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THINKSPACE

EMPOWERING INNOVATION
IN RURAL HEALTH

INVESTMENT THESIS

2025



**Quality
Insights**



QUALITY INSIGHTS
thinkspace
Rural Health Innovation

Overview



Quality Insights Thinkspace is a purpose-driven startup incubator dedicated to meaningfully improving health and healthcare outcomes for people living in rural Appalachia. We accelerate innovative, scalable solutions that benefit rural and underserved communities. Anchored by Quality Insights' decades-long legacy of healthcare quality improvement and trusted relationships in rural markets, Thinkspace bridges the gap between cutting-edge innovation and the urgent, unmet needs of America's rural health systems.



Thesis Statement



ThinkSpace invests in and cultivates entrepreneurs whose innovative solutions directly address the urgent, unique health needs of rural Appalachia. By deeply engaging with local communities, prioritizing measurable improvements in health outcomes, and aligning funding with real-world scalability and regulatory sustainability, we generate robust, long-term returns—economically, socially, and clinically—for our communities and our investors.



Fundamental Truths of Rural Appalachian Health

Limited Access

Geographical isolation and resource scarcity hinder access to quality healthcare.

High Need

Chronic disease, behavioral health issues, and socioeconomic challenges are disproportionately high.

Underinvestment

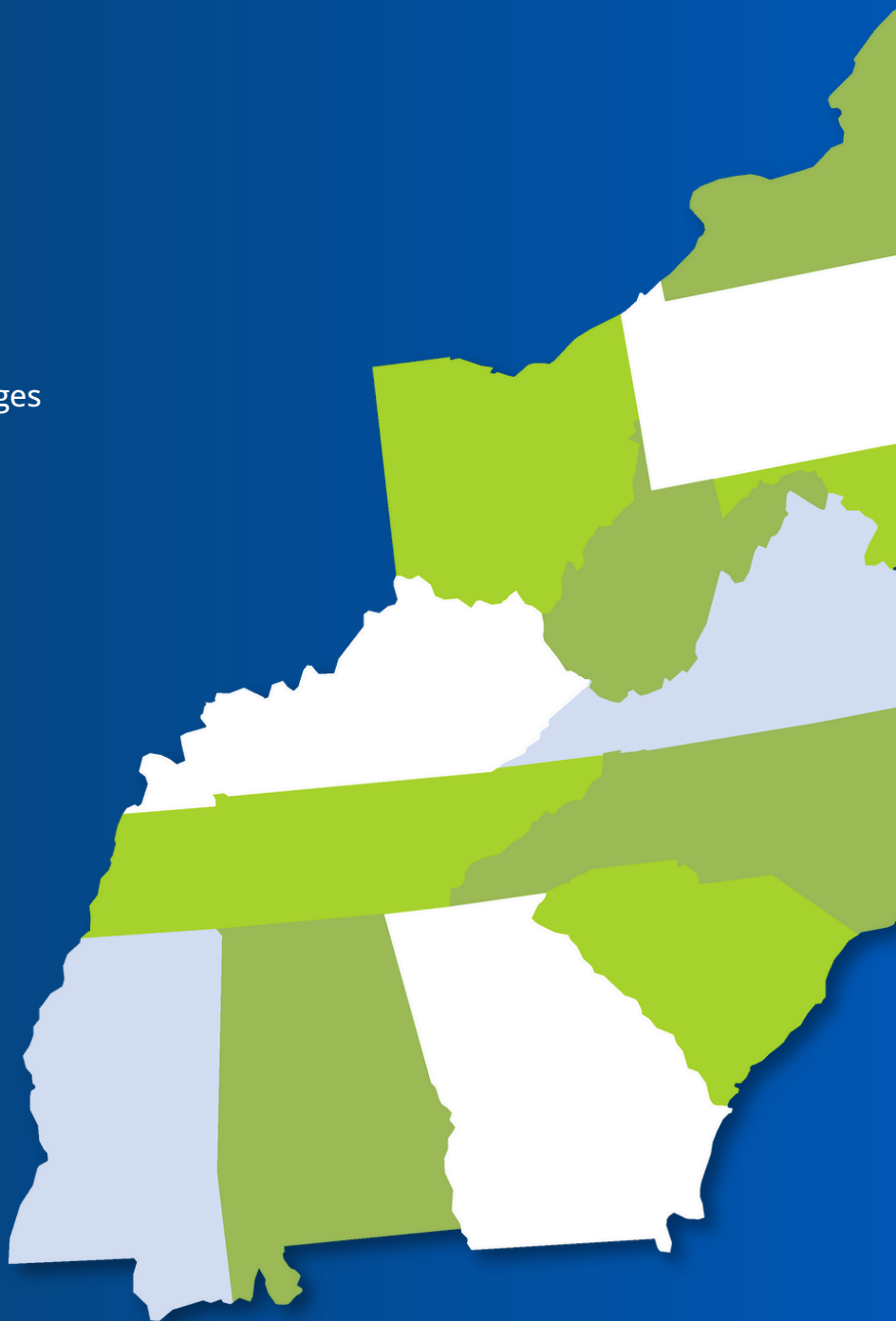
Traditional market forces rarely incentivize innovations specifically for rural settings.

Local Trust

Success requires deeply rooted trust and community engagement, not just technological solutions.

Policy Sensitivity

Solutions must be sustainable under complex regulatory and reimbursement conditions.



Startup Profile Fit

We seek early-stage (pre-seed to Series A) startups with a working prototypes or minimum viable products (MVP) that demonstrate:



Community-Centric Innovation

Solutions must be co-developed with rural communities, validating the true needs, and ensuring solutions reflect cultural sensitivities and practical applicability.



Explicit Problem-Solution Alignment

Innovators must articulate clearly how their solutions directly and specifically solve documented rural Appalachian health challenges, addressing one or more of the following:

- Virtual care or mobile health solutions
- Workforce and staffing innovations
- Chronic disease prevention/management
- Maternal, child, or behavioral health
- Health equity and social determinants of health



Practical and Scalable Solutions

Innovations must address the realities of rural delivery systems (limited broadband, provider shortages, patient mobility issues, etc.), ensuring they are practical, accessible, and scalable.

Our Commitment

At Thinkspace, we are not just incubating startups; we are cultivating solutions that matter. We provide our startups with a unique platform to test, grow, and scale innovations in communities that need them the most.

We believe the next generation of healthcare breakthroughs will come not just from tech hubs, but from those who are bold enough to build where it's hardest—and most important.

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





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