

# Content

Con	itent.	1t	2
1.	Ou	Our concept/product/service	3
1	.1.	Our mission	3
1	1.2.	Concept	3
1	.3.	Product	4
2.	Or	Organization Structure	6
2	2.1.	Organizational Organigram	6
2	2.2.	Founders	7
2	2.3.	Team Roles & Responsibilities	8
2	2.4.	Adaptable Workforce	9
3.	Ris	Risk management	10
4.	Inc	ncident Response Team	15
2	<b>1.1.</b>	Team Formation	15
2	1.2.	Training	16
2	1.3.	Communication:	16
2	1.4.	Crisis Communication	17
2	1.5.	Incident response policy	17
2	<b>1.6.</b>	Incident Categorization	18
5.	Inc	ncident Response Process	18
5	5.1.	Incident Response Plan	19
6.	Str	strategic partnerships	20
6	5.1.	Lenus	21
6	5.2.	TerraNex	21
7.	Ma	Marketing	23
7	7.1.	Marketing Mix	23
8.	Co	Cost Calculations	25
8	3.1.	Price & Cost Calculations	25
8	3.2.	User Groups	30
8	3.3.	Advertising Strategy	32
9.	Fin	inancials	36
ç	9.1.	Financial Strategy	36
ç	9.2.	Revenue Streams	36
ç	9.3.	Population Growth Analysis	37
ç	9.4.	Population Reach Analysis	38
ç	9.5.	Revenue Sources	40
ç	9.6.	Monthly Profit Margin:	41
ç	9.7.	Profit & Break-Even Analysis	42
ç	9.9.	Future Projections	46
ç	9.10.	). Partners	46
10.		Appendices	48

# 1. Our concept/product/service

#### 1.1. Our mission

At **AdraMed**, we are pioneering an innovative solution known as 'ResQ' — a groundbreaking personal medical assistant poised to redefine healthcare not only on **Adria** but also for explorers and healthcare agencies across planetary systems.

## 1.1. Concept

The idea for **ResQ** was born through rigorous design thinking exercises. We recognized the pressing need for a comprehensive healthcare solution that adapts to the unique challenges of **Adria**. It was clear that healthcare should not be limited to the confines of traditional medicine but should embrace cutting-edge technology, nano-medical innovations, and a holistic approach to well-being. This realization led to the birth of **ResQ**, a product designed to stand out and make a significant impact by providing enhanced safety and elevating premium features to a level that's less intrusive for all users.

**ResQ** is a commitment to building a safer, more sustainable future. We are dedicated to empowering the health and well-being of **Adria**'s colonists, explorers, healthcare agencies, and individuals on every known planetary system.

Join us on this journey to redefine healthcare, empower individuals, and shape the destiny of our planet and beyond.

#### 1.2. Product

**ResQ** is not just a product; it's a comprehensive healthcare ecosystem, an embodiment of human ingenuity, and a beacon of hope for **Adria**'s colonists and beyond. Our vision is to create a world where healthcare is not a luxury but a fundamental right, where advanced technology empowers individuals to live healthier, happier lives in a safer and more sustainable environment. **ResQ** is our answer to this vision.

### The key features of ResQ:

#### • Continuous Health Evaluation:

Imagine a companion that continuously monitors your health, offering real-time insights and proactive recommendations for a longer, healthier life.

#### Al Diagnosis:

Receive swift and accurate diagnoses from our very own **AvA** (Advanced Virtual Aid), reducing the burden on healthcare providers and ensuring prompt treatment.

#### • Remote Emergency Guidance & Response System:

In case of an emergency, **AvA** will be able to guide you through the different steps to save the life of your loved ones or the ones in need. At the same time, a location ping will be sent to the nearest Help Services.

#### • Population Health Tracking:

Contribute to the advancement of healthcare research for **Adria** and beyond by anonymously sharing your data.

#### Predictive Health Insights:

Harness the power of AI to predict health trends and take preventive measures.

#### More premium features include:

#### • Wellness and health improvement plan:

providing lifestyle recommendations, goal setting, mental health support, fitness, and nutrition guidance, and much more. It's your virtual health coach, guiding you towards a better quality of life and an extended lifespan.

#### • Full Data Visualization:

Paints a comprehensive picture of your health journey. With interactive health dashboards, graphical representations of trends over time, and customizable data views, you gain insights like never before.

#### Medication Management:

A reliable, intuitive tool that keeps track of your medications, reminds you when it's time to take a dose, and even helps with prescription refills and deliveries. No more worrying about whether you've taken your pills or when your next refill is due.

#### And for the full package, you can add:

#### • Space Travel Preparation & Aftercare:

For the pioneers among us, our assistant prepares you for space travel, ensuring your health is space ready. It also checks for bone density and muscle percentage drops due to lower/higher gravity during flight and at arrival.

#### Health Gamification:

Turns your health journey into an exciting game. It's a new way to motivate yourself and embrace healthier habits while having fun. Set goals and progress through an interactive journey while exercising and managing your health at the same time.

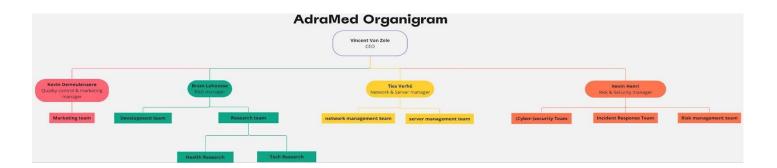
#### Different AI-Skins:

Select from a variety of AI skins, each with its own distinct character and style. Make your AI assistant a reflection of your preferences and comfort.

# 2. Organization Structure

At **AdraMed**, our team is at the heart of our mission to revolutionize healthcare for **Adria'**s colonists, explorers, and beyond. We believe that the right people, with diverse skills and expertise, are essential for driving innovation and delivering on our promises. Let's delve into the people who will shape the future of **AdraMed**.

## 2.1. Organizational Organigram

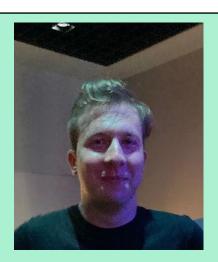


Our core team comprises a diverse group of healthcare experts, data scientists, AI specialists, software developers, and visionary entrepreneurs.

## 2.2. Founders



**Kevin Demeulenaere**Quality Control & Marketing Manager



**Kevin Henri**Risk & Security Manager



Vincent Van Zele CEO & AVA Designer



**Ties Verhé**Network & Server Manager



Bram Lahousse R&D Manager

## 2.3. Team Roles & Responsibilities

### Kevin Demeulenaere (a.k.a. Señor Developer)

- Quality Testing & Assurance
- Client Design
- Marketing & Advertisement

### Kevin Henri (a.k.a. Cyber Warden)

- Risk and Security Testing
- Risks and Threats Analysis & Defence
- Incident Response Team Management

#### Vincent Van Zele (a.k.a. BIG BOSS)

- Administration & Management
- Development, and Management of Partnerships
- Conceptualization & Design

### Ties Verhé (a.k.a. Server Sensei)

- Servers & Network Maintenance
- Database Management & Update
- Development & Updates of Technologies

#### Bram Lahousse (a.k.a. Braminator)

- Development & Updates of the AdraMed App
- Research of New Technologies
- Analysis of AvA's Harvested Data















We aim to collaborate extensively with freelancers and specialized companies on niche projects, leveraging their unique talents to ensure the highest quality of work and maximum reach. Projects involving private healthcare agencies, teleportation, and more can significantly benefit from our vision.

Therefore, we are actively planning to team up with multiple startups.

## 2.4. Adaptable Workforce

**AdraMed** embraces adaptability, acknowledging the dynamic nature of our project, which may require adjusting our team's composition as we progress.

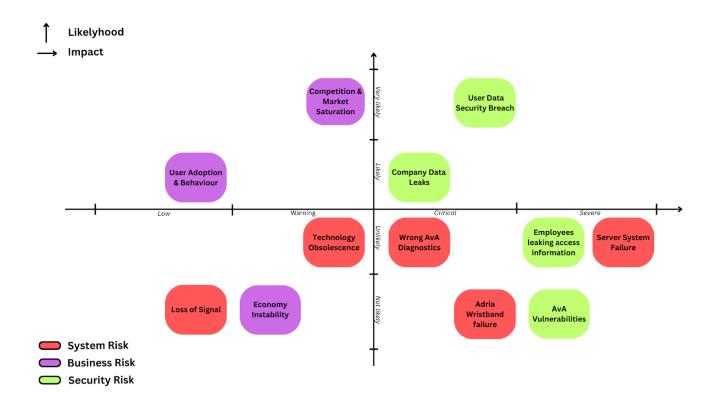
We are dedicated to cultivating a culture of continuous learning and development, empowering our team members to remain at the forefront of their respective fields.

In the face of new challenges and opportunities, we are prepared to adapt, whether it involves modifying our work or taking on different roles.

Our approach to our team is rooted in collaboration, continual learning, and a shared passion for making a difference. We recognize that our team is the cornerstone of our mission to redefine healthcare, and we're enthusiastic about working together to create a brighter, healthier future for all.

# 3. Risk management

As we embark on our journey to revolutionize healthcare within this system, we understand that challenges and uncertainties will accompany this pursuit. Our commitment lies in proactively identifying, classifying, and constructing action plans to mitigate potential risks. In this section, we delineate five critical risks that encompass security, system failure, and other significant concerns:



Risk 1: User Data Security Breach

Classification	Security Risk
Severity	Critical
Probability	Very likely
Impacts	Compromised patient data, loss of trust (no legal consequences)

#### Action Plan:

- Implement robust encryption protocols for our user database.
- Regularly audit and monitor access + logs to sensitive data.
- Establish an incident response team and response plan in case of a breach.

Risk 2: AI (AvA) Vulnerabilities

Classification	Security Risk
Severity	Severe
Probability	Not likely
Impacts	Misdiagnoses, incorrect recommendations, erosion of user trust

- Continuously update and patch **AvA** to patch vulnerabilities.
- Implement testing and quality assurance processes.

Risk 3: Company Data Leaks

Classification	Security Risk
Severity	Likely
Probability	Critical
Impacts	Leaking of company secrets, information leading being used to exploit other risks, loss of trust

#### Action Plan:

• Evaluating permissions to ensure unauthorized parties don't have access.

Risk 4: Employees Leaking Access Information

Classification	Security Risk
Severity	Likely
Probability	Critical
Impacts	Access being used to exploit other risks, breach of other systems

#### Action Plan:

- Evaluating permissions to ensure unauthorized parties don't have access.
- Changing passwords regularly and including multifactor authentication.

Risk 5: Server System Failure

Classification	System Risk
Severity	Severe
Probability	unlikely
Impacts	Disruption of database (pause in the updates and connection to AvA)

- Implement robust redundancy and failover mechanisms for critical systems (backup generator / backup servers & database).
- Regularly conduct system stress tests.
- Develop a disaster recovery plan and practice simulations.

## Risk 6: Technology Obsolescence

Classification	System Risk
Severity	Warning
Probability	Unlikely (due to our technical knowledge)
Impacts	Outdated technology could lead to system vulnerabilities, inefficiencies, and incompatibility

#### Action Plan:

- Regularly update and upgrade technology & devices.
- Establish a technology roadmap for planned enhancements and replacements.
- Develop a transition plan for seamless technology upgrades.

## Risk 7: Adria Wristband failure

Classification	System Risk
Severity	Critical
Probability	Not likely
Impacts	App will be inaccessible, and users can't receive help

#### Action Plan:

• Send an emergency alert when the band breaks.

Risk 8: Wrong AvA Diagnostics

Classification	System Risk
Severity	Critical
Probability	Unlikely (due to our technical knowledge)
Impacts	Outdated technology and information could lead to wrong diagnostics, possible.

- Regularly update and upgrade technology & devices.
- Establish a technology roadmap for planned enhancements and replacements.
- Develop a transition plan for seamless technology upgrades.
- Research diseases to keep all information up to date.

Risk 9: Loss of Signal

Classification	System Risk
Severity	Severe
Probability	Not likely
Impacts	The app is unable to contact the Emergency services

#### Action Plan:

• Work together with the government to provide signal everywhere.

Risk 10: Economic Instability

Classification	Business Risk
Severity	Warning
Probability	Unlikely (due to current pricing situation)
Impacts	Economic downturns could affect funding and user adoption

#### Action Plan:

- Diversify revenue sources and explore funding options.
- Monitor economic indicators and adjust financial plans accordingly.
- Develop financial contingency plans for economic instability scenarios.

Risk 11: Competition and Market Saturation

Classification	Business Risk
Severity	Warning
Probability	Very likely (due to market research)
Impacts	Competition or market saturation could impact user acquisition and profitability

- Continuously monitor the competitive landscape and market trends.
- Implement strategies for differentiation and user retention.
- Explore opportunities for diversification and expansion into new markets.

Risk 12: User Adoption and Behaviour

Classification	Security Risk
Severity	Low
Probability	Likely
Impacts	User resistance, lack of engagement, or non-compliance with health recommendations

#### Action Plan:

- Implement user education and engagement strategies.
- Collect and analyse user feedback for continuous improvement.
- Develop behaviour-change programs to encourage user compliance and positive health behaviours.

# 4. Incident Response Team

## 4.1. Team Formation

- Kevin Henri (incident manager & advisor)
- Vincent Van Zele (technical security expert + communication)
- Bram Lahousse (technical AI expert if AvA has been breached)
- Harold Finch (Al & Algorithms expert)
- Abby Sciuto (technical expert & forensic specialist)
- **Artu Ditu** (communication & secretary)

## 4.2. Training

Latest valuable training: IR-TRN-2081

#### 4.2.1. Virtual Reality Simulations

Participants are immersed in highly realistic virtual scenarios of potential security breaches.

They practice identifying, containing, and eradicating threats while maintaining patient confidentiality.

#### 4.2.2. Al-Aided Learning

Trainees interact with Al-driven educational modules to understand the latest cybersecurity threats and trends. They explore the capabilities of our Al assistants in aiding incident response.

#### 4.2.3. Realistic Drills

Teams conduct simulated incident response drills using advanced cybersecurity tools.

They work on containment and eradication strategies to prevent breaches from escalating.

#### 4.2.4. Communication Training

Our communication training prepares team members for real-time incident reporting and public relations strategies. They understand the importance of maintaining user trust and transparency.

#### 4.2.5. Continuous Learning

Incident response is a dynamic field, and our teams are encouraged to stay updated on the latest security threats.

## 4.3. Communication:

## 4.3.1. Audience Segmentation

Users	Partners	Stakeholders	Public
AdraMed app users	Collaborative healthcare agencies, research institutions, and strategic allies	Investors, regulatory authorities, and <b>AdraMed</b> employees	Wider communities and potential users

### 4.3.2. Proactive Transparency

Regularly share data security updates and practices.

Publish AI advancements and research collaborations.

## 4.3.3. Virtual Press Conferences

Hold **AvA** assisted press conferences for major announcements.

Engage with virtual media representatives to disseminate information widely.

## 4.4. Crisis Communication

In the event of a security breach or any other significant incidents, **AdraMed** will, via Artu Ditu, take the following actions:

- Promptly notify affected users and regulatory authorities.
- Offer transparent updates regarding the situation, containment efforts, and resolution timelines.
- Collaborate with legal and cybersecurity experts to provide comprehensive responses.
- Our communication plan is founded on principles of transparency, active user engagement, and the utilization of cutting-edge communication technologies to ensure effective and forward-looking interaction.

## 4.5. Incident response policy

## 4.5.1. Policy Statement

**AdraMed** is committed to maintaining the highest standards of data security, user trust, and the uninterrupted delivery of healthcare services in the **Adria** Planet System. This incident response policy outlines the processes, roles, and responsibilities to address and mitigate potential security incidents effectively.

## 4.5.2. Policy Objectives

- To minimize the impact of security incidents on the safety and well-being of our users.
- To maintain the confidentiality, integrity, and availability of sensitive healthcare data.
- To ensure transparency and communication with affected parties during and after security incidents.
- To continually improve the incident response process through regular reviews and updates.

This policy applies to all employees, contractors, partners, and third-party service providers associated with **AdraMed**.

## 4.6. Incident Categorization

Security incidents will be categorized into the following types:

- Data Breaches
- System Vulnerabilities
- Unauthorized Access
- Malware or Virus Attacks
- Technology Failures
- Any other significant security-related event

# 5. Incident Response Process

## 5.1. Incident Response Plan

### 5.1.1. Preparation

Document all system configurations, data flow diagrams, and access controls to understand the environment.

#### 5.1.2. Identification

Security incidents will be identified through continuous monitoring, user automatic reports, and **AvA** driven anomaly detection.

All incidents will be reported to the Incident Manager.

### 5.1.3. Containment

The incident team will work to contain the incident to prevent further damage. Affected systems or areas may be isolated.

#### 5.1.4. Eradication

The root cause of the incident will be identified and eliminated. Systems will be restored to their normal state.

## 5.1.5. Recovery

Affected systems will be thoroughly verified and restored. Normal operations will resume only after ensuring system integrity and security.

#### 5.1.6. Lessons Learned

A post-incident review will be conducted to identify weaknesses and areas for improvement. Incident response procedures and policies will be updated based on the lessons learned.

## 5.1.7. Communication

During and after incidents, clear communication with users and regulatory authorities will be maintained. Transparency, user trust, and privacy will be paramount.

### 5.1.8. Documentation

All incidents and responses will be thoroughly documented for legal and accountability purposes.

## 5.1.9. Review and Update

This incident response policy will be regularly reviewed and updated to ensure its effectiveness and alignment with evolving security threats.

**AdraMed** is committed to the safety and well-being of its users and the secure delivery of healthcare services. This incident response policy serves as a guideline to protect user data and maintain trust in our healthcare ecosystem.

# 6. Strategic partnerships

At **AdraMed**, we appreciate the significance of collaboration and the pivotal role that strategic partners play in shaping a brighter future for healthcare within the **Adria** Planet System. Our ecosystem thrives on synergy, with strategic partners enhancing our capabilities, expanding our reach, and co-creating innovative solutions.

#### 6.1. Lenus

#### **Description:**

**Lenus** is a Medical Institute dedicated to revolutionizing how individuals' access and manage their health, offering features such as Expert Medical Consultations, Curated Medications, and In-depth Expertise.

#### **Resources:**

Lenus provides direct, convenient, and physical access to medical facilities and staff members.

#### **Mutual Benefits:**

The synergy between our two products enables almost instantaneous diagnosis and care. **AdraMed** will handle diagnosis, off-site care, and wellness, while **Lenus** will physically attend to patients using our diagnosis. **AdraMed** can also receive medications and recommendations from **Lenus'** specialists to manage users' treatment reminders effectively.

#### 6.2. TerraNex

#### **Description:**

This project involves the development and deployment of Pods, advanced devices offering a unique blend of fast learning and entertainment experiences. These compact, user-friendly devices cater to individuals seeking both educational and entertaining content.



#### **Resources:**

Core resources include the Pods themselves and a transceiver. Pods serve as portable, versatile devices with a range of educational and entertainment content. The transceiver acts as a central communication hub, facilitating seamless data exchange and monitoring.

#### **Mutual Benefits:**

This collaborative project enables the monitoring of users' vitals during artificial comas, ensuring their safety and well-being. It also involves the collection of valuable medical data for research and analysis, contributing to advancements in healthcare and medical science. This partnership creates a mutually beneficial relationship, enhancing individual well-being and contributing to medical knowledge.

**Lenus** and **TerraNex** will be designated as "Partner Users" with access to our product, **ResQ**, and all its primary features for their users. In return, **AdraMed** will charge a fee based on these companies' total number of users, with all collected data remaining the proprietary property of **AdraMed**.

Additionally, we collaborate with healthcare providers and agencies around **Adria** and the **Mars** colony as part of our "Data Licensing Plan".

Our strategic partnerships extend beyond specific organizations to include collaboration with other enterprises in **Adria**, including project groups, as potential strategic partners, or suppliers. These alliances further enrich our ecosystem, fostering innovation and sustainability in the **Adria** Planet System.

# 7. Marketing

## 7.1. Marketing Mix

### 7.1.1. Product

**AdraMed** provides a singular product that delivers valuable information and insights about the health of **Adria**'s colonists and beyond: **ResQ**.

**ResQ** is a comprehensive health management and monitoring system capable of overseeing an individual's health, medications, and activity. This product comprises various components, each leveraging specific technologies. At its core is **AvA**, our Al-driven virtual assistant, offering real-time tips and insights. **ResQ**, empowered by **AvA**, can operate independently with its only connection to our user database for access and information gathering.

The primary objective of **ResQ** is to safeguard individuals from potential dangers. It monitors a wide range of health statistics, enabling **AvA** to provide quick and high-quality diagnoses. These statistics, along with progress and activity summaries, are accessible on our user interface.

We offer three subscription levels tailored to different needs: ResQ, ResQ+, and ResQ Pro. ResQ serves as the "freemium" version, providing basic stat tracking with non-essential use, displaying advertisements. ResQ+ offers a comprehensive range of essential health features with augmented monitoring and diagnosis. ResQ Pro takes health management to the next level, incorporating achievements and gamification for a more interactive experience.

In essence, **AdraMed** presents an innovative life management solution, an all-in-one platform for individuals seeking to care for themselves and aspire to a better, longer life. Beyond monitoring, **AvA** stands by your side, providing vital monitoring, generating reports and diagnoses, and offering tips to enhance your life expectancy.

Concretely, **ResQ** is accessible through one's **Adria** wristband, empowered by information gathered from all our users, and features the innovative Al-driven virtual assistant, **AvA**.

## 7.1.2. Price

**ResQ** operates on a subscription-based model, with monthly payments. Users can choose from three subscription plans, while companies will receive a customized plan tailored to their needs, still falling under the monthly subscription structure.

ResQ	o Adria Coin per month, with advertisements	
ResQ+	10 Adria Coin per month, advertisement-free	
ResQ Pro	15 Adria Coin per month, advertisement-free	

Our aim is to make our product accessible at an affordable price point. The profit margin is contingent on user reach, with the freemium plan attracting a broad audience and potentially converting a percentage into full-fledged users.

The **ResQ** (Free Plan) relies on ad revenue sharing and usage-based variable costs, while the **ResQ+** and **ResQ** Pro plans offer a comprehensive experience and contribute directly to various aspects of application maintenance and development.

## 7.1.3. Place

At **ResQ**, accessibility is at the core of our strategy. Our platform is ingeniously integrated into the **Adria** wristband, making it effortlessly accessible for users. The **Adria** wristband, worn by individuals in both **Adria** and **Mars**, acts as the gateway to **ResQ's** array of features. This strategic positioning ensures that users can seamlessly engage with **ResQ**, leveraging the power of our platform for health monitoring, emergency response, and daily wellness activities. The 'Place' element of our business revolves around being where our users are, ensuring that **ResQ** is an integral part of their connected lives.

#### 7.1.4. Promotion

Our 'Promotion' strategy is a dynamic mix of online marketing, partnerships, and the unique capabilities of our virtual assistant, **AvA**. In the digital realm, we employ targeted strategies through online marketing channels, including digital advertising, social media campaigns, and search engine marketing. These efforts aim to create widespread awareness and capture the attention of our target audience. Simultaneously, strategic partnerships and collaborations amplify our reach, with joint promotional activities enhancing **ResQ's** visibility. **AvA**, our Al-driven virtual assistant, not only serves as a key feature but also as a powerful promotional tool. **AvA's** real-time assistance, health monitoring capabilities, and seamless integration with **ResQ** contribute to a holistic promotional approach, showcasing the platform's value to users.

## 8. Cost Calculations

### 8.1. Price & Cost Calculations

Now, let's delve into the cost breakdown for **AdraMed** and analyse our first, second, and third years. This analysis will consider fixed and variable costs, depreciation, and the allocation of these costs to each subscription plan.

### 8.1.1. Technology Costs

The initial table outlines the diverse costs associated with developing and maintaining the **ResQ** application and its infrastructure throughout our years of operation. This includes expenses related to software development, hosting, IT equipment, personnel, and other development-related costs.

Cost Type	Description	Amount (per year in AC)
Software Development	Development of ResQ and backend systems	1 500 000
Servers and Hosting	Hosting costs	120 000
IT Equipment	Purchase of devices and equipment	50 000

Considering that software, despite lacking a physical presence like traditional assets, is treated as an intangible asset, we have opted for a depreciation schedule. The depreciation will be completed at the end of our third business year, implying a depreciation rate of 33.33%. Further details on depreciation will be provided below.

#### 8.1.2. Personnel Costs

The subsequent table provides an overview of the costs related to personnel involved in the development, marketing, and support of the **ResQ** application. This encompasses salaries for developers, engineers, designers, support staff, as well as the marketing team.

Cost Type	Description	Amount (per year in AC)
Salaries	Developers, engineers, designers, and support staff	(max) 4 850 000
Marketing Team	Salaries for the marketing and advertising experts	75 000

Acknowledging the dynamic nature of our development phase, we anticipate fluctuations in salaries and employment during the initial quarters. **AdraMed** plans to hire the necessary employees during the first two quarters, but doesn't expect to reach the full complement for product development. We've approximated salaries and employment to be 4 times less than the initial estimate in the first quarter and approximately 2 times less in the second quarter.

As our product development progresses, we will strategically reduce our workforce. Around 55% of employees will no longer be required once the first core component, **AvA**, is developed. This number will further decrease to 25% once our product is fully operational. The remaining employees will focus on maintaining and updating our product, with no additional development anticipated.

## 8.1.3. Marketing Costs

Here, you can find an outline of the costs related to marketing and promoting the **ResQ** application. This encompasses expenses for online marketing, digital advertising, social media, advanced search engine marketing (**ASEM**), as well as partnerships and promotional activities.

Cost Type	Description	Amount (per year in AC)
Online Marketing	Digital advertising, social media, and ASEM	(max) 500 000
Partnerships	Collaborations and promotional activities	25 000

Given our focus on product development during the first year, we anticipate a reduced emphasis on advertising efforts. Consequently, only half of the maximum Online Marketing funds will be allocated in our first year. Additionally, we won't organize promotional activities for partnerships during our initial business year, aside from the collaboration itself.

### 8.1.4. Operational Expenses

The following table provides an overview of operational expenses, encompassing office space rent, utilities, general office expenses, and the costs associated with providing customer support to users.

Cost Type	Description	Amount (per year in AC)
Office Space	Rent, utilities, and office expenses	270 000
Customer Support	Staff and infrastructure for user support	50 000

Like software development costs, Office Space and Customer Support Infrastructures can be depreciated. However, we plan to depreciate most of these assets over a span of 5 years, leading to a depreciation rate of 20%. Further details are provided below.

## 8.1.5. Depreciation Costs

This section outlines the depreciation costs associated with assets such as IT equipment and software development. It specifies the initial cost of each asset, the depreciation method used, the depreciation rate, and the resulting depreciation.

Asset Type	Initial Cost (in AV)	Depreciation Method	Depreciation Rate	Depreciation
IT Equipment	50 000	Straight-line	25%	12 500
Software Development	1 500 000	Straight-line	20%	100 000
Office Space	270 000	Straight-line	20%	54 000
Customer Support Infrastructure	50 000	Straight-line	20%	10 000

### **Depreciation Method:**

Straight-line

We have chosen the Straight-line method for several reasons:

### • Simplicity:

The Straight-line method is straightforward and easy to understand. It involves a simple calculation where the cost of the asset is divided evenly over its useful life.

### • Consistency:

This method provides a consistent and predictable pattern of depreciation. Each year, the same amount is expensed, ensuring a uniform and reliable financial pattern.

#### Uniform Expense:

It aids in providing a uniform, systematic, and even distribution of depreciation expenses. This method more evenly and accurately spreads the cost of an asset over its useful life.

The rationale behind using this depreciation method is that our assets uniformly lose their value over time.

#### 8.1.6. Variable Revenue

The following table outlines the variable costs incurred for each user of the **ResQ** application. These costs encompass revenue sharing with users based on ad revenue, cloud services costs based on usage, and customer support costs, which are dependent on the volume of user requests.

Variable Revenue	Description	Amount (per user per year)
Ad Revenue Sharing	Share of ad revenue with users	Variable, based on revenue and user count.  Ad revenue per user = 0.5
Customer Support	Support costs for each user	Variable, based on user requests and user count.  Customer support cost = 5

We anticipate that only 11% of our customers will require customer support, and accordingly, our customer support costs are based on this percentage.

Moreover, for Pro users, we are introducing an exclusive incentive—an opportunity to purchase **AdraMed** tee-shirts using **AvA** Coins. These coins can be earned by participating in community events. It's a special offering from **AdraMed**, and all associated costs will be covered by the company.

A more comprehensive financial analysis will be provided in the Analysis section, where we will delve into the details of our finances.

## 8.2. User Groups

**ResQ** has identified distinct user groups within its target market, enabling us to tailor our offerings to meet the specific needs of each group effectively.

#### 8.2.1. Colonist Communities

#### **User Characteristics:**

- Residents of Adria Planet's colonist communities.
- Individuals seeking continuous health monitoring and wellness support.

#### Offerings:

- **ResQ** and **ResQ**+ subscriptions for daily wellness, space travel preparations, and emergency assistance.
- **ResQ** Pro subscription for advanced features and extended support.

### 8.2.2. Space Exploration Pioneers

#### **User Characteristics:**

- Adventurous individuals participating in space exploration missions.
- Pioneers requiring immediate medical assistance in space environments.

#### Offerings:

• ResQ+ and ResQ Pro subscriptions for vital support during space missions and emergencies.

#### 8.2.3. General Public

#### **User Characteristics:**

- Wristband users not belonging to the above groups.
- Individuals seeking basic wellness and fitness support.

#### Offerings:

- Freemium plan with ads for basic wellness support.
- ResQ+ subscription for enhanced wellness features.
- **ResQ** Pro subscription for a comprehensive healthcare experience.

## 8.2.4. Strategic Partner

In strategic collaboration with both **Lenus** and **TerraNex**, **AdraMed** extends its commitment to revolutionize healthcare and well-being within the **Adria** Planet System.

The Partner User Plan with **Lenus** ensures that **Lenus**' users enjoy exclusive access to **ResQ** and its primary features. This partnership facilitates a seamless integration with **Lenus**' treatment and medication recommendations, enhancing the overall healthcare experience for users. The synergy between **ResQ** and **Lenus** contributes to the advancement of healthcare services, embodying our dedication to innovative solutions and user-centric care.

Simultaneously, our partnership with **TerraNex** marks a milestone in combining health monitoring with immersive and educational entertainment. Users of **TerraNex**'s cutting-edge Pods project will have privileged access to **ResQ**, unlocking its primary features and seamlessly integrating health monitoring into **TerraNex**'s innovative Pods. This collaboration not only prioritizes health and well-being but also enriches the overall lifestyle and experiences of our shared community within the **Adria** Planet System.

These strategic partnerships underline **AdraMed**'s vision to create a holistic and integrated healthcare ecosystem, fostering innovation and well-being across our planetary community. Of course, "Partner Users" will have access to our product, **ResQ**, including all its primary features, for all their users. In return, **AdraMed** will charge a fee (based on the partner's total number of users), with all data collected remaining the proprietary property of **AdraMed**.

By segmenting our user groups and offering plans tailored to their unique requirements, **ResQ** ensures that each user receives the most relevant and effective services.

## 8.3. Advertising Strategy

**ResQ** employs a comprehensive advertising strategy designed to reach its diverse user groups. The approach encompasses various advertising channels and tailor-made messages to maximize user engagement.

### 8.3.1. Online Marketing

## **User Groups:**

- General Public
- Colonist Communities
- Space Exploration Pioneers

### Strategy:

• Target online ads, social media marketing, and advanced search engine marketing (**ASEM**) to reach users actively seeking healthcare and wellness solutions.

#### Focus:

• Promote the Freemium plan and the benefits of ResQ+ and ResQ Pro.

## 8.3.2. Health and Wellness Communities

#### **User Groups:**

- Colonist Communities
- Space Exploration Pioneers

#### Strategy:

- Collaborate with health and wellness communities within Adria colonies.
- Establish partnerships with colony leadership to promote **ResQ** as an integral part of residents' well-being.

#### Focus:

• Emphasize the use of **ResQ** in daily life, space travel preparations, and emergency situations.

## 8.3.3. Strategic Partner Promotion: Lenus

#### **User Groups:**

• Lenus' user base

#### Strategy:

Work closely with Lenus to integrate ResQ into their healthcare services. Leverage Lenus'
medical expertise and their recommendation of ResQ as part of users' treatment and well-being.

#### Focus:

• Highlight the seamless transition for **Lenus** users to access **ResQ**.

### 8.3.4. Strategic Partner Promotion: TerraNex

#### **User Groups:**

- TerraNex user base
- TerraNex personnel

#### Strategy:

- Work closely with **TerraNex** to integrate **ResQ** into their educational services.
- Leverage TerraNex's recommendation of ResQ as part of users' treatment and well-being.
- Show how useful **ResQ** can be to the **TerraNex** personnel.

#### Focus:

- Highlight the seamless transition for **TerraNex** users to access **ResQ**.
- Highlight the seamless transition for **TerraNex** personnel to access **ResQ**.

## 8.3.5. Space Exploration Organizations

#### **User Groups:**

• Space Exploration Pioneers

#### Strategy:

- Collaborate with space exploration organizations to position ResQ as a vital tool for pioneers.
- Demonstrate the application's capabilities to manage emergencies in the challenging environment of space.

#### Focus:

• Showcase the value of **ResQ+** and **ResQ Pro** in space missions.

### 8.3.6. Health Gamification Platforms

#### **User Groups:**

- General Public
- Colonist Communities
- Space Exploration Pioneers

#### Strategy:

- Leverage partnerships with gaming platforms to introduce **ResQ** as a companion.
- Integrate ResQ's features into health-related games and challenges, providing users with incentives to adopt ResQ for their wellness journey.

#### Focus:

• Make wellness fun and engaging, offering users incentives for adopting **ResQ**.

## 8.3.7. In-App Advertising

#### **User Groups:**

- General Public
- Colonist Communities
- Space Exploration Pioneers

#### Strategy:

• Implement in-app advertisements for **ResQ** across a range of popular applications used by **Adria** citizens.

#### Focus:

• Highlight the benefits of **ResQ+** and **ResQ Pro** for users seeking a complete health and wellness experience.

**ResQ's** advertising strategy covers a wide spectrum of channels and user-specific messages to ensure it resonates with diverse user groups and successfully conveys the value of its offerings. By targeting the right audience with the right message, **ResQ** aims to increase its user base and provide comprehensive healthcare solutions to all **Adria** citizens.

# 9. Financials

## 9.1. Financial Strategy

**ResQ** has developed a robust financial strategy aligned with its mission to provide innovative healthcare solutions to the **Adria** Planet System. Our approach is rooted in diversified revenue streams, enabling us to maintain fiscal health while offering a range of features to our users.

## 9.2. Revenue Streams

**ResQ'**s revenue streams are designed to cater to diverse user needs and preferences:

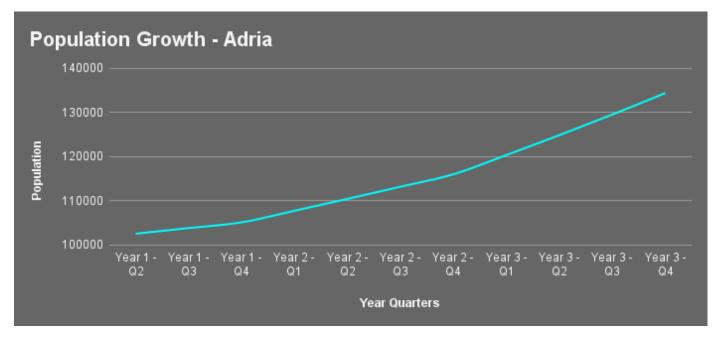
Revenue Stream	Description	Pricing
ResQ Freemium Plan	Ad-supported basic access	Free (ads give revenue)
ResQ +	Enhanced features	10 / month
ResQ Pro	Premium access	15 / month
Partnership with <b>Lenus</b>	Fees from using <b>ResQ</b>	Variable (0.05 * total amount of users)
Partnership with TerraNex	Fees from using <b>ResQ</b>	Variable (0.05 * total amount of users)
Customer Support	Helping our users	Variable (price: 5)
Data Licensing	Selling user data	Variable
AvA Coins Redemption	Buying virtual coins	Variable (price: 5 and then 7)

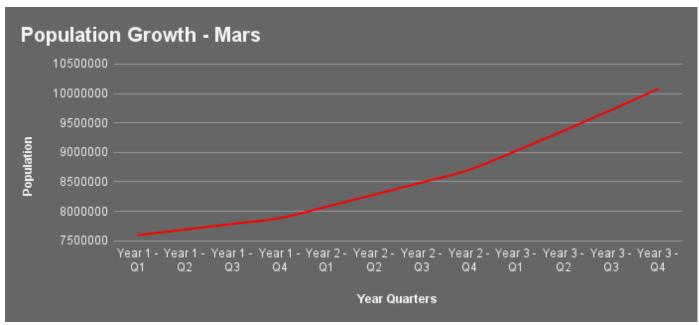
## 9.3. Population Growth Analysis

Expanding user base projections are promising for **ResQ**, especially with the steady increase in **Adria's** population over the next three years.

Additionally, Mars, with its established colony, presents a substantial market for ResQ. The potential reach is indeed higher with a growing population, but it also poses a challenge in terms of outreach to a larger and more diverse audience.

However, with a thoughtful and targeted marketing strategy, **ResQ** can effectively tap into this expanding user market and provide innovative healthcare solutions to a broader audience.



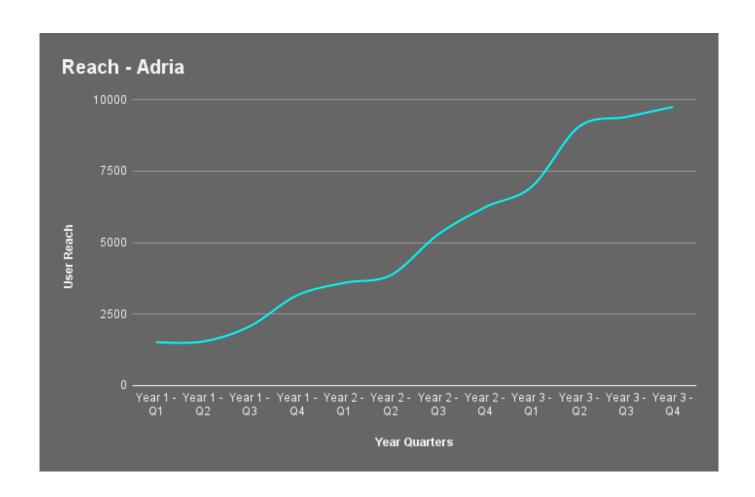


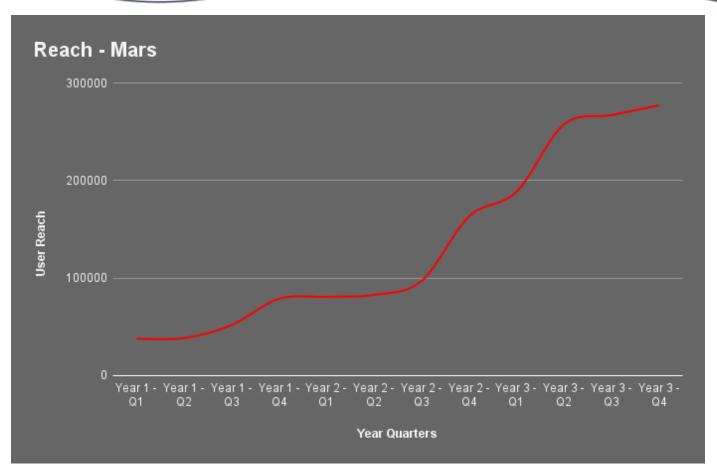
## 9.4. Population Reach Analysis

**ResQ's** aspiration to reach a significant percentage of the **Adria** population aligns with the mission of making healthcare and wellness services accessible to a broad audience. The extended reach to **Mars**, with its substantial number of residents, reflects **ResQ's** commitment to tapping into the potential of two thriving planets.

The provided data offers valuable insight into the projected user reach on both **Adria** and **Mars** over the course of three years, broken down into quarterly increments. The reach percentages indicate the proportion of the total population expected to use **ResQ**.

Notably, these figures show a consistent upward trend, reflecting the growing adoption and significance of our healthcare platform. This upward trajectory bodes well for **ResQ'**s goal of becoming a widely embraced and integral part of healthcare management across the **Adria** Planet System.





Reach	Adria	Mars
Year 1	6%	2%
Year 2	14%	4%
Year 3	29%	11%

Year 1 sets the foundation for ResQ's user reach, with a projected 6% reach on Adria and a 2% reach on Mars. Starting with 1,519 Adria residents and 37,969 Martian residents in the first quarter, the user base steadily increases each quarter. Factors such as heightened awareness, word-of-mouth recommendations, and successful partnerships with healthcare providers like Lenus contribute to this growth.

In Year 2, there is a substantial boost in reach on Adria, reaching 14%, while Mars sees a 4% reach. This aligns with the anticipated need for some time to establish ourselves on the Martian colony. By the end of Year 2, ResQ anticipates having 3,591 Adria users and 80,791 Martian users, marking a significant expansion compared to the previous year.

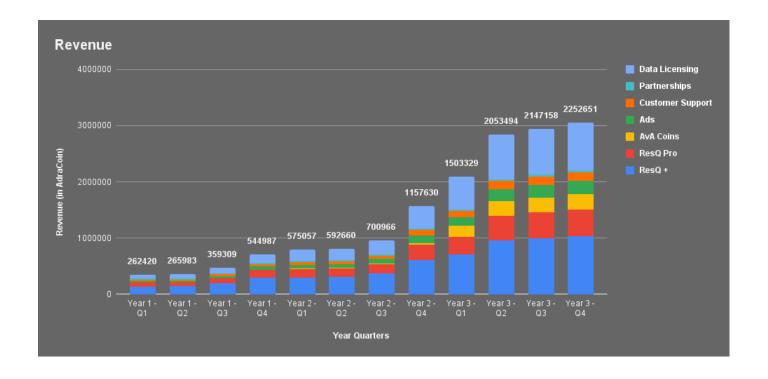
Year 3 demonstrates even more significant growth, with a projected reach of 29% on **Adria** and 11% on **Mars**. The user count on both planets significantly rises each quarter, reflecting the trust and value that the **ResQ** platform brings to its users. This upward trajectory underscores **ResQ'**s increasing impact on healthcare accessibility and wellness management across the **Adria** Planet System.

Creating line graphs to visually represent **ResQ'**s projections is an excellent idea. These graphs would effectively illustrate the steady increase in user count and reach percentages over each quarter of the three-year period.

The upward-sloping lines will visually communicate the continuous growth and success of **ResQ** in reaching a significant portion of the population on both **Adria** and **Mars**. This graphical representation will serve to underline the platform's integral role in healthcare and wellness within these colonies, providing a compelling and easily understandable visual narrative for stakeholders and decision-makers.

## 9.5. Revenue Sources

While the specifics of the financial projections await further details, the outlined revenue streams suggest promising money injections for **ResQ**. The combination of diverse revenue sources, encompassing subscriptions, partnerships, and innovative user incentives, positions **ResQ** for financial success and sustainability in the dynamic healthcare landscape of the **Adria** Planet System.



The revenue chart presented above illustrates the contributions of each category for each quarter, providing a clear comparison of revenue streams over time.

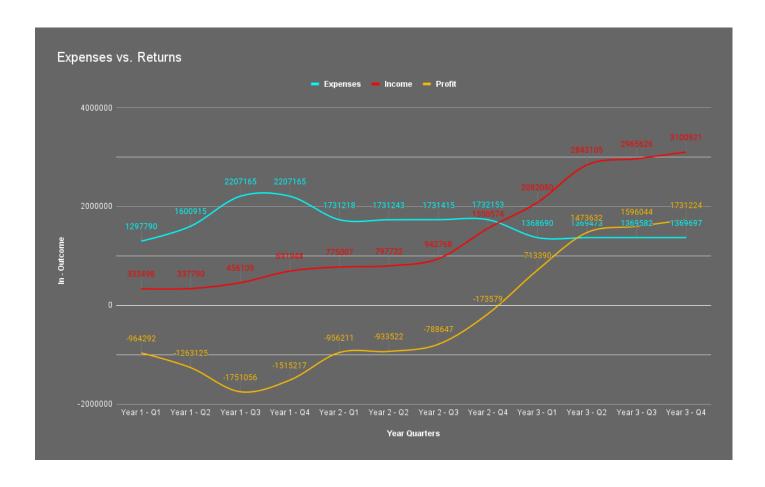
Looking ahead into Year 4 and beyond, our estimates and projections indicate that revenue from **ResQ+** and **ResQ Pro** subscriptions will continue to grow. Simultaneously, revenue from advertising, customer support, and partnerships is expected to see sustained increases. These trends suggest that the platform's monetization strategies are effectively contributing to a healthy and stable financial outlook.

The revenue chart serves as a valuable tool for stakeholders, enabling them to assess the financial health of the platform and make informed decisions regarding investment, expansion, and resource allocation.

## 9.6. Monthly Profit Margin:

Profit Margin Percentage = (Revenue / Net Profit) × 100

Year 1	Year 2	Year 3
- 430 %	- 125 %	+ 75 %

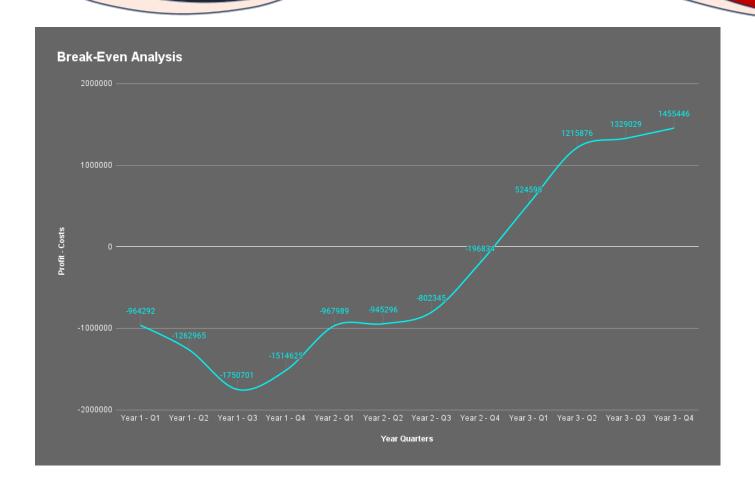


## 9.7. Profit & Break-Even Analysis

The profit and break-even analysis play a pivotal role in **ResQ'**s financial stability and long-term sustainability. It's crucial to ensure that our growth is balanced with our profitability.

Quarters	Costs (in AC)	Revenue (in AC)	Profit (in AC)	
Year 1	1297790	333498	-964292	
Year 1	1600915	337950	-1262965	
Year 1	2207165	456464	-1750701	
Year 1	2207165	692540	-1514625	
Year 2	1731218	763229	-967989	
Year 2	1731243	785948	-945296	
Year 2	1731415	929070	-802345	
Year 2	1732153	1535319	-196834	
Year 3	1368690	1893288	524598	
Year 3	1369473	2585349	1215876	
Year 3	1369582	2698612	1329029	
Year 3	1369697	2825142	1455446	

The presented data encapsulates the financial performance of **ResQ** over a three-year period, detailing costs, revenue, and profit figures for each quarter. This comprehensive dataset facilitates a thorough analysis of the platform's financial health, offering valuable insights for informed decision-making and strategic financial planning.



## 9.8. Calculations

### **Calculate Variable Cost per User:**

$$Variable\ Cost\ per\ User\ =\ rac{Maximum\ Annual\ Employement\ Cost}{4}\ imes\ rac{1}{Total\ User\ in\ Q1}$$
 
$$Variable\ Cost\ per\ User\ =\ rac{48500004}{4}\ imes\ rac{1}{17695000}$$

 $Variable\ Cost\ per\ User \approx\ 0.1577$ 

Employment costs are evenly distributed across the total number of users in Q1. The same logic applies for the other quarters with adjusted maximums.

### **Calculate Weighted Average Price per User:**

Weighted Average Price per User 
$$=\sum_{i=1}^{3}$$
 (Price per Useri Proportion of Users  $i \times Proportion of Users i)$ 

Weighted Average Price per User = 
$$(0 \times 0.53) + (10 \times 0.36) + (15 \times 0.11)$$

Weighted Average Price per User 
$$\approx 4.66$$

#### Calculate Weighted Average Variable Cost per User:

Weighted Average Price per User = 
$$\sum_{i=1}^{3} (Variable\ Cost\ per\ User\ i\ \times\ Proportion\ of\ Users\ i)$$

Weighted Average Variable Cost per User = 
$$(0.1577 \times 0.53) + (0.1577 \times 0.36) + (0.1577 \times 0.11)$$

Weighted Average Variable Cost per User  $\approx 0.0902$ 

#### **Calculate Break-even Quantity:**

$$Break-even\ Quantity=rac{Average\ Total\ Costs}{Weighted\ Average\ Price\ per\ User-Weighted\ Average\ Variable\ Cost\ per\ User}$$

$$Break - even Quantity = \frac{Average Total Costs}{4.66 - 0.0902}$$

$$Break - even Quantity \approx \frac{850\,000}{4.5698}$$

Break - Even is achieved when our user count reaches approximately 186 000 users.

#### Year 1 Analysis:

Year 1 unfolds with **ResQ** facing significant challenges, as costs consistently outweigh revenue in each quarter. The total annual costs reach 7,313,035 AC, while the annual revenue amounts to 1,820,452 AC, resulting in a substantial net loss of 5,492,583 AC.

Amidst substantial asset purchases and immediate development initiation, employment fluctuates in the first two quarters due to intricate hiring procedures. Post the second quarter of Year 1, **AdraMed** anticipates having sufficient resources to complete at least 1 or 2 core components of **ResQ**, such as the **AvA** Al and an extensive database. Consequently, employment will decrease, focusing on maintaining and updating these core components.

#### Year 2 Analysis:

Year 2 reflects a persistent effort to improve the financial situation. Costs are maintained around 1,730,000 AC per quarter, while revenue gradually increases, resulting in a more positive end to Year 2. The drop in salary costs, owing to the required staff being in place, contributes to this improvement.

Like Year 1, some staff members will be relieved of service as maintenance staff becomes the only necessity once the product is fully developed.

#### Year 3 Analysis:

The first quarter of Year 3 marks a notable shift, witnessing a positive profit. This suggests that **ResQ's** strategies for increasing revenue and reducing costs are beginning to yield results.

Year 3 paints a more optimistic picture. Costs remain relatively steady, while revenues experience significant growth. As a result, profits consistently turn positive, reaching up to 1,455,446 AC in the final quarter.

## 9.9. Future Projections

The inclusion of a ten-year projection for costs, revenue, and profit in **AdraMed**'s **ResQ** project is a vital component for financial planning. These extended projections offer a comprehensive view of the project's sustainability over time, allowing for strategic decision-making and ensuring long-term financial viability.

The financial projections illustrate **AdraMed**'s evolution, transitioning from startup losses in the initial years to sustainable and profitable operations in later years. The anticipated growth in revenue is attributed to the increasing adoption of **ResQ**, the implementation of diversified revenue streams, and efficient cost management practices.

While user reach is expected to stabilize after 4 to 5 years, the projected high profit margins during this period will provide ample resources for maintaining **ResQ's** operations and ensuring its continued success.

## 9.10. Partners

Our primary partners will be healthcare specialists and agencies, while other companies can benefit from our Partner user plan. The main revenue source will be derived from Data Licensing. To ensure substantial profit, we have conducted an in-depth analysis of the demand and potential revenue from sales.

In the initial years, we anticipate a low demand, gradually increasing over time. Recognizing that not all demand may materialize into actual sales, we plan to sell a significant amount of data at lower prices in the first year. Subsequently, we will strategically decrease the percentage of data sold while incrementally increasing prices.

This approach aims to cultivate a growing dependence and interest in our data. By the third year, we anticipate selling less data at a higher price, creating a demand for more than 100% of the initial price as demand surges. This progressive pricing strategy is designed to maximize revenue while aligning with the evolving demand for our valuable data.

Data Licensing	Price (in AC)	Demand	Sells per demand	Data sold
Year 1	30 AC	9%	8%	75%
Year 2	40 AC	26%	17%	35%
Year 3	85 AC	55%	35%	10%

All these metrics outline the financial outlook of **ResQ**. We forecast continuous growth in both our user base and revenue streams, ensuring that our financial position remains strong while we continue to provide unparalleled healthcare solutions to the **Adria**'s System.

# 10. Appendices

Add appendices where applicable/appropriate/necessary.