


# GP-AI Gatekeeper – iUK Q6e – The potential market (533 Final A)

2088z17)   GP-AI Gatekeeper – iUK Q6e – The potential market (533 Final A)  [17 Jan 2024]

By **Nick Ray Ball**

Friday – 19:30 GMT – January 17, 2024




## Question 6. The potential market

What is your target market and what is your strategy for securing the market opportunity you have identified, including your route to market and commercialisation of project outputs?

### Superb Version: 533 Words

Sir Keir Starmer: January 13th, 2025:

*“This is the global race of our lives: Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them. The question is, which of those will Britain be – AI maker or AI taker?”*

Given Keir Starmer’s support for AI makers, it is not unrealistic to envision a collaboration leveraging NHS branding, enabling [S-Web Swapping Menus Function \(SMF\)](#) franchising to establish a global monopoly. Learning from the loss of the villa rental market to Airbnb, we identified two opportunities—[TLS-W](#) , a product for the legal sector, and [The GP-AI](#), a broader healthcare project that evolved to create a focused, cost-effective implementation:   **GP-AI Gatekeeper**. Both are ripe for monopolisation using our AI CMS, [Sienna AI](#).

Through NHS collaboration, GP-AI Gatekeeper could transform healthcare delivery and accelerate Britain’s role as an AI leader, aligning with Starmer’s vision of the UK dominating AI innovation rather than importing it.

#### 1. **Size and Structure of the Market**

McKinsey & Partners highlights a \$1 trillion unrealized potential in healthcare, with generative AI poised to disrupt inefficiencies. GP-AI Gatekeeper is uniquely positioned to capture this opportunity, leveraging NHS branding and SMF franchising as strategic enablers for economic and societal transformation. (Source: [McKinsey & Partners](#))

#### 2. **Market Dynamics**

AI in healthcare is driving unprecedented disruption. Leveraging UK-led legislation under Sir Keir Starmer, GP-AI Gatekeeper will establish first-mover advantage.



#### 3. **Competitive Advantage**

SMF [Franchising](#) and NHS credibility would create an unparalleled defence against competitors while driving rapid adoption.

#### 4. **Market Growth and Predicted Growth Rates**

This is a once-in-a-lifetime opportunity with market growth projected between \$10 to \$100 billion within five years for the winners. The healthcare AI market is on the cusp of exponential growth, and GP-AI Gatekeeper is uniquely positioned to capitalise on this wave.

#### 5. **Who is ready to buy your innovation? What is your planned route to market and commercialisation?**

We will begin in the niche market of private GP concierge services, partnering rather than selling, by leveraging the S-Web franchising system to create localised versions across the UK. Along this trajectory, we propose offering cost-price usage of   GP-AI Gatekeeper throughout the NHS in

exchange for international branding rights. Additionally, we aim to collaborate with leading private medical carriers to develop a superior product that combines GP-AI Gatekeeper functionality with private referral systems, addressing shortcomings of existing platforms like Top Doctors to improve patient outcomes.

**6. The export potential for your project outputs.**

GP-AI Gatekeeper has exceptional export potential, targeting the trillion-dollar international healthcare market. By scaling across developed nations and offering the technology free to impoverished countries, we position the UK as a leader in global healthcare AI while generating transformative economic and societal benefits.

**7. Any barriers to entry, and how will you overcome these?**

Barriers to entry become our strategic advantage, as Sir Keir Starmer and the UK government recognise the opportunity to lead globally by passing targeted legislation. As a former DPP, Starmer understands the importance of regulation in enabling technologies to overcome obstacles in the US, Europe, and beyond. This legislative foresight ensures the UK becomes a pioneering AI maker rather than an AI taker.