

THE BUSINESS MODEL CANVAS

KEY PARTNERS

1-Pharmacies
2-Pharmaceutical Companies
3-patient/User

KEY ACTIVITIES

1-Medication Donation
Management
2-Pharmacy Integration
3-Marketing and Community
Engagement

VALUE PROPOSITIONS

1-For Donors
2-For Patients
3-For Pharmacists
4-Convenience

CUSTOMER RELATIONSHIPS

1-Donors and Patients
2-Pharmacists
3-Community Engagement

CUSTOMER SEGMENTS

1-Medication Donors
2-Patients in Need

KEY RESOURCES

1-Web and Mobile Platforms
2-Database
3-Human Resources
4-Partnership Network

CHANNELS

1-Website and Mobile App
2-Pharmacy Integration
3-Social Media
4-Healthcare Networks

COST STRUCTURE

1-Team Salaries:
Marketing Team: EGP 40,000 - EGP 100,000/month
Operations Manager: EGP 60,000 - EGP 120,000/month
Accountant: EGP 30,000 - EGP 60,000/month
Customer Support: EGP 30,000 - EGP 60,000/month
2-Legal and Administrative Costs:
Company Registration: EGP 10,000 - EGP 40,000 (one-time)
Legal Consultations: EGP 4,000 - EGP 10,000/hour
3-Technology Costs:
Hosting: EGP 3,000 - EGP 15,000/month
Website Maintenance: EGP 30,000 - EGP 150,000/year
4-Marketing Costs:
Paid Ads: EGP 60,000 - EGP 300,000/month
Content Production: EGP 30,000 - EGP 150,000/month

REVENUE STREAMS

1-Token Sales:
Revenue from selling platform tokens used for donations, discounts, or premium features.
2-Subscription Plans:
Revenue from pharmacies/healthcare providers subscribing to premium services (AI tools, medication reminders, etc.).
3-Advertising Revenue:
Income from pharmaceutical companies and health businesses advertising on the platform (featured listings, sponsored content).
4-Service Fees:
Fees for services like prescription assistance, medication donations, or finding nearby pharmacies.