

# LifeLedger

## Case Study



*"We are honoured to receive the award from such great institutions."*

The future of Legal Innovation in APAC appears to be a bright space, with Ravi, Jacob, Janette and Robbie of LifeLedger driving change from early in their careers. Recognised for their work with LifeLedger, Janders Dean learnt about how they view innovation, and drivers of change for them.

LifeLedger has two major components - the first being a match making platform that assists in connecting patients in need of assistance with groundbreaking clinical trials. LifeLedger distinguish themselves from other data collection platforms, by building their business on trust. By making consent for the usage of data as granular as possible, they aim to increase the number of people who are confident in participating in medical trials.

Their concept emerged through a hackathon in Sydney, where the team met for the first time. They were subsequently awarded the Global Impact Award, and have since refined their idea further. They are currently in the process of partnering with a leading University in the APAC region, and have received positive signs from the market and consumers.

When talking about their guiding principles, Jacob stressed the importance of LifeLedgers guiding principles of trust. "In the past, many Australians are very sceptical about the usage of their data by big medical companies, they don't trust where it goes, and therefore avoid giving it away. We're trying to bring that trust back by being the middle man, and by giving complete granularity of trust." The founders also spoke of a greater societal contribution. "If we are

able to increase participation in user trials, we can accelerate finding cures, and we can make assistance more accessible to a greater number of people."

Since founding LifeLedger the team have spent time amongst the blockchain community in Sydney, and have sought to raise the attention of blockchain amongst medical professionals. At the recent Computational law and Blockchain festival, LifeLedger were recognised as one of two startup's that were provided significant advice and feedback on their product. Further validating their concept.

Coming from a diverse range of backgrounds including law, business, IT and physiology, the group pin their success on their ability to work collaboratively and working with resilience. "We've listened to all feedback, and analysed every challenge to bring LifeLedger forwards."

On next year awards the group sought inspiration from the one and only Steve Jobs - "stay foolish, stay hungry. Look for problems to solve and don't be afraid to tackle something in a different way."