**Table of Contents**

**Business Model Plan Summary 4**

**Business Background 4**

**The Crucial Areas of the Business Model 5**

**Market Attractiveness (Offering – Sector 1) 5**

The Target Market 5

Target Customer. 6

Market Research and Analysis. 6

Marketing Plan and Strategy 9

Marketing Plan 10

**Unique Value Proposition (UVP) (Offering –Sector 2) 12**

Products and Services 12

Competition 12

**Revenue Model (Monetization –Sector 1) 12**

Margins 12

Cost Advantage 12

Financials 13

**Sales Model (Monetization – Sector 2) 13**

Sales Forecast 13

**Sustainable Competitive (Sustainability – Sector 1) 14**

SALES STRATEGY 12

PRICING STRATEGY 12

**Innovation Factor (Sustainability – Sector 2) 14**

**Avoidance of Pitfalls (Sustainability – Sector 3) 15**

**Graceful Exit (Sustainability – Sector 4) 16**

**Operational Overview 17**

**Appendix 18**

Organizational Chart 18

Products/Services 18

SWOT ANALYSIS 19

Competitors 20

Sales & Distribution Channels 20

Start‐up Costs 21

Break‐Even Analysis 21

Risk Analysis 23

**Supporting Documentation 24**

Business Model Plan Summary

[Your business summary should be no longer than a page and should focus on why your

business is going to be successful. Your answers below should briefly summarize your more

detailed answers provided throughout the body of this plan.]

# Business Background

* The main purpose of our company is based on solving the following problems:
  + Patients who are embarrassed of sharing the medical conditions can either:
    - check the disease on their own by using the ML and DL models in the app and using the homemade solutions given by us.
    - book appointments with the doctors in intimate mode so we don’t share their information
  + We are providing medicine reminders and a tracker as a feature as usually 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 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
* Know the disease,
* Cure the disease on your own by using homemade solutions (if it’s not too serious),
* Connect to doctor of relevant field who is a specialist of curing that type of disease,
* Scanning prescription and reminding when to take medicines,
* Reminding to upload the status that how much it is cured,
* Reminding when to take appointments for recheckup.
* All these things can be done in two modes:
* User Login and Signup mode.
* Intimate mode (where none of your data will be saved)
* We will be maintaining **Database** for the Hospitals
* We will be having a centralized database for all the hospitals, so if a certain hospital is full then the patient can get transferred to another hospital without any issue and the data is already available there too.
* We will also be **recommending**  hospitals to the patients based on the specialty of the hospital.
* Our company belongs to the **health industry** and due to COVID-19, people are compelled to use online services instead of going to clinics and hospitals for general or common health issues.
* Our main competitors are Practo and Docs apps, and Practo is very well established now and they are earning a lot of profits.
* The major trends and advancement will encourage our product as it is very advanced and trendy as it is bringing Machine Learning and Deep Learning models in user’s reach and digitizing the process of health care and treatment.

**Market Attractiveness (Offering - Sector 1)**

**Solving real-world problems**

Heath Assistant, our product, will bridge the gap between individuals, doctors, and healthcare systems. When the world is grappling with pandemic adversity, Heath Assistant can be immensely helpful. This is a life saver for symptomatic patients in particular. People can use the AI model we'll include in our app to look up the most likely disease they're dealing with, and they can also interact with expert physicians through various virtual channels.

Health Assistant provides one-on-one consultations, which helps to prevent the spread of the infection while also saving time. As a result, both patients and healthcare workers on the front lines feel better.

**One solution for multiple services:**

Heath Assistant, like other healthcare apps, will act as a robust marketplace for the healthcare industry. It would be perfect for patients, physicians, clinics, and hospitals to satisfy all of their needs. A summary of some of the main solutions is given below.

For consumers

*Prime – It enables consumers to take advantage of expert doctors visiting at their leisure. They should be assured that only the opted physician can provide consultation, and no one else.*

*Plus – With Plus services, consumers can take advantage of a membership and save up to 60% on their annual healthcare costs. Unlimited online consultations, on-time appointments, and much more are all included.*

*Online Consultation – This is one of the newest and most common options. It offers a clinic-like experience by providing virtual consultations with top doctors at any time and from any place.*

For clinics & hospitals

*Prime – It assists clinics and hospitals in providing their patients with excellent visit experiences.*

*Ray – It's essentially a practise management system. It allows for quick payments, appointment scheduling, and document sharing, among other items.*

*Insta – This hospital management programme increases productivity while also enhancing patient satisfaction. All divisions, patients, employees, and other aspects of a health system can be easily managed.*

*Reach is a clinic and hospital advertising slot. Simply put, they have the potential to make their practise available to millions of users without exerting any effort.*

For doctors

*Doctors may build a digital presence and help patients find them by sharing the appropriate details.*

*Consult – Healthcare professionals will begin by creating a virtual practise. They can give follow-ups to your patients and increase earnings by connecting with more patients online.*

*Doctors and wellness experts will use Health Feed to educate and empower millions of people.*

**Marketing Mix (4Ps) Strategy**

**Product Strategy**

Patients will be able to obtain medical advice online, read medical journals, book medical tests, order medications, and access their medical records via Health Assistant, which will also use an AI-powered model to predict the disease they are suffering from. Both free and paid online consultations will be available.

**Price Strategy**

Heath Assistant will provide both charged and free services. The patient can request either a free or a paid consultation from the doctors via the internet. They will also be able to order medications online, which are 20% less expensive. Heath Assistant's services are initially available as a free trial, in which consumers can opt to continue using them on a monthly subscription basis.

**Place Strategy**

Heath Assistant will be accessible from any computer with an internet connection, like Windows, Android, iOS, and Mac. Our database management softwares supports several languages, but the website and app will only be available in English. The portal is open to both physicians and patients.

**Promotion Strategy**

Heath Assistant will be promoted primarily via digital media, with a strong presence on social media sites such as Facebook, Twitter, LinkedIn, and YouTube.

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### Unique Value Proposition (UVP) (Offering –Sector 2)

* The main features of product/services provided by us are:
  + **Health care/treatment kit:**
    - Know the disease by running Machine Learning and Deep Learning models and get the homemade remedies
    - Patients can know the status of their disease
    - Redminding when to take medicine, how much to take, when to buy
  + **Consultation**

○ 1. Users can upload the part of the 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.

* + **Managing Databases for the hospitals**
* We are just not providing features randomly, we are solving a big problem which is not considered generally in a combined form.
* We are making the whole process of medical treatment very automatic.

● 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

### Revenue Model (Monetization Sector 1)

**Margins:**

* 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 also apply for the Startup India Seed Fund scheme to keep add more money to our capital as our business grows and our needs increase
* After we reach a certain target of consultations per month, and hospitals included in our network, we will look to expand our business and we will approach angel investors for investing in our business. This way we will have a working business model to show for which will increase our chances of securing the funding required
* Our gross margins are low and are about 15% of the fees per consult charged from the user for consultations.
* Our total initial capital is ₹10,50,000
* We aim to be profitable in about 9 months on the expectation that we will add about 2,000 consultations per quarter and about one hospital per month.
* Our payment policy towards customers and hospitals will be to ask for payment upfront before any consult
* We will also be giving each new customer a referral code and for every ten new users that any user brings, he/she will get one consultation free
* Our break even analysis expects us to break even in 9 months after which we will become profitable

**Cost Advantage:**

* The cost reductions we expect will be majorly with respect to doctor scouts. Initially, we will have scouts convincing doctors to join our portal. Later on, as our business develops, we will no longer need scouts as we expect doctors to be drawn in automatically into the system
* Our vendors are basically just doctors and hospitals. They provide consultation service to users and we are the middlemen who facilitate this interaction
* Our distribution channels will majorly be through an Android App and our own Website. It will also include our own DBMS software that we will sell to hospitals.
* Our supply costs will be steady as we do not expect doctors to ask for any dramatic increases in the money we pay to them per consult
* Our main competitive factor is the substantially lower price we offer compared to competitors like Practo. Practo charges ₹250 per consult whereas we charge ₹199 per consult. We also charge ₹1,70,000 for our DBMS Software

**Financials:**

* We expect our business to grow to 30,000-40,0000 net consultations and 12 hospitals in one year
* We expect to be profitable on a micro scale in 9 Months
* We do not have an accurate growth rate yet but we expect to add about 7,000 users per quarter
* Our Financial objective is to be profitable in about 9 months with about 30,000 consultations and about 12 hospitals in our network at the end of One Year
* Our Break Even Analysis forecasts 24,000 consultations and adding 10 (9.4) hospitals to our network in the first year to break even.

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### Sales Model: Monetization

Since our Start-Up has multiple products and is aiming to create an ecosystem with general customers,hospitals and medical shop owners we will have to sell it to these three demographics.

**In-App Purchase:**

Now for our app based business, which primarily includes online consultation our pricing method is a mix of Competitive Pricing, Penetration Pricing and Psychological Pricing. We have kept each consultation at a competitive price tag of ₹149 as compared to the ₹250 per consultation offered by Practo and ₹1999 annual subscription offered by DocsApp. We have made sure that 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 which is currently dominated by practo. We can then increase our fees after we achieve a substantial market share. At present our pricing is also psychological as at ₹149, we charge just below ₹150. We are sitting out on the subscription route as our current target customer base won’t be that interested in it.

Our sales forecast in this segment comes from the data that is available regarding the current internet usage and smartphone penetration in India and the forecasts regarding the same. Currently India is the second largest Internet-using country with more than 500 Million internet users. This number is poised to grow to over a billion users by 2025. The Smartphone penetration is also considerably high in the country that [42% of the population owns one in India](https://www.statista.com/statistics/1229799/india-smartphone-penetration-rate/), but from a population basis this number is 500 Million and is a very large number overall. The latest investment by Google in Reliance Jio and their plan to bring the current 2G users to 4G/5G by introducing [Android based Jio Phones by the start of 2022](https://www.indiatoday.in/technology/news/story/jio-google-affordable-5g-android-phone-jiobook-could-launch-at-reliance-agm-this-year-1782308-2021-03-22) will only accelerate the amount of Android users in the country. As a startup focusing on Tier 3 and Tier 2 cities this is extremely positive news as higher internet penetration overall will increase the user base in these regions.

The average age of India as a country is 29 in 2021 and India for the next 3-4 decades will be the youngest country in the world. This is quite advantageous for any internet based company providing services. Also the next generations will also be born and raised on the internet and instead of a digital revolution as it feels for us, for them it will be a normal part of their life.

Since the app is free, we had to make sure that the in-app purchases must make enough money to make the business sustainable. For this our sales team worked hand in hand with the marketing team to bring out a referral program.So basically with our referral network a customer will given a referral link which can be shared with friends or family or followers in social media and for each person who joins with that referral link the the user will be given 100 reward points , which after reaching a threshold of 1000 points can be later used to redeem 10% of one's medicine order, free consultation or for free delivery. The user will also be given a 15% cut of the delivery charges paid by each of their referrals.

**Local Pharmacy Digitisation:**

The second focus of our business is to provide our service to Medical Shop owners in these small towns and cities. This will be a win-win condition for both the parties as large startups like Netmeds.in and Pharmeasy are taking the small guys out of business in large cities. Joining our service will create a symbiotic relationship between us and will help them resist these large corporations. Since we are focussing on Tier 2 and Tier 3 cities, these companies won’t be a local competition until later.

Like the general customer, an installation/adaptation drive will be initiated by these medical shops after training its proprietors and employees to help their customers to sign up for our app using QR scanner or a partner referral code. Our entire profit will be from delivery charges in this way margin cuts and hostile talks between both parties can be avoided. For delivery we might team up with local food delivery businesses or established delivery partners like Ekart,DHL etc. This will reduce the overall delivery charge from our end while increasing the profit margin at the same time.

**Referral Program : Customer Vs Partner**

Here partner referral codes are different from customer referral links even though both do the same job. With partner referral code a 30% of the delivery charge will be given to the respective medical shop and the code can be easily typed specifically in the partner code section of the sign in page. On the other hand the customer referral code will only be eligible if the one who clicks the link is installing the app for the first time. This is done to motivate customers to actively participate by the customer in sharing the app.

A customer will be upgraded to a partner after he completes 50 successful referrals. Since many households have regular patients with medication, scheduled delivery of medicines can be done which means a minimum of 30 x 0.15 x 50 = 225 Rupees. This will be withdrawable.

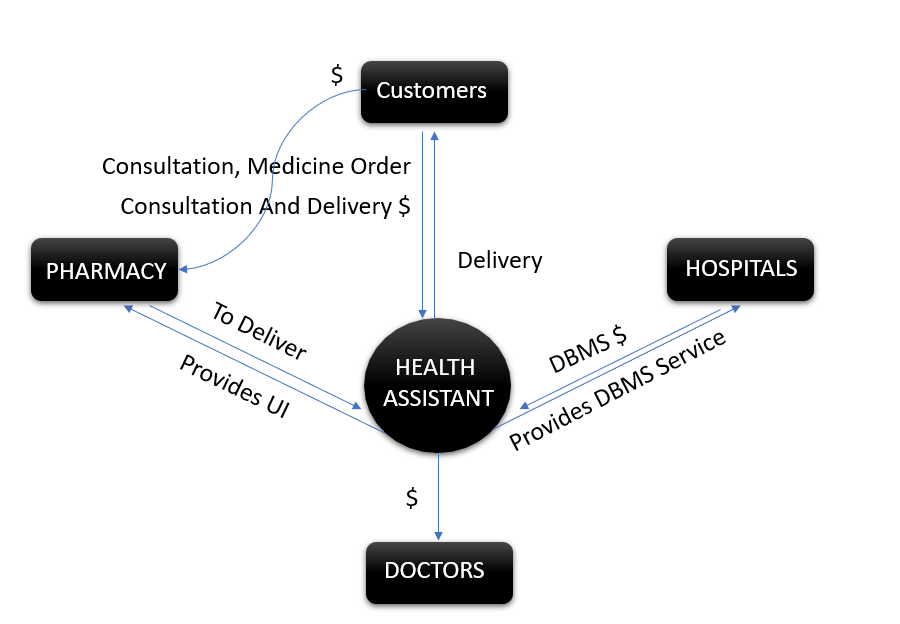
**Hospital Digitisation:**

From my talks with some doctors I came to realise that many of them will require permission from their respective management to provide their consultation service in apps like ours. And most of the time these consultation services are a symbiotic service provided by partner hospitals to the app. Since an online consultation with their doctors will make sure that the customer/patient will in the future visit the hospital again. A negotiated amount will be given to us as commission for the fee paid by these customers.

Apart from these another service that we will be providing will be cloud based **Database Management Services** of these partner hospitals. We will also interconnect the hospitals in our partner program to share the diagnosis history of a patient incase that he has to be changed to a new hospital. This can be a game changer in the Industry as a lot of time of rediagnosing can be saved as the patient history can be assessed by the new doctor during the patient transit.

So as Sales Head I will be in constant touch with hospital managements in our project location introducing them to our state of the art DBMS software. Training for hospital staff will also be conducted for making the best use of the system.

Considering a presence of 10-15 Hospitals in a district we will be able to sell at least 7 systems in the worst case scenario. Compared to the current US based DBMS systems which start at $4750 (₹3,43,900) and above, our indigenous solution will be available from $2000 (₹150000) onwards. Some of our competitors in this edge are VAM Systems, IQ Online etc. But since these companies mainly focus on IT companies and since we bring more than Just DBMS to the plate we are bound to have a better edge in our target locations.



**Sales Team:**

Initially we are planning to start our sales team with Arun S Nair A C as the head with one other employee ( a sales rep) who will be an industrial expert on online sales related to medicines for big pharmas. As a company we believe in our product and expect our customers to be satisfied with it that they themselves act as our sales rep based on the word of mouth marketing method.

The sales team will be responsible for the following things within the company:

* meeting with potential clients and to keep a good relationship between them.
* Work 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 the finance and marketing team.

**Future Prospects:**

Since we are concentrating on starting out our startup in Tier 3 and Tier 2 cities the idea of symbiotic partnership with large fintechs and video platforms like Hotstar is out of the question at least till we expand to other states at least.

In the likely event that our company succeeds we will meet up with Apps like Paytm, Gpay, Cred etc and will agree to provide exclusive cashback schemes on using their services while they do the same for us in their platform. Apps like Cred could lead their users to spend rewards points on our app. This will lead to a boost in the installation and in-app purchases.

If a regulatory framework is set up in the country (updates is that it is being done) we will definitely release a crypto running on ETH 2.0 platform. The currency can be used for smart contracts between medical transactions. In that case the previously mentioned reward points will be updated to this crypto currency.

**Innovation Factor (Sustainability – Sector 2)**

● Initially we will conduct a survey by asking different questions to users (irrespective of gender, age, occupation).

● These questions are

○ 1. Whether they are comfortable sharing their infected parts of the skin with the doctor.

○ 2. If they can really afford a consultation with a doctor for very small diseases.

○ 3. Have they used any products similar to ours, if so what were the features?

○ 4. Are they interested in the product and what kind of features are they expecting from the our product?.

● After conducting a survey, now we analyse the features of existing products and deduce the limitations of them.

● We will have brainstorming sessions among our employees and make room for more new ideas. We will check what else we can implement to make the process of medical treatment even more effective,

● They might include ideas like features of video call from doctor to the patient etc.

● The financial and/or staff resources that we will allocate for this will be from the members that we have for technical aspects, and the resources will be based on what we are implementing, it’s like adding a server to increase the speed of computation, etc.

● We have the ability and need to innovate as our product and service is totally technical based so we need innovation to make our product best provide the user with more and more facilities.

● Finally, we try to incorporate the features that were suggested in the survey and from the limitations of the existing products and develop a prototype that suits these conditions.

● Since we considered privacy of the users data as one of the main factors, we use this factor to compare our product with our competitors. Along with this, we considered accuracy of the product as a factor. Because the products should accurately predict the output. We will register for the copyright as soon as the product reaches beta stage to avoid copyright issues.

**Avoidance of Pitfalls Sustainability**

1. The pitfalls of business are known as for example any data storage leakage/manipulation or problems with cloud linked to web portals or any such online problems. We tackle those problems by softwares that facilitates in collecting and managing medical and other data, having controlled monitoring, Quality assurance, Introducing better practices and Improved services.
2. We don’t have a location handicap as we don’t need any administrative office. It's just a real-time app to detect disease at intimate places of the human body completely through online interaction.
3. Firstly we’ll conduct a survey regarding people’s viewpoint about our software and then implement further needs. But it is clearly for the convenience of people and there won’t be any government policies or regulations affecting our business in short/long terms.
4. 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 comfortable to use the platform.

Even elderly people with little knowledge of technology can easily access our domain without any problem.As we would be abating all those factors and keep it simple.

So,we have financially good practical judgments.

1. Our business will not be at the risk of litigation as we won't be running our app illegally.We have qualified specialists to handle each and every part of this.We assure you,there won’t be any loopholes for this,as we have good security features and databases to store patients' information.

**Graceful Exit**

● Yes, the business can run gracefully because the product was developed by considering the convenience of the customers as the most important factor.

● The product will really help the customers who are afraid to visit the doctors especially if the patient has an infection near their private parts.

The data is always kept confidential and will be deleted immediately as soon as the analysis of the data is performed.

● However we cannot ignore certain factors while introducing the product to our customers. Customers have the right to question the accuracy of the product and refuse to use it. In such a case, we shall clarify that the product is not a replacement for any doctor, it is an aid that can be used to check if they are suffering from any fatal disease and suggest necessary precautions at home in case of non-fatal and less complex diseases. We always suggest the patients to visit the doctor for further clarifications and we are providing the facility so that the user can get an appointment with the doctor who is a specialist in that field.

● The scenario where the customers refuse to use the product, we will collect the feedback from them and modify the product according to the customer's needs so that they do not feel insecure while using this product.

● The business cannot be transferable with ease because the data of the customers should be protected at any cost and any change in the policy while transferring the product changes the main motive of the product and destroys the customers trust.

● The business is really undervalued because with the help of technology maximum efficiency can be achieved and most importantly users' privacy is respected. The main motive was to develop an aid with the help of latest technology for the users so that they could take simple medication at home for health related issues without visiting any doctors and can contact them when they are required and help the process in a very efficient way.

# Appendix

## SWOT Analysis

|  |  |
| --- | --- |
| Strengths:  1) Provide stress free access to doctors to people.  2) Patient empowerment.  3) Standardized data collection and personalized medicine.  4)Can access from any domain just by sitting at home.  5)Cost for unnecessary clinic visits reduces.  6)Faster processing of administrative transactions.  7)More accurate and accessible patient records. | Weakness:  1) Not everyone is familiar with the technology.  2) Need a good internet connection to access certain features of the app  3) Need to find doctors who can speak languages which patients are comfortable with.  4)Privacy information of patients should be well protected from outside hackers.  5)Need to keep up with new updates of the app. |
| Opportunities:  1) Vital role can be played in the pandemic time.  2) To collaborate with many clinics and hospitals.  3) People are technologically well knowledgeable.  4)Dawning of connected health app ecosystems.  5)Improved security measures will set mobile apps free. | Threats:  1) Only 42 percent of the Indian population uses smartphones.  2) Few rival companies like practo.  3) Doctors' reluctance to share video consultation due to legal complications.  4) Psychology of patients towards online treatment  5)Secure databases being manipulated and expose info by technical errors.  6)Access to internet in rural areas needs growth. |

## 

## Start-Up Costs (In FY 2021-2022)

|  |  |  |  |
| --- | --- | --- | --- |
| Start-Up Costs | Cost (₹) | Equipment / Capital Costs | Cost (₹**)** |
| Registration | 20,000 | Server Purchase Cost | 5,00,000 |
| Accountant Fees | 20,000 | Sales Representative Salary | 6,00,000 |
| Utilities | 1,20,000 |  |  |
| Insurance | 5,00,000 |  |  |
| Stationery+Printing | 60,000 |  |  |
| Marketing+Advertising | 7,20,000 |  |  |
| **Total Start-Up Costs** | 14,40,000 | **Total Equipment / Capital Costs** | 11,00,000 |

## Expected Cash Flow for FY 2021-2022

(Note: ₹0 Tax has been deducted due to Tax Rebate for Startups with turnover less than ₹1,00,00,000)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cash Flow | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Opening Balance | ₹0 | ₹1,45,000 | ₹2,60,000 | ₹3,75,000 | ₹4,90,000 | ₹6,05,000 | ₹7,20,000 | ₹8,35,000 | ₹9,50,000 | ₹10,65,000 | ₹11,80,000 | ₹12,95,000 |
| **Cash Incoming** |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 |
| Invested Capital | ₹10,50,000 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 |
| Total Incoming | ₹12,90,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 | ₹2,40,000 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cash Outgoing** |  |  |  |  |  |  |  |  |  |  |  |  |
| Purchases | ₹5,00,000 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 |
| Accounting | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹20,000 |
| Advertising + Marketing | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 | ₹60,000 |
| Utilities | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 | ₹10,000 |
| Stationery + Printing | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 | ₹5,000 |
| Registration Fees | ₹20,000 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 |
| Insurance | ₹5,00,000 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 |
| Tax | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 | ₹0 |
| Salaries | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 | ₹50,000 |
| Total Outgoing | ₹11,45,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,25,000 | ₹1,45,000 |
| Monthly Balance | ₹1,45,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹1,15,000 | ₹95,000 |
| Closing Balance | ₹1,45,000 | ₹2,60,000 | ₹3,75,000 | ₹4,90,000 | ₹6,05,000 | ₹7,20,000 | ₹8,35,000 | ₹9,50,000 | ₹10,65,000  (Profitable) | ₹11,80,000  (Profitable) | ₹12,95,000  (Profitable) | ₹13,90,000  (Profitable) |

## 

## **Break Even Analysis**

### Consultation Venture:

**Costs:**

* Fixed Costs = ₹60,000 per month
* Variable Costs = ₹170 per consultation

**Revenue:**

* ₹200 per consultation

**Break Even Point = 60,000/(200-170) = 2,000 consultations per month**

**BEP = 24,000 consultations per year**

### DBMS Venture:

**Costs:**

* Fixed Costs = ₹5,00,00 (60 TB Server) + ₹6,00,000 (Sales employee) + 5,00,000 (Insurance) = ₹16,00,000
* Variable Costs = ₹0

**Revenue:**

* ₹1,70,000 per hospital (1,50,000 + 20,000)

**Break Even Point = 16,00,000/1,70,000 = 9.4 = 10 hospitals in the first year**

## Risk Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| Risks | Likelihood | Impact | Strategy |
| The problems of computer-based tele care is laden with infrastructure difficulties like lack of electricity, maintenance issues in the heat and dust of the tropical climate, moral and ethical issues in providing quality care, knowledge gaps of users, supply of medicines and other healthcare |  |  |  |
| Doctors and hospitals were not very welcoming towards  the concept of the practice management software. |  |  |  |
| Another barrier is them believing that  implementing software will add another object to manage, it may be cumbersome and only  serve as an expense.  People might refrain from using our application worrying about their data on the application. |  |  |  |
| the market we are targeting is too small as it only  comprises doctors. |  |  |  |
| Doctors and patients might not speak the same language. In such a case we need to pair the patients with doctors who can speak common languages. | The chances of the scenario are very less, but it cannot be completely ignored | It will have medium level impact on the business, because people might suggest others to not to use our app because of a language barrier | We plan to recruit doctors who can speak multiple languages and are at least comfortable with languages that the patients speak. |