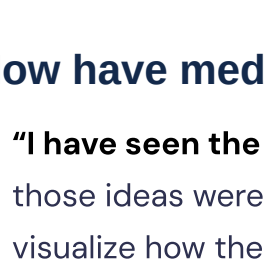
Founder interview

Before you build it, see it.

Juan Peredo built Bolbeck Imagine so that clinicians, engineers, and students can turn a half-formed medtech idea into an illustrated story that everyone in the room can understand.



Juan Peredo

Founder of Bolbeck Imagine

Bolbeck LLC, Chicago. Former AWS cloud application architect.

Search it
What already exists?

See it
Turn it into a story

Build it
Together, with clarity

At MedSpaiz, we say **"Search before you build."** This week's guest adds a second step: see it before you build it.

Every medtech innovation starts as something fragile. A neonatologist notices a monitoring gap at 3 a.m. A biomedical engineering student sketches a sensor between lectures. A software engineer imagines an app that could catch a complication earlier. Many of these ideas fade early, not because they are bad, but because nobody else can picture them yet.

Juan Peredo, an AI and cloud architect from the Greater Chicago Area and a former AWS cloud application architect, built Bolbeck Imagine for exactly that moment. His AI-native storytelling platform turns an idea into an illustrated story to show what a device is, who it helps, and how it fits into a real clinical moment.

Juan, why should medtech innovators care about an illustrated story?

> **"Because in medtech, your first challenge isn't engineering.** It's communication. A clinician has to explain a problem to an engineer. An engineer has to explain a prototype to a clinician. A founder has to explain both to an investor or a grant reviewer. Everyone is imagining something different. Bolbeck Imagine puts the same picture in front of everyone, and it keeps you, the innovator, in that picture."

How have medical professionals used it so far?

> **"I have seen the platform used for sensor and app ideas** when those ideas were still very vague. Nobody, including them, could visualize how the idea would work. Once they saw their concept as an illustrated story, the conversation changed. People could point at a page and say 'that part, tell me more.' They looked at it and said the idea looked worthwhile."

"

AI helps you and everyone around you imagine the possibilities.

Juan Peredo, Founder, Bolbeck Imagine

Five ways to use it this week

Device concept storyboards
Show your wearable, sensor, or diagnostic in use: in the NICU, the clinic, or at home.

Clinical workflow stories
Walk through the problem as a nurse, parent, or patient lives it, then show where your solution steps in.

Pitches and grant conversations
Open an investor meeting, or align your team on the vision before writing your Specific Aims.

Patient and family education
Explore how to explain a new device or procedure simply, especially for children and their parents.

Cross-disciplinary teams
Give clinicians, engineers, and designers one shared story to react to before anyone writes code or orders parts.

How is it different from general AI chat tools?

> **"Most AI tools give you answers.** Bolbeck Imagine gives you imagination, and it keeps you in control. You start with a simple idea or outline and end up with something you can show."

Where is Bolbeck Imagine heading?

> **"It started with storytelling for young people.** Step by step, the platform is evolving to help people present complex concepts and ideas in medtech or other topics. The goal is to bring difficult topics in a story format that can easily be understood and visualized."

A founder who shares what he builds

Every Monday, Juan runs book-writing sessions for **iLight Global**, a volunteer-led NGO supporting children in India. Participants include students aged 15 and up and volunteers up to age 40. Many have written books that are now ready to publish, and some are reading their own books in their classrooms.

The MedSpaiz challenge: try it once

Take one idea, even the one you're least sure about, and give it ten minutes.

1. **Search it.** Check what already exists in the MedSpaiz Gap Finder.
2. **Imagine it.** Describe your idea or outline in a simple prompt at imagine.bolbeck.com.
3. **Read it as a story.** Does it still make sense? Who is in the picture? What's missing?
4. **Bring it back.** Share it through Submit Idea on MedSpaiz, or with someone you'd like to build it with.

Try Bolbeck Imagine free

New users start with **100 free credits**.

Protecting your IP? Start with a general version of your concept rather than confidential technical details. The story will still show the vision.

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