



An \$860 Billion System of Markets
Positioned to Improve Outcomes in
Alzheimer's



A Punk Rock Ethos of Disruption®

Blue Spoon Consulting Group, LLC

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Which is the opportunity....

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The ‘Health Market Stack’

“Ecosystems” are economic systems with the gravitational pull to reset how a market works, or they become channels themselves, with the power to enable new categories of products and services that are native to the new system.

The process knowledge to construct industry ecosystems from scratch – to intentionally combine market fragments in an organized and persistent way – is the foundation to the ‘next trillion in growth’ from what Andreessen Horowitz calls the “mother of all markets.”

The **health market stack** positioned here can spark a new economic system whose annual revenue is around \$863 billion. It centers on the concept of **market interoperability** to enable new health and economic value. The potential payoff for this kind of strategic move is significant: it can open entirely new growth trajectories for players collaborating on outcomes as shared marketspace, while at the same time changing the impact, and government burden, of Alzheimer’s worldwide.

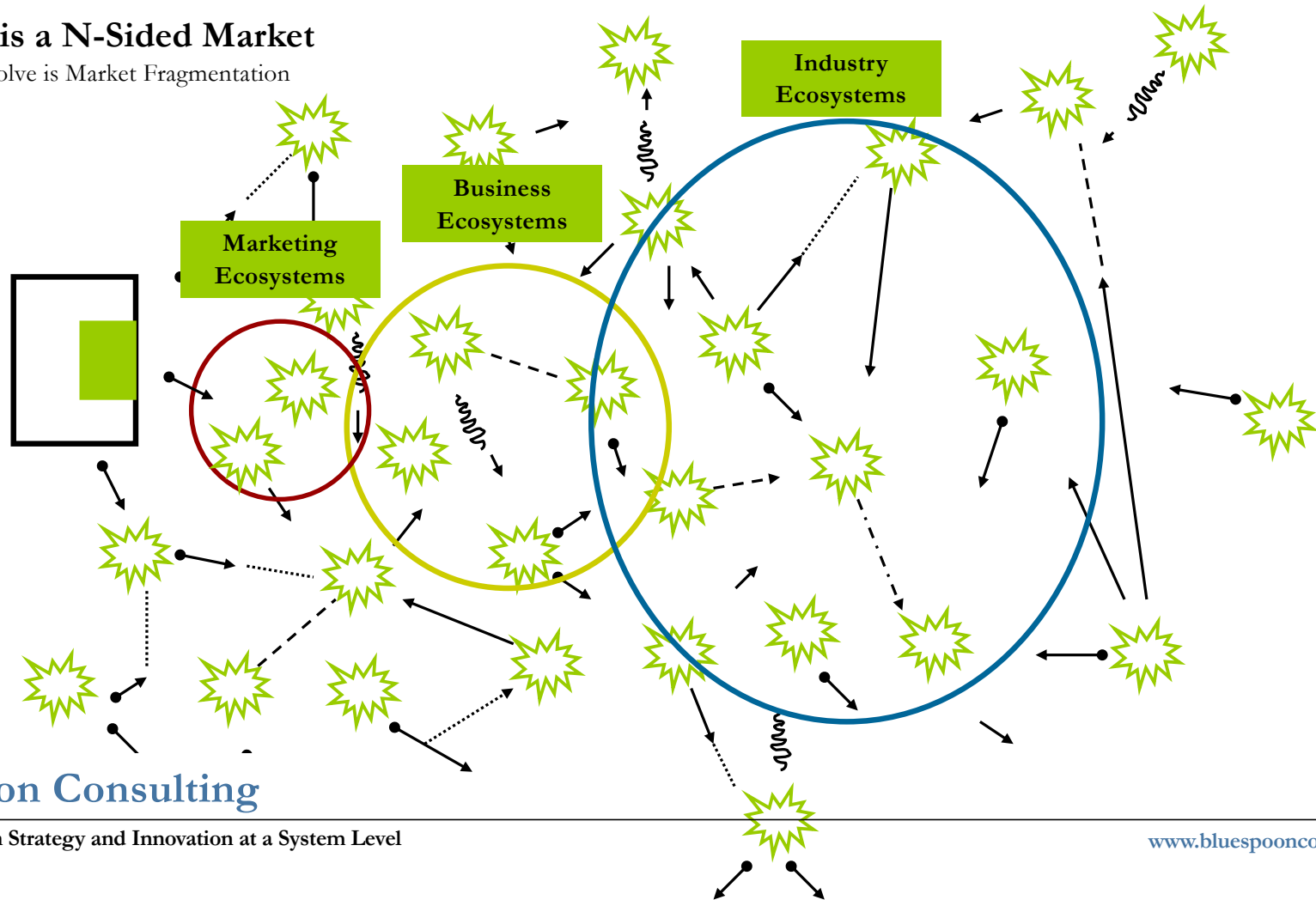
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Healthcare is a N-Sided Market

The Problem to Solve is Market Fragmentation



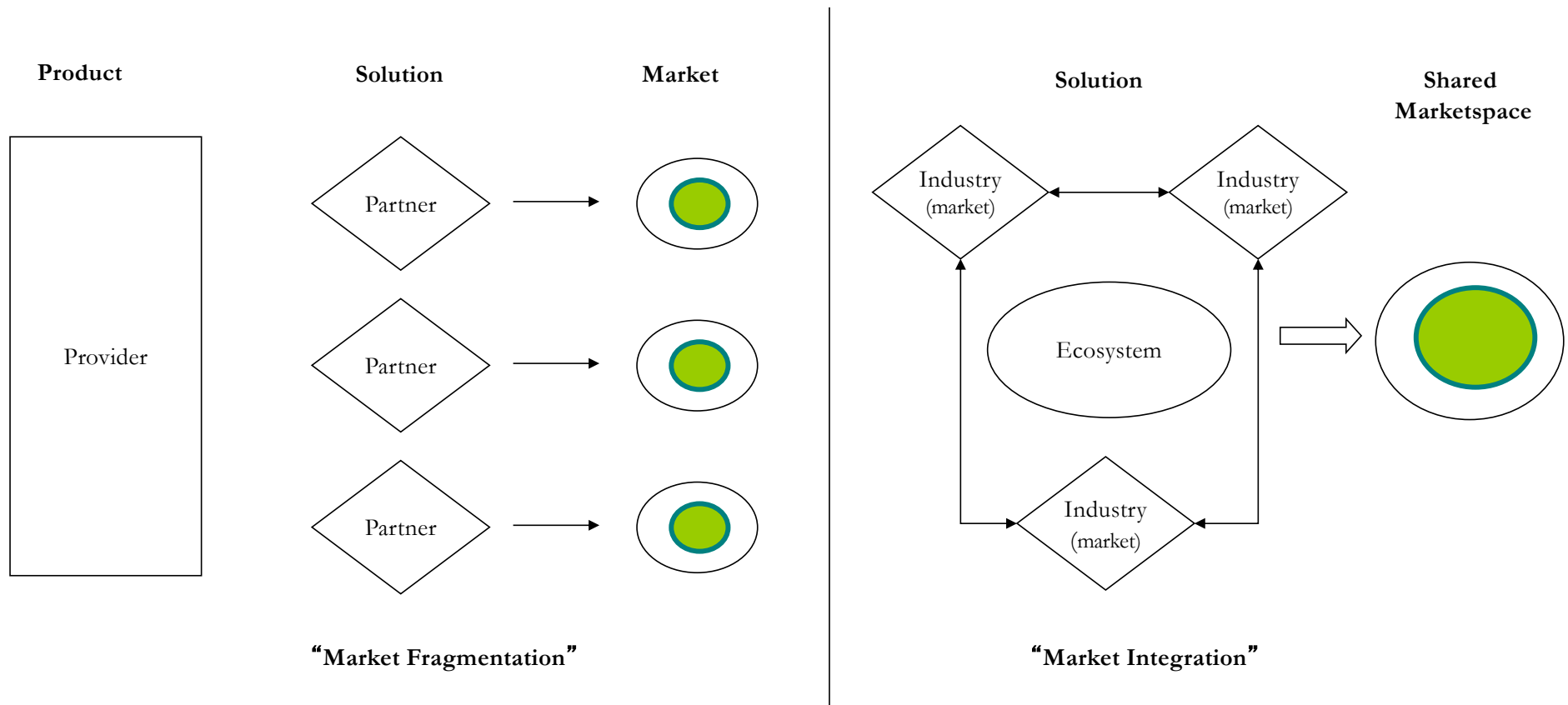
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ecosystem-centered market strategy

DESIGN A NEW 'SYSTEM OF MARKETS' TO OPERATE AS A SINGLE ORGANISM



ecosystem design matrix: “Alzheimer’s” rough mix

AN ECONOMIC SYSTEM WITH ANNUAL REVENUE OF AROUND \$863 BILLION

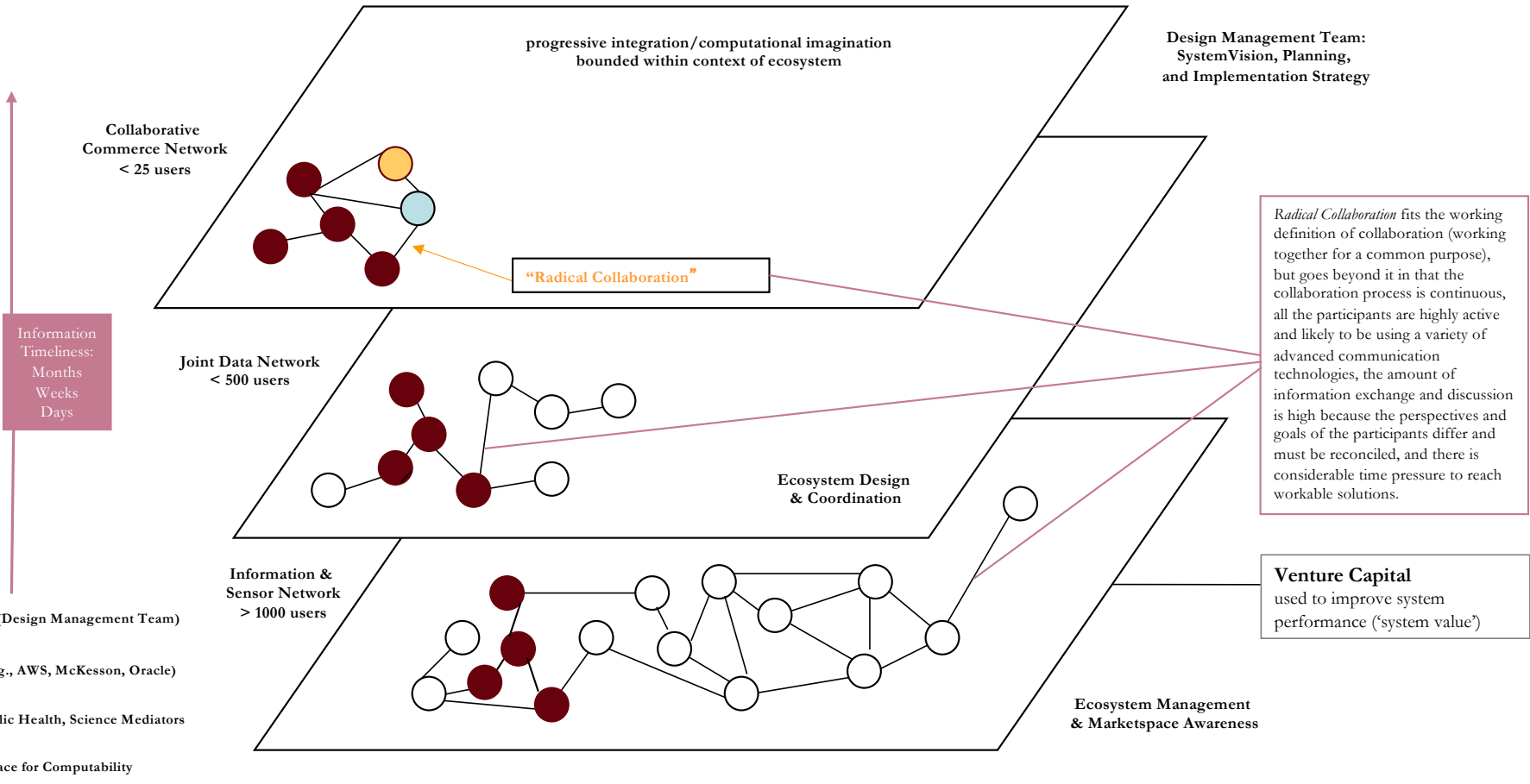
MARKET SET	THERAPEUTIC ROBOT MARKET (\$4 Billion)	TECHNOLOGY SERVICES MARKET – BPaaS (\$50 Billion)	DRUG/DIAGNOSTIC MARKET – “Amyloid Hypothesis” (\$788 Billion)	BRAIN IMAGING MARKET (\$21 Billion)
Market Option 1				
Market Option 2				 CANON MEDICAL SYSTEMS USA
Keystone Partner Option				
Keystone Partner Option				



The 'Health Market Stack'

A New Economic System to Change the Impact of Alzheimer's (Illustrative)

- Sony
- Lilly
- Canon
- HCL



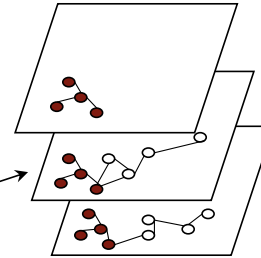
- Keystone Players (Design Management Team)
- Niche Players (E.g., AWS, McKesson, Oracle)
- Government, Public Health, Science Mediators
- New Markets, Space for Computability

Strategic Vision for a Global Market Scope

Design a Portfolio of New Health Ecosystems Worldwide

System-Level Performance Measures¹

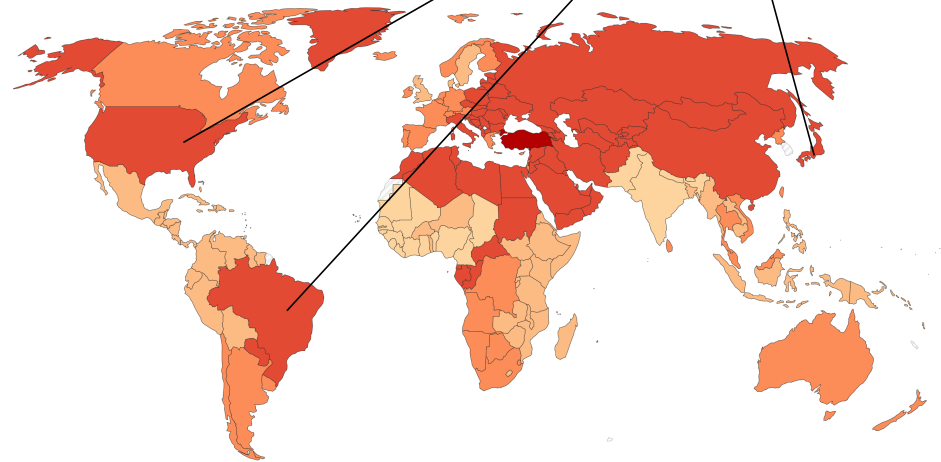
- Health outcomes (population level)
- Resource utilization (direct and indirect)
- Economic performance (state and country)
- Market dynamics (ecosystem components)
- Emergence (innovation and ideas)



Alzheimer's prevalence, 2019

Number of people with Alzheimer's or other forms of dementia, per 100,000 people.

Our World
in Data



¹See also:

China's Tech Hub Shenzhen Moves Ahead with GDP Alternative that Measures Value of Ecosystem Goods and Services

Gross ecosystem product (GEP) system is the total value of final ecosystem goods and services supplied to human well-being in a region annually.

He Huifeng, *South China Morning Post* March 24, 2021

Source: IHME, Global Burden of Disease (2019)

Note: To allow comparisons between countries and over time this metric is age-standardized.

OurWorldInData.org/causes-of-death • CC BY