***During his 12-year career as a surgical device and sales representative, Kanubaddi saw the need for software that connects hospitals with surgical device companies to help each entity oversee vendor-managed inventory. In the most severe instance he saw, the proper tools for a neurosurgery on a three-month-old were not available at the time of the procedure, due to a lack of communication between the hospital and surgical device company. As a result, the surgical team had to perform a different, more invasive type of surgery on the infant that resulted in a longer hospital stay and higher surgical cost. Disgusted because of the situation, Kanubaddi designed the ReadySet Surgical software, quit his job and made the technology available for hospitals to try out in 2014.***