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MGT 1022

LEAN STARTUP MANAGEMENT

J COMPONENT

REVIEW I

Abstract Document

Submitted to
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ABSTRACT:

i. What the team has in mind about the project?

The problem that we are going to solve in this project.

- If we get any disease or any medical issues, then we'll certainly go to the doctor.
- What if we are embarrassed of sharing that medical condition to others and it can be cured in our home using homemade medications or some simple medicines which won't have side-effects. Example of such medical issues: Some skin disease on some intimate part of the body, etc.
- Skin diseases are more common than other diseases. The causes of Skin diseases may be fungal infection, bacteria, allergy, or viruses etc., but the cost of such diagnosis is still limited and is expensive.

- Also there is a problem for elderly people to keep track of which medicine they took or which they didn't as they have to take a lot of medicines.

The solution:

- A real-time app to detect disease at intimate places of the human body. A software which detects skin diseases by taking pictures of areas of skin and symptoms. You can either create your profile or run it in the intimate-mode which secures your private information and photos.
- So, by using image processing techniques we could build an automated application to perform this task. The main purpose of the project is to identify the intimate images and provide information in a secured manner to the users. The methodology of convolution neural network (CNN) will help in predicting the images and the kind of the skin disease. The users can use the android application either by creating an account or by using the feature of incognito mode. By this way the users won't hesitate in using the application as the entire process would be handled in a secured manner. The users can easily get the report of their uploaded images and then they can understand what kind of skin disease they are having. Thus by creating this application we could help those people who are not comfortable in sharing the information about their intimate diseases.
- We will add a feature of telling to detect medicine based on the QR code of the medicine and it will tell which medicine it is and whether they already took that medicine or not.

ii. What they wish to accomplish?

- What we want to accomplish is, to provide the knowledge and resources every human-being should have if they want to cure the disease which they think is embarrassing to share with others and which is not too threatening to their life and can be easily cured in home or by taking some generic medicines.

- Also, if they are taking those medicines then they can keep track of which medicine they took and which they didn't.
- The issue is that people wouldn't think twice about telling others that you used eye drops for the eye-infection, but it might feel very uneasy about sharing serious issues like taking drugs, STD or an on-going medical issue. Also people believe sometimes that medicine reflects shortcomings. This discomfort about the condition and the requirement for treatment can lead to poor health. This feeling of being ashamed can have very bad consequences for the body and mind.
- For providing this service of knowledge and resources, we will build a real-time app to detect disease at intimate places of the human body. A software which detects skin diseases by taking pictures of areas of skin and symptoms. Here you can either create your profile or run it in the intimate-mode which secures your private information and photos.

Creating an app is not our focus here. Our main focus is on how to actually implement it as a startup and solve this issue of self-medication without proper knowledge of the disease.

Of course, we can not eliminate doctors if the condition is too serious, but we can provide help to people who want to cure it by themselves and the conditions which are not life-threatening

iii. How they are going to accomplish?

The world is presently in a period of restructuring. People have become isolated inside and are adjusting to virtual reality. Mandatory restrictions worldwide have increased pressure on the healthcare sector.

Meanwhile, medical consultants have extended their outreach activities on a variety of online platforms. Doctors are now allowed to provide telemedicine counselling to their patients. This has given us momentum to develop an online medical consulting platform.

Step 1: Choosing an all-in-one- consultation platform

The Early identification and capture of opportunities are a key strategy for success. This is what a strong consultative platform is going to do. So, we began researching the options our consultation platform will offer to the patients:

- Provides the flexibility of choosing video or audio calls.
- Enables your presence to be promoted.
- Supports flexibility to extend the use of texts.
- Supports analysis data, detailed reports.

Step 2: Opting for the extended flexibility of customizations

It helps keep you connected virtually with your patients. Flexible customization will be seen in the form of:

- Picking a multilingual platform to connect with regional patients
- Picking a theme-oriented marketplace to offer impressive presence
- Picking an extension to manage your calendar availability
- Picking the flexibility to schedule/ reschedule appointments

This comprehensive shift in the consultation approach will help provide optimal care for the patients. The 24-hour availability of doctors via the consulting market will change healthcare for the better!

Step 3: Choose your preferred payment methods

The consultation market we are planning to create offers patients the possibility of introducing consultation fees as they see fit. They can either go for pre-billing, appointments or can pay the charges once the consultation is over. Flexible and multiple payment gateways will enable the patient to:

- Improved patient response in terms of payment pathway flexibility.
- Enhanced geographic coverage through the selection of a convenient payment option.

- Optimized flexibility to extend your online healthcare practice.
- Increased access to multiple payment features.

Step 4: Choosing the right technology

By choosing the right technology suite, we make sure that our online consultation activity never goes down. To add some specific ideas, here are some points that we will have to be familiar with:

- Getting a zero-tech setup necessary to cancel the necessity for any technical team.
- Getting the advanced and tested marketplace to empower your consulting business
- Making informed decisions about fixing your profile and consultancy
- Getting the mobile/web version of your conversational marketplace to expand your presence

Also the app we will be making will have all the features mentioned above and it will be real-time and using Deep learning algorithms and Machine learning algorithms to make the models to detect the disease and using opneCV to scan the QR and tell the medicine is taken or not.

iv. Why they want to carry out this project?

- We generally have health issues. Among these skin related issues were the most common ones. Consulting a dermatologist is expensive and not all can afford it. In the case where a patient's illness can be treated by practicing remedies at home, visiting a doctor seems overwhelming. With the help of technology, we wanted to bring a solution that could solve this problem.
- Various deep learning techniques helped us to create an application that could predict the skin disease with which the patient is suffering. Now, without visiting a clinic all the patients can use our application to predict their skin disease. People could use these results and decide if they had to really want to visit a doctor.

- Based on this result patients can practice various at home remedies, which are not harmful. Also, people who are not comfortable to talk about the diseases that infected their private areas can make a good use of application.
- To fix the problem to keep track of the medicine intake.

If a patient has some uncertainty, they can visit a doctor and show him the prediction. In this scenario, those patients can use our product and get the prediction of the disease, later meet the doctor if it was harmful.

v. Where they want to carry out this project?

- In the beginning we are planning to implement the project in India as the huge population and different equatorial climate conditions with a large population provides a large market to capture users from ([data from studies has shown that this could be as large as 42 billion people](#)).
- The shyness of Indians as well the high cost of visiting a specialist dermatologist will also add as an extra advantage.
- The smartphone penetration in India is also set to reach record highs by 2025 to 1 billion as [provided here](#). This with the arrival of 5G by 2022 will ensure that the app will be accessible to a lot of Indians. Making sure that the algorithm is patented, the project can be scaled up quickly to mainly developing countries and countries with tropical rainforest climate as people and tourists there are easily susceptible to skin rashes and allergies (only after an initial assessment of the success in India is done).

The project can be easily hosted in online server hosts like AWS/Azure making the real-time scanning as fast as possible and secure.

vi. Who are going to be benefitted?

Our app certainly has a wide application and there are majorly three kinds of groups that will benefit from our project.

1. The first group that reaps the benefits of this app are those who have skin diseases in places they are unwilling or too ashamed to talk about. In our country, it is still a kind of social taboo to speak about diseases that involve intimate areas. Through this app, they can diagnose those diseases and get prescriptions from certified medical personnel while remaining completely anonymous.
2. The second group that reaps the benefits are those who are ignorant of the symptoms of various skin diseases. Sometimes, arbitrary things such as asymmetrical moles can be early symptoms of skin cancers. Most of the time, these are ignored as the patients consider the symptoms irrelevant in addition to being unwilling to pay the hefty doctor's fees. This app will directly benefit those people as it will help detect such kinds of early symptoms while helping them avoid hefty doctor's fees.
3. Those people who want to keep track of the medicine they take generally elderly people who have a lot of medicines to take.

vii. What will be the contribution of your project to the stakeholders?

In this developing, modern world Every problem is getting its upgraded solution one such idea is our app which has the notion of having remedies to the problems which can be cured at our home itself which provides a fix to all the problems arising.

The stakeholder we have are:

1. The client

The clients are our customers who use our app and it will be of great benefit for them.

Now, let's look at the benefits from this upcoming solution starting from:-

- a. **It saves money largely** as reaching out to the doctors for simple treatments consumes our money which doesn't serve its purpose and mainly medications for every problem aren't advisable instead natural remedies offered at our app can be of great treatment.

- b. Also, there are a few problems which can't be discussed openly, therefore, using our app not only provides the necessary medication but also takes care of the privacy.
- c. The app also reduces the transportation effort and costs due to that. People who are working need not worry about appointments and the time spent in the time of getting treatments.
- d. They don't have to worry about which medicine to take and when to take.

2. The company and its employees and the investors (i.e. us)

- a. We can have ads in the apps and thus getting huge shout outs and the income from the ads can be used for the salary of the employees
- b. This is for a great cause, so it will built a very good image for the company and its popularity, and we can use it to promote good under-rated doctors and taking charges for the promotion we do and the clients we bring to them.
- c. Also, the service the app offers will change the whole way of the medical industry in the coming times. Therefore the stakeholders the investors and the users using the system will be a win-win situation for all and be a game changer.

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