDERMOBILE only today***

Dear customers,  
The news is changing rapidly about the Coronavirus, and its impact on social gatherings. Late last night the *San Mateo County Health Department* issued a new order about gatherings. Today we are working on getting clarification about this recent order.

As a result, we'll be serving **TAKEOUT only today**, and seating within the restaurant will not be available. You

convenience.



[ORDER ONLINE](#)

Don't forget to add a quart or two of chilled chowder to dine on during the week.

You can safely place your order in advance online.

**dock** HEALTH

Pricing/Product   About Us   Blog   Login to Dock

IN RESPONSE TO COVID-19, DOCK HEALTH IS OFFERING ITS PLATFORM FOR FREE.

ASSIGNED TO ME   FLAGGED   DUE TODAY   OVERTIME

New Patient Onboarding Process

Subtask #3

Status: In Progress

Assigned to: Michael Docktor, MD

Send Pre-visit survey

Discuss case with previous provider

Schedule new visit

Show Completed Tasks

FREE 30-DAY TRIAL   GET STARTED

It's about Patients.  
**Not Paperwork.**

Dock Health is a simple, HIPAA compliant task management and collaboration platform designed for healthcare.

Burnout is a  
**Serious Side Effect.**

Overworked doctors, nurses and staff. It's a sickness

#1

78%

\$31





Michael Docktor, MD · Mar 10 · 2 min read

⋮

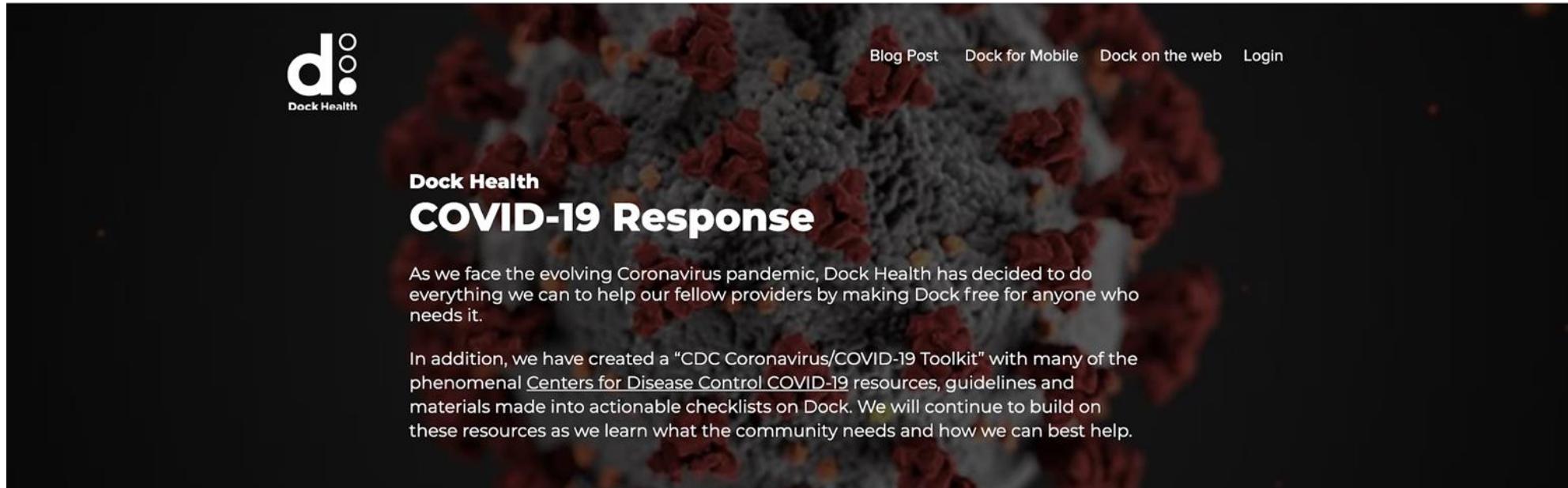
# Dock Health Helps Providers Battle COVID-19 by Offering its Task Management Platform for Free

Updated: May 12

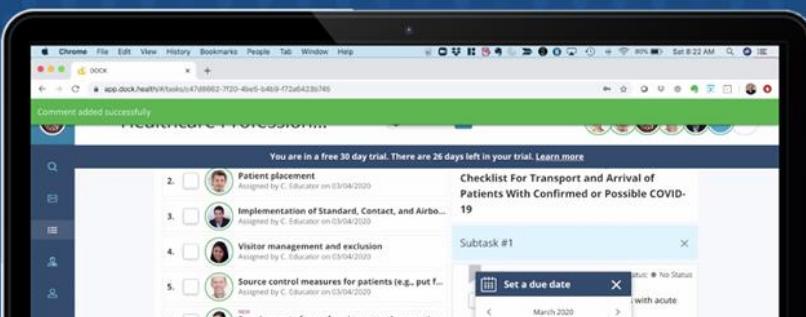
The Coronavirus /COVID-19 outbreak has generated a global public health concern. As of March 11, over 121,000 cases have been confirmed worldwide. Public health emergencies of this scale require a seamless coordination of efforts between small practices, large hospitals and government agencies. Clarity around specifics of the work to be done is essential. Highly reliable systems and processes should be in place to test, triage, treat and track the impending volume of patients.



Unfortunately, our healthcare delivery system is not yet prepared to handle these evolving, complex and coordinated efforts, or for the sheer number of patients likely to



The image shows the Dock Health COVID-19 Response landing page. The background features a close-up, blurry image of red and orange virus particles. At the top left is the Dock Health logo (a stylized 'd' and 'o'). At the top right are links for 'Blog Post', 'Dock for Mobile', 'Dock on the web', and 'Login'. Below the header, the text 'Dock Health' and 'COVID-19 Response' is displayed. A main paragraph states: 'As we face the evolving Coronavirus pandemic, Dock Health has decided to do everything we can to help our fellow providers by making Dock free for anyone who needs it.' Another paragraph below adds: 'In addition, we have created a "CDC Coronavirus/COVID-19 Toolkit" with many of the phenomenal [Centers for Disease Control COVID-19](#) resources, guidelines and materials made into actionable checklists on Dock. We will continue to build on these resources as we learn what the community needs and how we can best help.'



The image shows a screenshot of the Dock Health software interface. It's a task management system with a sidebar on the left and a main content area. The main area displays a checklist titled 'Checklist For Transport and Arrival of Patients With Confirmed or Possible COVID-19'. The checklist includes five items:

- 2.  Patient placement  
Assigned by C\_Educator on 03/04/2020
- 3.  Implementation of Standard, Contact, and Airborne  
Assigned by C\_Educator on 03/04/2020
- 4.  Visitor management and exclusion  
Assigned by C\_Educator on 03/04/2020
- 5.  Source control measures for patients (e.g., put f...  
Assigned by C\_Educator on 03/04/2020

A modal window titled 'Subtask #1' is open at the bottom, showing a 'Set a due date' field with the date 'March 2020' and a note 'with acute'.

**We're Here to Help You  
Focus on what  
matters**

Dock Health is a HIPAA compliant task  
management and collaboration platform designed  
for healthcare.

# Hypnosis.

## A state of focused attention.

Reveri is a new self-hypnosis program that draws on over 40 years of research and clinical experience by psychiatrist Dr David Spiegel. We have programs that help with chronic-pain, smoking addiction, anxiety, and insomnia.

### WHAT IS SELF-HYPNOSIS?

Hypnotherapy is a type of therapy that uses hypnosis. Hypnosis is just a highly focused, absorbed state of attention. Distracting thoughts and sensations are decreased and you become more receptive to new ideas or perspectives.

### WILL IT WORK FOR ME?

Researchers have found that for some people self-hypnosis can leverage the relationship between mind and body to improve the way they think and feel

[Try It Now](#)

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Try It Now

If you're near an Alexa, find a comfortable seated position, then say:



### "Alexa, start Hypnosis Stress Relief"

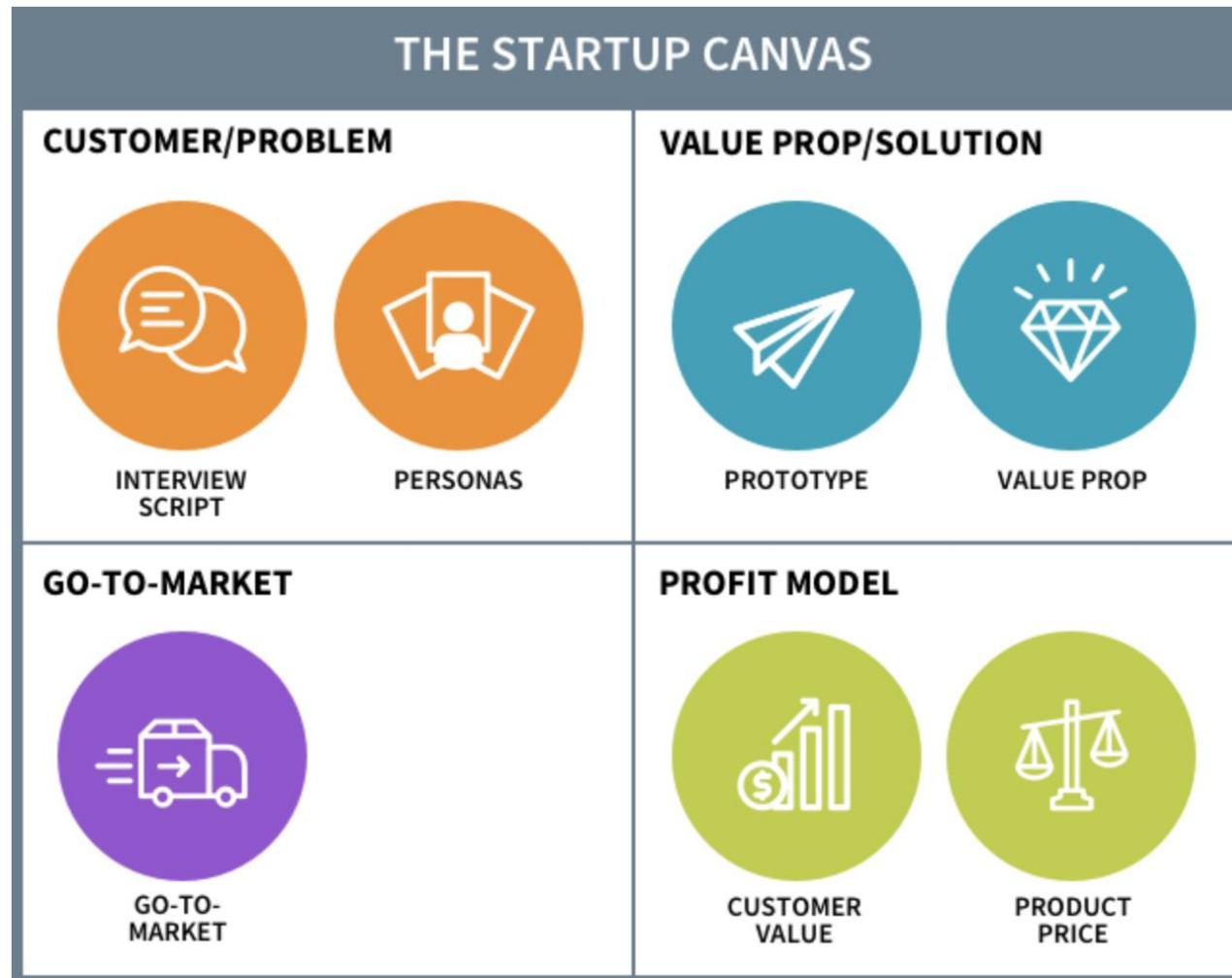
Dr Spiegel's voice will take you through a short hypnotherapy session to help you manage stress and anxiety generated by the current Covid-19 pandemic.

The skill takes 10-15 minutes and you can repeat it as many times as you need. If at any time you want to pause or stop, just say "Alexa, stop."

# Entrepreneurs Facing a Crisis

- They understand the moment
- They focus on the changing needs of their customers
- They adapt their product or service to meet the moment
- They are not afraid to experiment

# Using Embark: Develop your New Venture Hypothesis



# What to expect during the sprint?

Get Access  
to Embark

Work through the Startup  
Canvas

Final  
Deliverable

Showcase

If you have registered,  
look out for an email in  
the next 24 - 48 hours.

Work through the  
Startup Canvas at your  
own pace.  
(Jun 29 - Aug 22)

Live Office Hours  
(3 sessions for  
selected participants)

Exec. Summary  
& 2-minute pitch  
Due: Aug 23

10 projects will  
be highlighted in  
a virtual  
showcase  
  
September 10

*\*This email will be sent to the primary team member if you have more than one person on your team.*

# Tips for Success

- **What is success?** Fill in the Startup Canvas, support it with evidence from customer interviews and other research, and prepare a well crafted executive summary.
- **How do you get there?**
  - Zoom with potential users and customers often.
  - Cast a wide and diverse net
  - Keep getting back to them
  - Develop and test prototypes
  - Learn and adapt
  - Do not let the perfect be the enemy of the good enough
  - Do not let your doubts hold you back
  - Develop your hypotheses, put them down, and iterate

# Signing Up and Getting Started

**Sign ups close on Friday June 26th  
at 11:59 PM (PT/-7GMT)**

Go to: [rebuildsprint.stanford.edu](https://rebuildsprint.stanford.edu)



**AN 8-WEEK GUIDED INNOVATION SPRINT  
FREE TO THE WORLD**

**Already Signed Up?** If you received this email asking you to fill out this form, you must complete this form to get started. Everyone else will receive their login starting later today.



## Get Started with Stanford Rebuild

It's time to start working on your Stanford Rebuild project. The next step is to answer a few questions below so we can get you signed up to use the Stanford Embark online entrepreneurial toolkit. By working through Embark's activities and lectures, you will have a guided process to move your project forward.

Only the primary contact from each team needs to submit this form on behalf of your team (i.e. only one submission per team), and we will send communications and Embark login credentials to this primary contact.

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not [Switch account](#)

\* Required

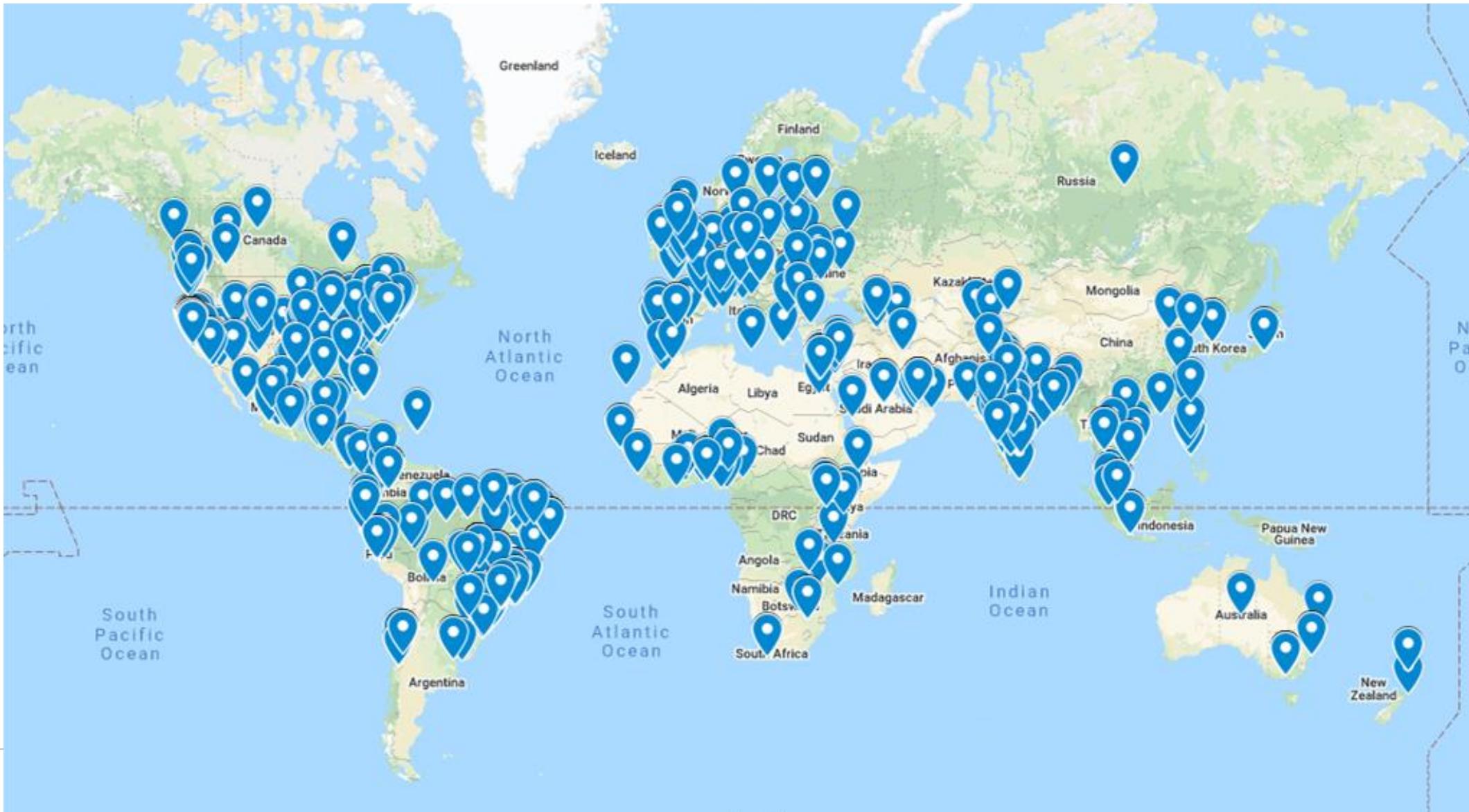
**I find out what the world needs,  
then I proceed to invent it ...**

**Thomas Edison**

**The world needs you now!**

# Registrations - 2500 (*as of 6.21.20, 11am PST*)

Map of where registrants are coming from



# Q&A