Tinova



Case Study

GENOVA
MEDICAL COURIER

The Founder

Gini Mohammed spent six years inside a large logistics company watching medical specimens get treated like office packages. One morning, a specimen arrived four hours late. Temperature seal broken. Sample unusable. A patient had to come back for a second blood draw. Nobody was held accountable.

Gini quit three weeks later and founded Genova Medical Courier Service, built from scratch to do one thing: transport medical materials with the precision patient care demands.

The mission was real. The market was there. The problem was no one outside of Gini knew any of it. without knowing it?



THE PROBLEM WAS NEVER THE BUSINESS.
IT WAS THAT NO ONE COULD SEE IT."

The Situation

When Gini came to Tinova, she had two clients, one van, and a $75,000 fundraising target. She had already been turned down by two angel investors.

What she was missing

- A website, logo, or any brand identity
- A pitch deck or defined positioning
- External proof of her compliance
- A sales process or pricing strategy

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> "The first investor asked me why a small clinic would choose me over an established carrier. I knew the answer. I just couldn't say it in one sentence. By the time I finished explaining, he was already checked out."

What we Found

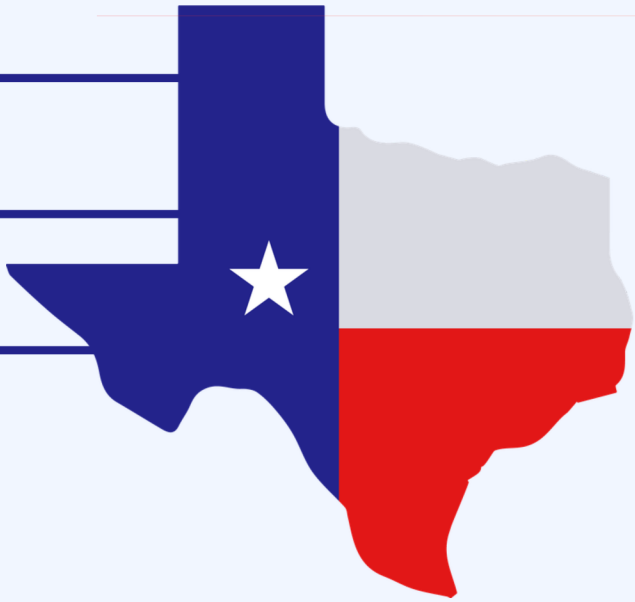
Every major Texas competitor, Life Couriers (35 years), Medical Services Plus, Couriers Texas, shared the same blind spot: medical was one service line among several. Pricing was bundled with non-medical economics. Operations were not optimized for specimen integrity. SME providers were ignored in favor of large hospital systems.

Texas SME providers had two choices and both were broken

Choice 1
Generalists ($15 to $35/run)
No HIPAA BAAs. No chain-of-custody. One incident away from a lawsuit.

Choice 2
Enterprise carriers ($60 to $150+/run)
Compliant but built for hospital systems, not a 12-location urgent care network that needs a human on the phone..

Choice 3
Genova. The option that didn't exist yet
compliance-grade, medical-only, founder-led, priced for SME providers. The gap was real and unclaimed. **We had to build the story**..



What we Built

Every major Texas competitor, Life Couriers (35 years), Medical Services Plus, Couriers Texas, shared the same blind spot: medical was one service line among several. Pricing was bundled with non-medical economics. Operations were not optimized for specimen integrity. SME providers were ignored in favor of large hospital systems.

Positioning, Three Pillars

Compliance First: HIPAA BAAs, DOT Hazardous Materials Certification, OSHA-trained drivers, fully documented, not just claimed.

Medical Only: Every vehicle, driver, and dollar focused exclusively on medical transport. Not a service line. The entire operation.

Founder-Led: Gini's number is on the website. When something goes wrong, she knows before the client calls. That accountability cannot be replicated by a 35-year-old company with 50 drivers.

One-liner

Hospital-grade medical courier, built for the clinics big carriers don't serve.

> **When Gini heard it, she went quiet.**
> "That's been in my head for two years. I just couldn't say it like that."

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Brand Identity

A visual system built to signal medical precision and founder trust simultaneously, deployed across deck, website, vehicle wrap, and compliance documents. When an investor sees the deck and Googles Genova, it looks like the same company.









Pitch Deck

An 8-slide market-gap narrative built around a $7.18B national market, a $575M to $860M Texas opportunity, and a 2x2 competitive matrix with one dot in the top-right corner labeled GENOVA, high compliance, high SME accessibility, completely alone.



Website

Built for two audiences: clinic managers who need to trust before they call, and investors who Google after every meeting. Both find the same story, the same confidence, the same company.





Pitch Prep

Six practice sessions. Every hard question answered until Gini didn't need to think before responding.





$68,000	3 of 4	2 new client contracts	1 telehealth inquiry	Timeline
Raised, 38 days after brand launchr	Investor meetings led to a second conversation	Signed during the engagement ($3,200/month recurring)	Inbound, within 6 days of website launch	21 business days



Tinova didn't change what I was building. They changed how it looks, how it sounds, and how I talk about it in a room. I walked into my last investor meeting and before I sat down he said: 'I looked at your site last night. Tell me about the telehealth angle.' He already understood. I just had to confirm it."

Gini Mohammed, Founder and CEO,
Genova Medical Courier Service

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