



# HEALTH ASSISTANT





# TEAM PRESENTATION



**ABISHEK**  
SERVICE AND  
MAINTENANCE HEAD



**AASHISH RAJ**  
CEO



**BEVIS  
MATHEW**  
PRODUCT DEV HEAD



**SRIKAR**  
CTO



**ARYAK**  
CFO



**ARPIT  
BHATTAR**  
CMO



**ARUN**  
SALES HEAD

# 1. INTRODUCTION



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*“THE GREATEST WEALTH IS HEALTH”*

## VISION

- **TO SEE EVERYONE USING TECHNOLOGY TO TAKE CARE OF THEIR HEALTH**

## MISSION

- **COMMIT TECHNOLOGY AND IDEAS TO HELP PEOPLE TO TAKE CARE OF THEMSELVES AND BE HEALTHY**

# INTRODUCTION

The aim of our company is to make the process of health treatment automatic and enhance and ease the process.

We are making an app for this which will provide you the facility to

1. Know the disease,
2. Cure the disease on your own by using homemade solutions (if it's not too serious),
3. Connect to doctor of relevant field who is a specialist of curing that type of disease,
4. Scanning prescription and reminding when to take medicines,
5. Reminding to upload the status that how much it is cured,
6. Reminding when to take appointment for recheckup.

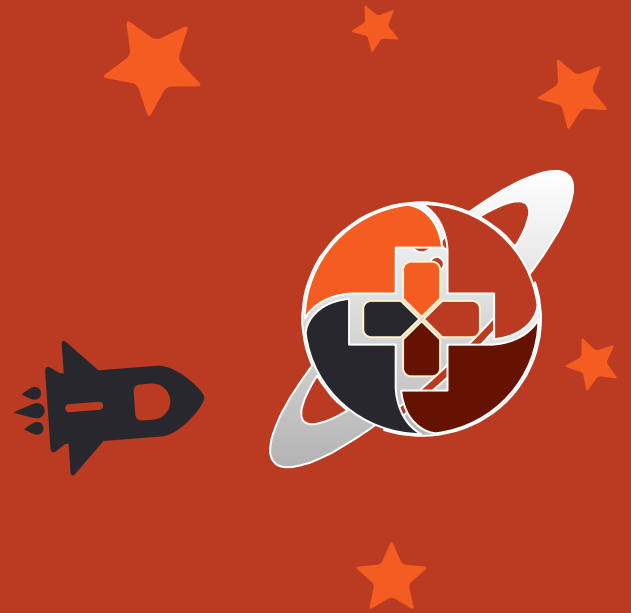
All these things can be done in two modes:

1. User Login and Signup mode.
2. Intimate mode (where none of your data will be saved)



# CHANGING THE WAY PEOPLE SEE HEALTHCARE

- IN CLINICS AND HOSPITALS
- ALL MEDICAL RECORDS
- EATING & SLEEPING HABITS



# Chief Executive Officer

Aashish Raj





### **Assembling Team:**

- I will be responsible in the process to recruit new members for the job which we are not able to handle with the current amount of members.
- I will have to make sure that people in my team are working efficiently and there is no issue between them in implementing any activity.

### **Product vision:**

- I will ensure to bind the team members and redirect their focus towards our goal and motivate them to excel their responsibilities.
- It will be my responsibility to regularly refine my company's product vision as a result of frequent interactions with any authorities.

### **Brand management:**

- I will be responsible for building a strong brand and I must be proactive and generous with time and handling every problem.
- I will ensure the quality of the service that we are providing, like providing assistance for medical treatment, then it should work without any lag, very fast and without any errors.

### **Cash flow:**

- I will be responsible and I will tackle if there are any difficulties from the finance side. For example if there is a lot of load on the servers and the machine learning model is responding too slow due to less resources.

### **Managing Investor:**

- I must be updated throughout all the activities and tasks that are implemented and properly witness all the activities so as to not let down our investors in any possible way.

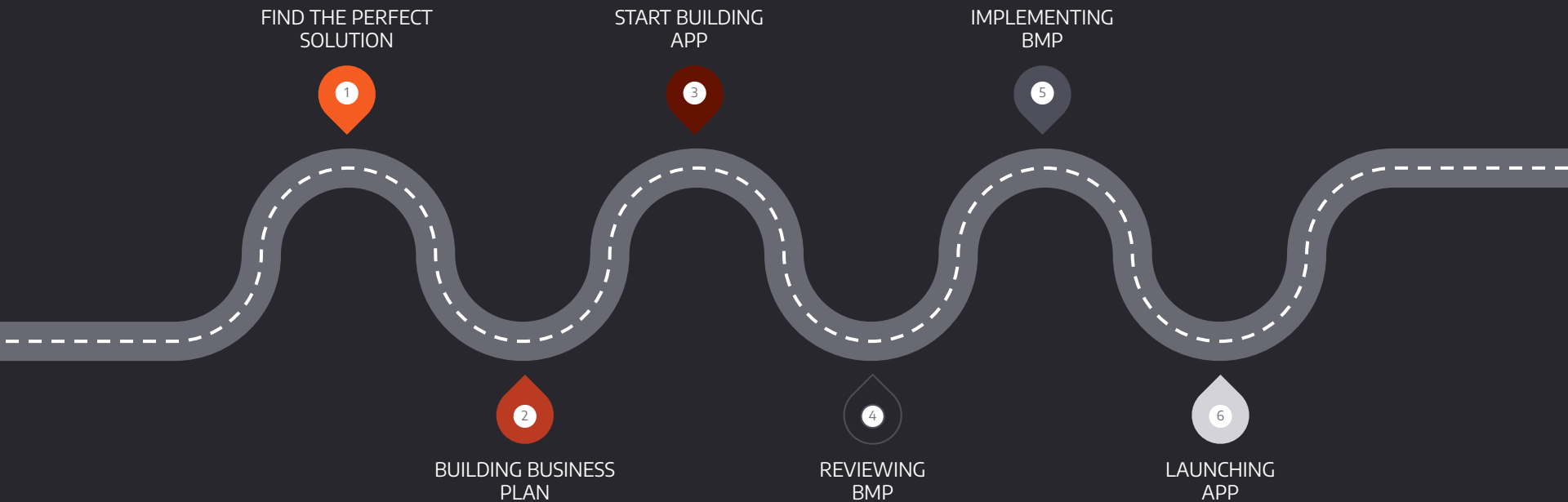
# BUSINESS MODEL CANVAS

<b>Key Partners</b>  <ul style="list-style-type: none"> <li>* DOCTORS</li> <li>* SCOUTS</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>* Disease Prediction</li> <li>* Medicine Reminder</li> <li>* appointment with doctor</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>* One platform for all Health care activities</li> <li>* Bringing technology in healthcare which is accessible to everyone</li> </ul>	<b>Customer Relationship</b>  <ul style="list-style-type: none"> <li>* Self-service</li> <li>* Providing advanced technical resources</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>* Those people who will use our app for consulting doctors</li> <li>* Those people who wants to cure themselves</li> </ul>
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>* RS. 149 for each consultation</li> <li>* Value driven</li> </ul>	<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>* A few parts of the Consultation charge for the doctors</li> <li>* Advertisement</li> </ul>			

# GANTT CHART

WEEKS	FEBRUARY				MARCH				APRIL				MAY				JUNE			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
PROBLEM IDENTIFICATION																				
IDEA																				
BUSINESS PLAN																				
MAKING APP																				
REFINING BUSINESS PLAN																				
IMPLEMENTING THE BMP																				
RELEASING THE APP																				

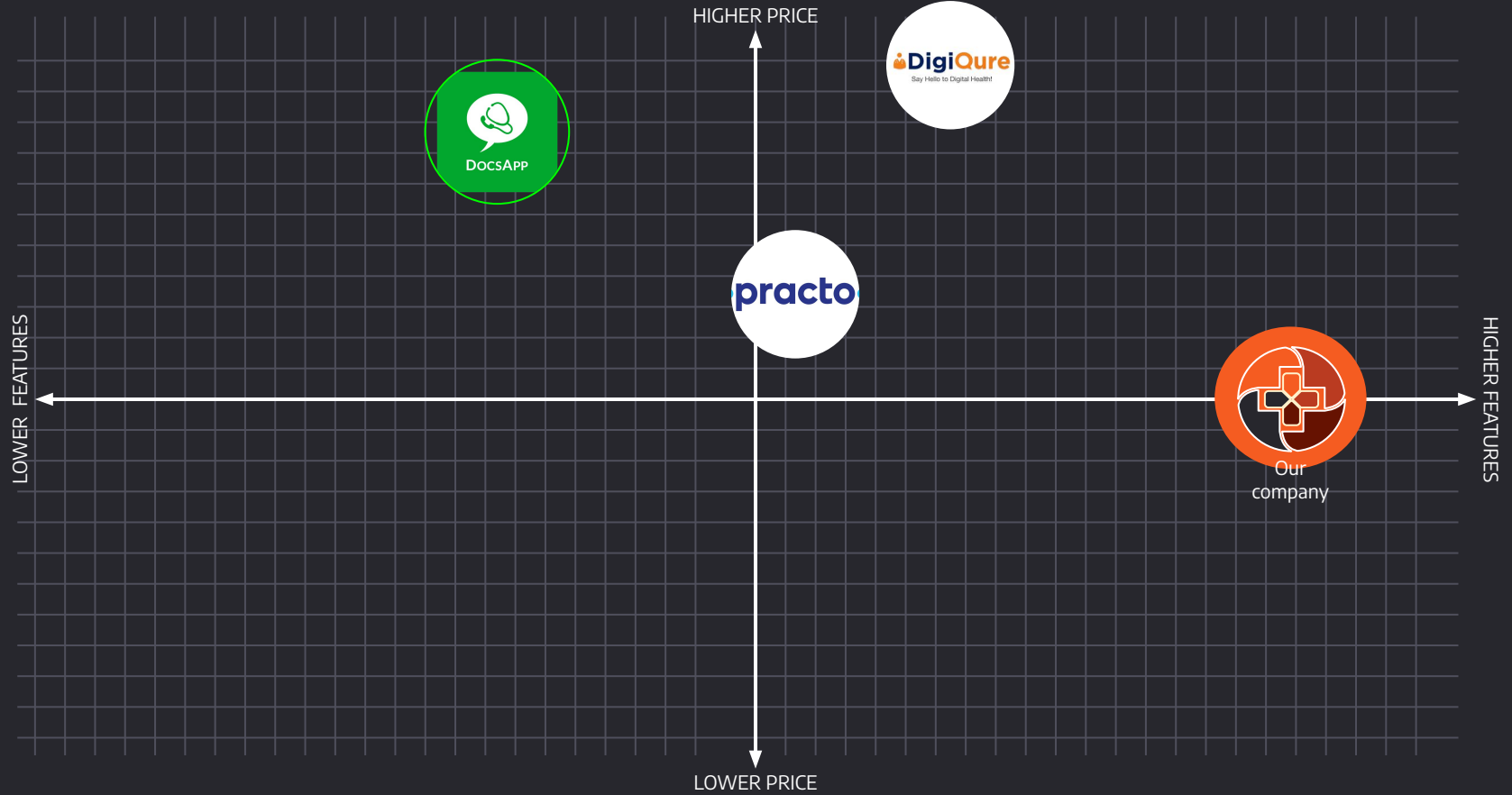
# ROADMAP



# Unique Value Proposition (UVP)

- We will succeed in the market where others may have failed because we are providing a lot of features and we are solving a problem which is not considered by other companies. We are making the whole process of medical treatment very automatic.
- The main features of our product are:
  - 1. Users can upload the part of infected area and will get the necessary results immediately.
  - 2. Based on these results, the users can visit a doctor and take remedies at home in case of simple diseases.
- Our product provides convenience to the customers and people who really cannot visit the doctors can make a good use of our product if they want to check their condition before visiting the clinic. Although it is always advisable to take the doctor's opinion as well. We are maintaining the whole medical history and .These features will definitely provide us an edge over others because we provide convenience and protect the privacy of the users
- Practo and Docsapp are the main competitors of our company. It's competing with providing appointments to doctors, but we are providing much more than that.
- Our brand is very meaningful as it is solving a big problem and providing a very good solution

# COMPETITOR MATRIX



# Android Application

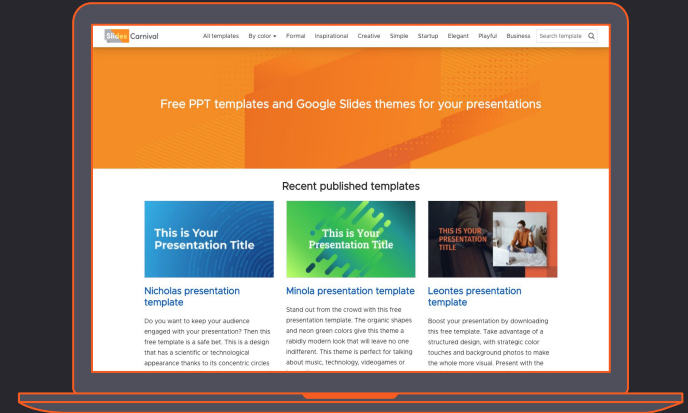
Chief Technical Officer

**-Srikar Vishnu Datta**



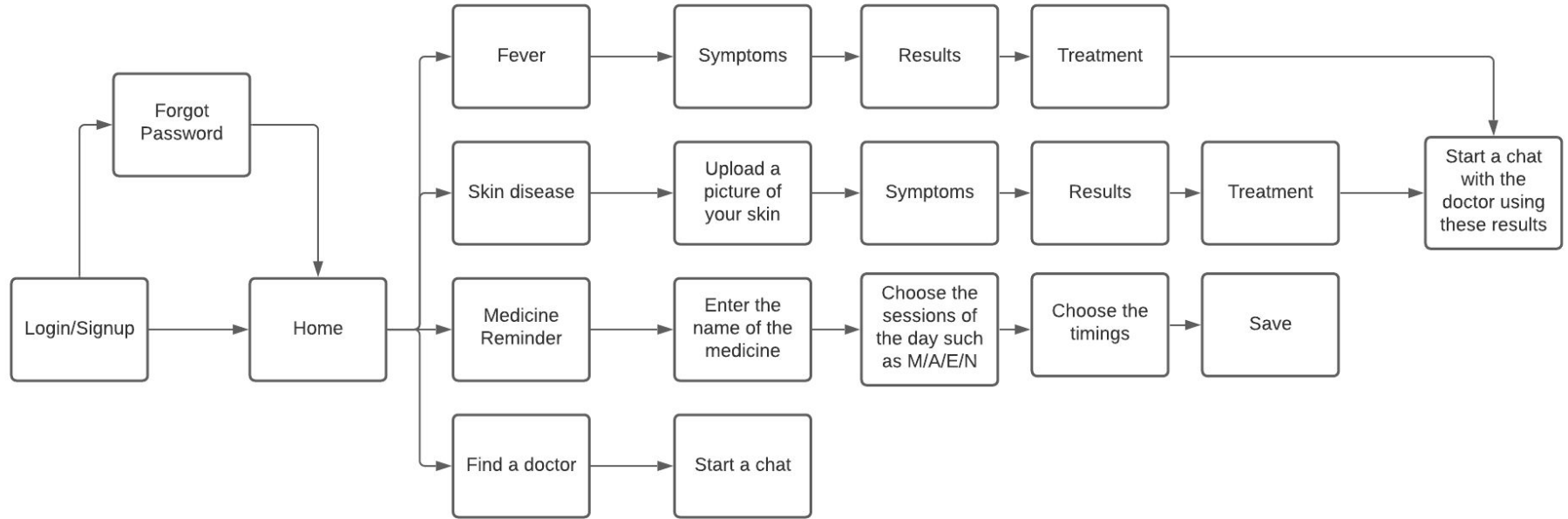
# My Responsibilities

- Develop an application for different platforms such as android, iOS and web.
- Maintaining the integrity for the application.
- Perform tests on the product before releasing it.
- Deploy the product on various platforms.





# Overview of the application



# Main features of the app

## Incognito mode:

If the users/patients are uncomfortable of sharing their image, they can use this incognito mode and this mode helps the users to protect the privacy of the user's data.

## Symptoms checker:

Upload the picture of your skin and mention the symptoms to get the results.

# Progress till date



**Greetings,**

Click here to start your  
journey with your health  
assistance



**Existing user?**



**New user?**



**Welcome Back**

Email

Password

**Forgot Password?**

Login

Sign in using



Dont have an account? **Sign up**

**Register with us here**

Email

Password

Confirm Password

Sign up

Sign up using





Hi pick any of the below to start

Fever

Skin Problem

Medicine Remainder

Find a doctor



Upload a picture of your skin



Next >



Symptoms

Skin turned to red ☐

Itching ☐

Swelling ☒

Pain ☒

Next >



Results

Bacterial ☒

Fungal ☐

Acne ☐

Pox ☐

Probability 89%

Treatment >





## Treatment

Bacterial



### Follow the steps below

1. Wash your face thrice a day
2. Avoid junk food for few days
3. Do not scratch the infected area

Consult >



Doctor



Results

Typing..

Type here to send message



## History

Result-1

[View](#)



Result-1

[View](#)



Result-1

[View](#)

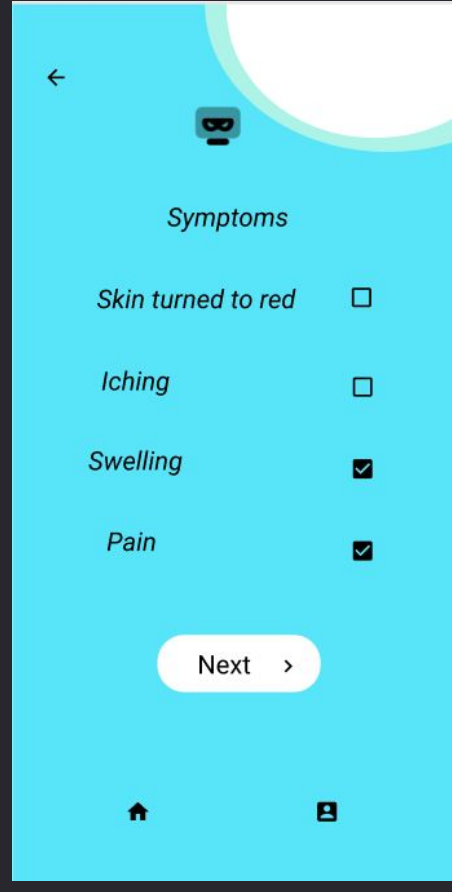
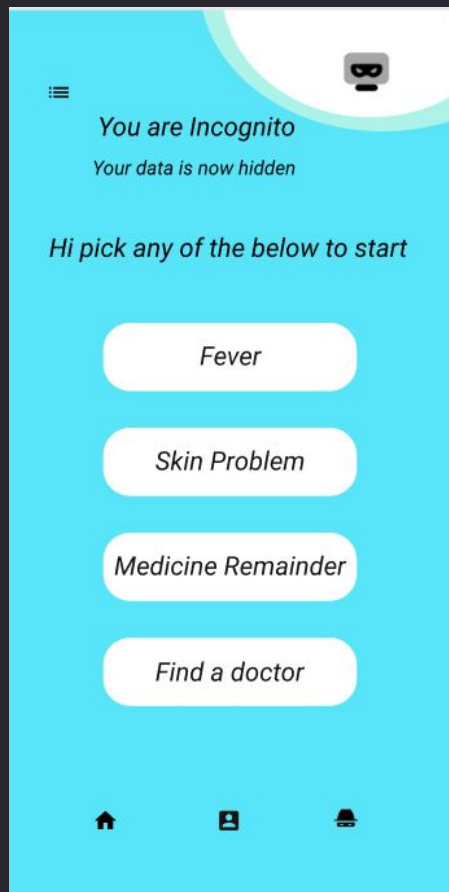
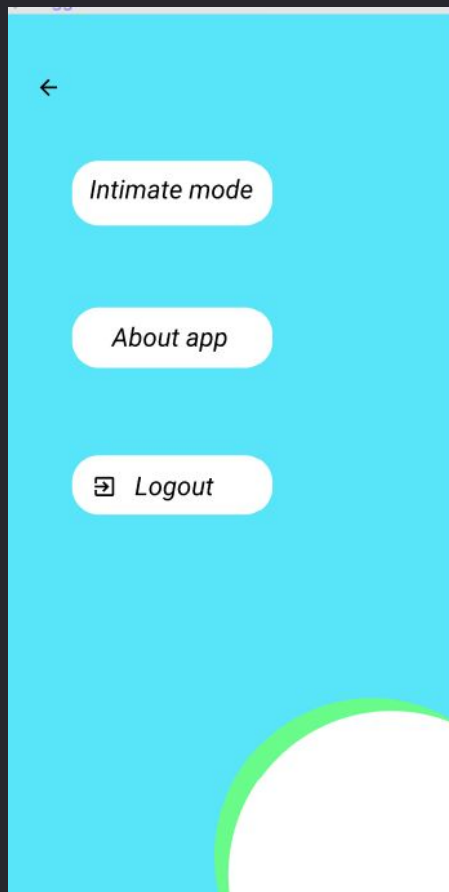


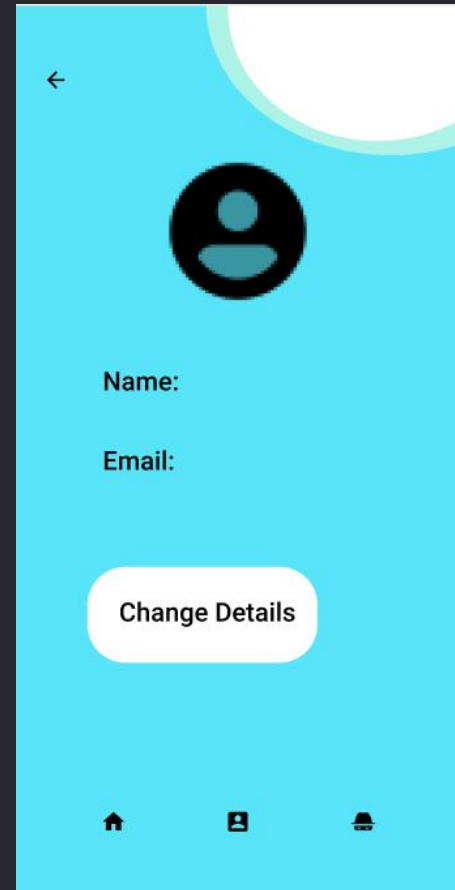
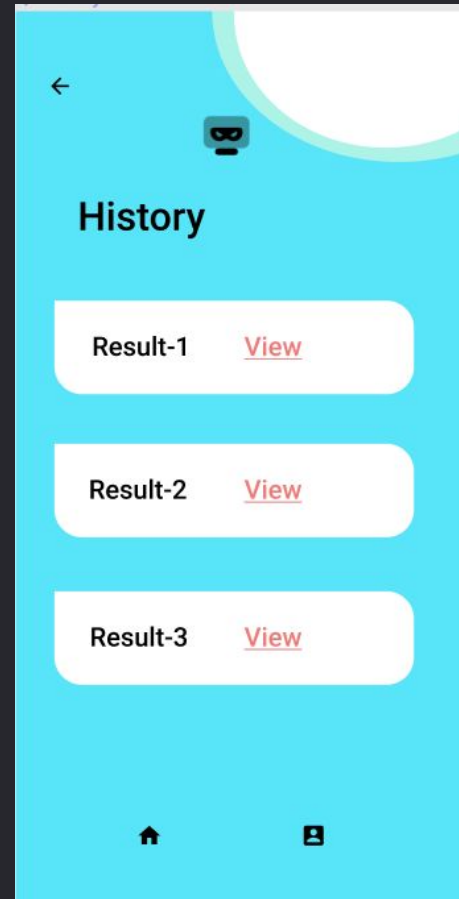
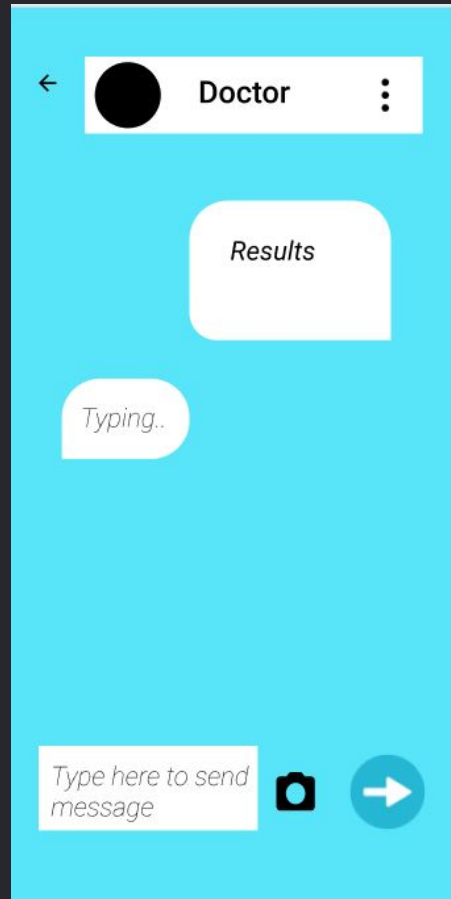
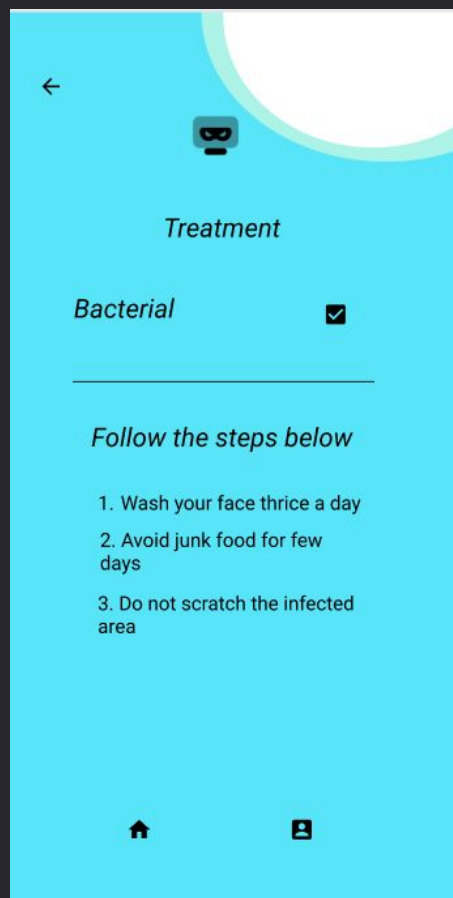
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Change Details









# Future Work

- Implementation of medicine tracker
- Testing the product on various platforms
- Releasing the product on different app stores

# FINANCE

Chief Financial Officer

Aryak Sathye



## Responsibilities

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My major responsibilities will be:

- To suggest financially viable solutions to monetary problems faced by the startup
- I will also be incharge of setting sales target and assessing the current financial position of the startup
- I will be in charge of bringing in investments into the company
- My job will also be to communicate well between different departments and address the financial needs of each department
- My responsibility will also be to ensure that all the investors get their share of returns on time
- I will also be in charge of making sure that all the financial due diligences (such as annual taxes) of the company are completed

## Revenue Model

- We will be starting on a micro level and we will be putting in our own money. We will invest about ₹1,50,000 per person initially and gain an initial capital of ₹10,50,000. Initially to grow our business we will only invest our own money and we will not be taking any money from investors
- We will later apply for the Startup India Seed Fund scheme.
- We will also be approaching Angel investors for investing in our business.
- Our gross margins are low and are about 5% of the fees per consult charged from the user. Our total initial capital is ₹10,50,000. We aim to be profitable in about 6 months on the expectation that we will add about 45,000 users per quarter
- Our payment policy towards customers will be to ask for payment upfront before any consultation. We will also be giving each new customer a referral code and for every five new users that any user brings, he/she will get one consultation free
- Our main vendors are doctors. They provide consultation service to users and we are just the middlemen who facilitate this interaction
- Current Cost Analysis: ₹70,000 for the first month.

## Future Work

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- I will be discussing with each department and finalising the costs required by them to produce a detailed budget with defined cash flow statements
- I will also give a detailed analysis of the investments required by our startup once the final costs are determined
- I will also review all the legal due diligences that need to be completed by the company in order to startup

## Service And Maintenance

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**Service And Maintenance Head**

**Abishek.R**



## Service And Maintenance Head

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The Service and maintenance head is plays one of the very important role in any startup .For any startup or any other company to be successful it has to have a very good customer base. For that to be stable and gradually increase one should be able to guess and determine what the customer base expects this work is done by Service and maintenance head .

## Customers:

- As the service and maintenance head of our company myself and my usually handles the customer service interactions regarding their satisfaction about the interactions with the doctors and the problems faced by them.
- I am accountable for maintaining a proper and user friendly customer service and to maintain a nice , friendly and a professional relationship with the customers that mostly being the online patients.
- It is my sole responsibility to make sure that the customers have a huge trust on us and keep taking our services and they refer us to their friends and families.



# Team:

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- 1) I should be able to assign tasks for my team and make a note of their progress.
- 2) one of the other important job is to assist other heads in their administrative works like managing , processing invoices of the patients and other shareholders, taking care of new requirements etc.

# Doctors:

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- 1) I should also deal with problems of the employed doctors or any other share holders for that matter.
- 2) It is very important as a Service and maintenance head to look into the performance of the doctors employed and the resources at their disposal so that the startup could maintain its standards and customer base.
- 3) I will have ensure that the standards of the services provided are very high and I should be having control over recruitment.

Other:

1) I should be maintaining strong relationships across medical industry and with government officials and should have enough awareness of advances in medicine, computerized diagnostic and treatment equipment, data processing technology, government regulations, health insurance changes, and financing options.

2) Based on the above knowledge I should also develop new ideas and components that might give an advantage for the startup

# *Product Development Head*

-Bevis Mathew



## ROLE-

- I will be incharge of improving the features and other innovations of our App.
- I will take the inputs from the marketing head and figure out how to add more features that attract to other enumeration and hence attract more number of customers.
- I will also be involved in making our application more efficient and reducing the bugs that may be present in our application.
- I serve as the point of contact for the customer, upper management and customers

## What we intent to do-

The problem that we are going to accomplish is if we get any disease or any medical issues, then we'll certainly go to the doctor. But what if we are ashamed of sharing that medical condition with others and, it can be cured in our home using homemade medications or some simple medicines which won't have side-effects such as some skin disease on some intimate part of the body, etc

## Plans-

- firstly we'll conduct a survey regarding people's viewpoint about our software. But it is clearly for the convenience of people and we don't feel there would be any govt policies of regulations affecting our business in short/long terms
- no location handicap
- no risk of litigation

-The pitfalls of business are known like any data leakage or problems with cloud. We tackle those problems by softwares that facilitates in collecting and managing medical and other data and having controlled monitoring etc.

-The financial needs for this will be for technical officials, doctors and maintaining the patient's databases and the server/internet speed to ease out the implementation and speed up the computation through which users feel free and comfy to use the platform. So yea we have financially good practical judgements



# MARKETING

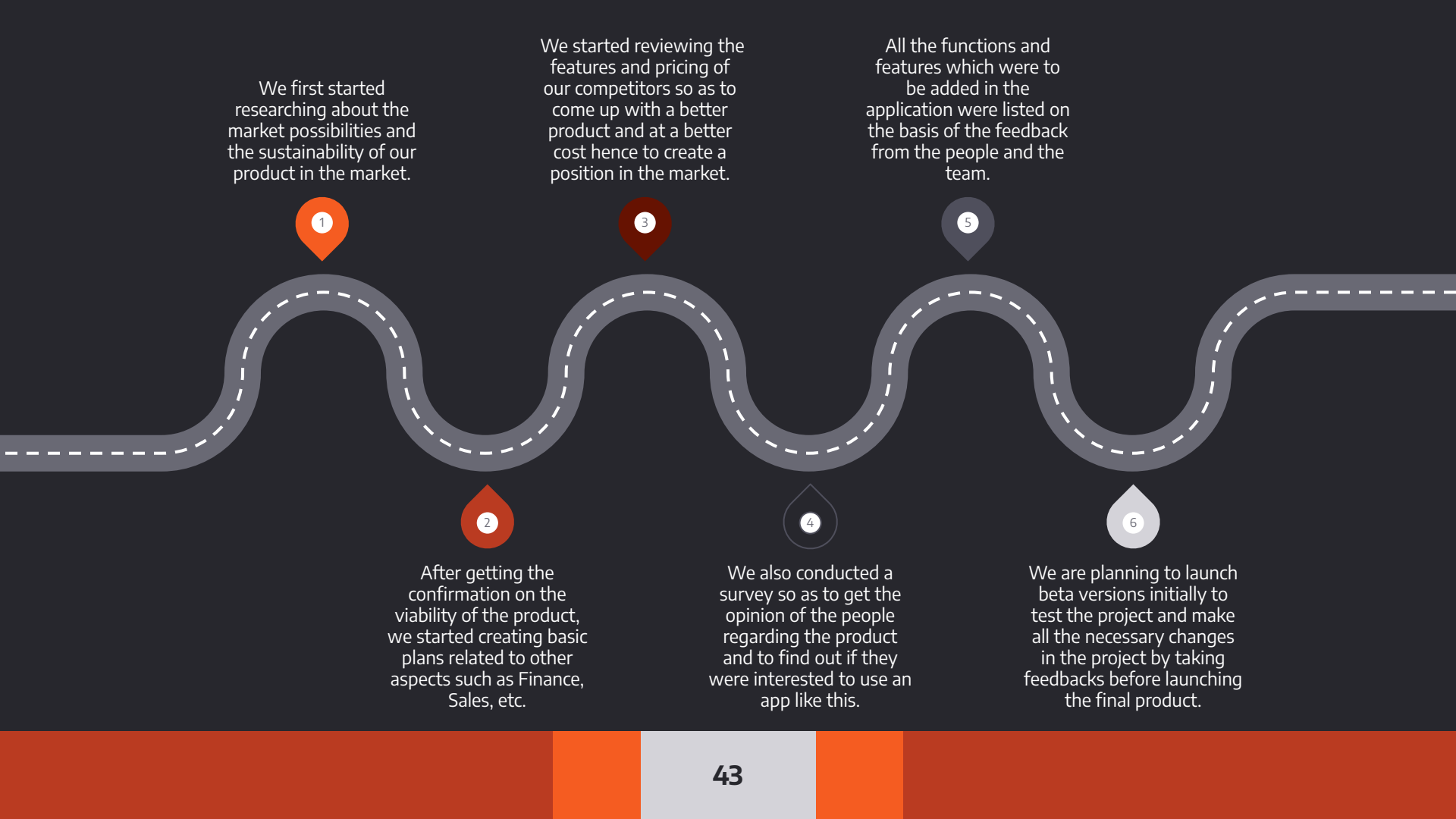
Chief Marketing Officer  
Arpit Bhattar



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As the Chief Marketing Officer (CMO), I'm responsible for overseeing our product's marketing and advertising initiatives' preparation, growth, execution, maximising revenues by using market analysis, pricing, product corporate, marketing communications, advertisement, and maintain public relations.



We first started researching about the market possibilities and the sustainability of our product in the market.

1

We started reviewing the features and pricing of our competitors so as to come up with a better product and at a better cost hence to create a position in the market.

3

All the functions and features which were to be added in the application were listed on the basis of the feedback from the people and the team.

5

After getting the confirmation on the viability of the product, we started creating basic plans related to other aspects such as Finance, Sales, etc.

2

We also conducted a survey so as to get the opinion of the people regarding the product and to find out if they were interested to use an app like this.

4

We are planning to launch beta versions initially to test the project and make all the necessary changes in the project by taking feedbacks before launching the final product.

6

## OBJECTIVE

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- Create awareness about the Product
- Drive website traffic
- Build trust among the consumers through word of mouth publicity

# APPROACH

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While selecting the advertising platforms and keeping the objectives in mind, the following were some of the factors that were considered:

- The majority of the tech-savvy services/solutions are often adopted by the working professionals, majorly the people who fall under the age group of 23- 40. This group prefer promising brands and tech-driven solutions than local services. Hence, targeting working professionals on popular platforms would give the brand more consideration.
- Health Assistant is a digital platform hence targeting users who are already present on the digital mediums would be more effective and helpful.
- Platforms that offer the option of targeting users on the basis of age, interest, or profession would give the brand more leverage to reach out to their relevant audience.

# MARKETING MIX



# INCREASING CUSTOMERS

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We will have to do an analysis of how many potential buyers become our customers and how to optimise that rate.

For this, we plan on doing the following:

- Reviews from customers after using our services
- Coupons in exchange for participating in regular surveys conducted via Survey Monkey.
- Feedback forum on our web app.

This way we will receive feedbacks, having an agile system for improvement using the iteration cycle.

# SOLUTIONS

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Keeping the approach and objectives in mind, and based on the past campaign execution experience, the following are the methods shortlisted:

- Google Display
- Hotstar
- Youtube
- Influencers
- Inshorts
- Flyer Distribution
- Emails
- Blogs
- Newspaper Ads



# FINANCIAL ANALYSIS OF MARKETING

Service Name	Cost Per Advertisement	Total Money to be Spent
Google Display	1\$ per click	15000 Rs
Influencers	200\$ per post	15000 Rs
Flyers	1 Rs per Flyer	20000 Rs
Newspaper Ads	10000 Rs	10000 Rs

Total Cost: 60000 Rs for the First Month

## FUTURE PROSPECTS

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- Collaborations with other companies.
- Referrals and Coupons for the customers.
- Different kinds of membership slabs for the customer and the service providers.
- Taking future advertisement steps on the basis of the outcome of the first month.

# SALES HEAD - Arun S Nair A C

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As the sales head of the start-up I (with my team) will be responsible for

- meeting with potential clients and to keep a good relationship between them.
- making sure that my team is working hand in hand with the marketing team to utilise their survey data to increase the installation and in-app purchases within the app and to price the services strategically.
- constant research to find new sales opportunities to improve the margins.
- making sure that the sales figure is achieved.
- providing sales data to finance and marketing team.

# Sales Model

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## Pricing Strategy:

- Our pricing methods will be a mix of Competitive Pricing, Penetration Pricing and Psychological Pricing.
- Our pricing model will be competitive as it will be ₹149 per consultation as compared to the ₹250 per consultation offered by Practo and ₹999 Annual Subscription offered by DocsApp.
- Our pricing will also be penetrative as we are low-balling the competition to gain entry into the sector and gain a good market share. We can then increase our fees after we achieve a substantial market share.
- Our pricing is also psychological as at ₹149 as we charge less than 150 Rupees.

# Sales Model

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## Competition:

- Our main competitor Practo charges a minimum of ₹250 per consult.
- Our other competitor DocsApp charges an annual subscription of ₹1999.
- Other upcoming threats/competition are reliance backed netmeds.com who charges an average of 200 per consultation.

# Sales Model




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## Reason for Sales Forecast:

- The main reason for our sales forecast is basically our expectations on analysis of today's market trends coupled with an opinion survey and a conservative approach.
- The smartphone penetration in India is also increasing at a phenomenal level and the recent project by lio and Google to convert the 2G users to 4G/5G with low cost smartphones will only accelerate this. The involvement of google also means that we will see a large rise in the already large Android user base in India.
- The average age of an Indian is 29 years in 2020 bringing in a tech savvy population to the earning demographic.

## 2019 rankings [\[ edit \]](#)

Newzoo's 2019 Global Mobile Market Report shows countries/markets sorted by smartphone penetration (percentage of population actively using a smartphone). These numbers come from Newzoo's Global Mobile Market Report 2019 - Light Version.<sup>[1]</sup>

Rank ↕	Country/Region ↕	Total population ↕	Smartphone penetration ↕	Smartphone users ↕
1	 <a href="#">United Kingdom</a>	67.0m	82.9%	55.5m
2	 <a href="#">Germany</a>	82.4m	79.9%	65.9m
3	 <a href="#">United States</a>	329.1m	79.1%	260.2m
4	 <a href="#">France</a>	65.5m	77.5%	50.7m
5	 <a href="#">Spain</a>	46.4m	74.3%	34.5m
6	 <a href="#">South Korea</a>	51.3m	70.4%	36.1m
7	 <a href="#">India</a>	1.3b	60.77%	790.1m
8	 <a href="#">Italy</a>	59.2m	60.8%	36.0m
9	 <a href="#">Russia</a>	143.9m	66.3%	95.4m
10	 <a href="#">China</a>	1.42b	59.9%	851.2m

# Sales Model

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## Who Makes Up Our Sales Team?

- Our sales team will initially comprise Arun, our Sales Head and one other employee ( a sales rep) who will be an industrial expert on online sales related to medicines for big pharmas.
- Since this is an app we are mainly banking on the performance and customers themselves as our sales rep based on the word of mouth marketing method.



# Sales Model

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## Sales Technique:

- Our sales technique will be a mix of Online Advertising,partnership with online fintechs like Phone Pe,Paytm, advertising through App,Coupon Codes,Word of Mouth and Referral Code.
- For example in the referral method for each 5 successful referrals we will provide the user with a free consultation.

# Sales Model

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## Future Prospects:

- Discussion with doctors, clinics and available hospital managements to see what functionalities they want from our app.
- Formulation of seasonal offers based on available data.
- More research and discussions into the sale of medicines through the platform.

# THANKS!

ANY QUESTIONS?

