



GP-AI Gatekeeper – iUK Q6c – The potential market (400 Final A)

2088z16)   GP-AI Gatekeeper – iUK Q6c – The potential market (400 Final A) [17 Jan 2024]

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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?



Direct copy and paste from the Innovate UK page

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 product opportunities: The [TLS-W](#) in the legal sector and [GP-AI](#) in healthcare---**both are ripe for monopolisation using our AI CMS.**

GP-AI Gatekeeper could transform healthcare delivery and accelerate Britain's role as an AI leader.

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.
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](#)(1) 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.
5. **Who is ready to buy your innovation? What is your planned route to market and commercialisation?** We will start in the niche market of GP concierge services, partnering via [the S-Web Franchising System](#)(2). Along this trajectory, **we propose cost-price usage of**   GP-AI Gatekeeper across the NHS for international branding rights* while collaborating with private medical carriers to create a superior referral-system, addressing flaws in platforms like Top-Doctors.
6. **The export potential for your project outputs:** GP-AI Gatekeeper has immense export potential, targeting the trillion-dollar global healthcare market. Scaling across developed nations while offering free access to impoverished countries positions the UK as a leader in healthcare AI, delivering transformative benefits.

7. **Any barriers to entry, and how will you overcome these?** Barriers-to-entry become an advantage, as targeted legislation led by Sir Keir Starmer ensures global adoption. **Starmer's legal expertise enables the UK to overcome international obstacles, securing its position as an 'AI maker.'**

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