**Feasibility Study**

**Doctors smart assistant- Tic Doc**



**Delta Code**

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# Executive Summary

DSA is a cloud based software designed especially for doctors to help manage their life in main two directions, Money and Time, its cloud based so you can access it from any device and anywhere.

# Description of Products and Services

The software is an online App where you can access from a URL just like any website with a mobile app for IOS and android to have access to it any time and from any device, the App will manage time and cash flow on doctor’s life including clinics, hospitals, surgeries, home visits, meeting, conferences and all occasion that might interest a doctor even private dates too in a smart way to avoid overlapping and to have a clear picture of doctors life and business.

# Technology Considerations

The software developed using latest Microsoft MVC5 Technology to provide reliable quick and secure environment where all data of the doctors is encrypted throw his password while no one can access it even the Database admins.

Also we uses latest User Experience techniques to provide an easy to use interface.

# Product/Service Marketplace

A typical user in this software should be has the following demographics

* A Doctor
* University stuff
* 30-45 Years
* Has an internet connection in clinic
* Has a smart phone
* Has a clinic or two
* Exist in a main city
* One of those specialties (Cardiology, Neural, Surgery, Dentist, Eye)

A rough study if the target markets leads to the following numbers

|  |  |
| --- | --- |
| **City** | **Target** |
| **Tanta** | 300-500 |
| **Mansoura** | 400-600 |
| **Zagazig** | 120 |
| **Kafr Sheikh** | 120 |
| **Benha** | 120 |
| **Alexandria** | 3000+ |
| **Great Cairo** | 10000+ |

# Marketing Strategy

This product will target location based audience starting with certain cities to cover through 4 main channels

1. Direct communication with KOL
2. Online presence
3. Clinics visit
4. Booth / conferences

# Organization and Staffing

The product need following staff to be covered in its first phases.

1. Product manager
   1. To manage product and its related plans
   2. Contact with KOL
2. Sales Agent
   1. Visit clinics
   2. Support and training for the app
   3. Collect Fees
3. Development team
   1. Technical development and support

# Schedule

|  |  |
| --- | --- |
| **Date** | **Milestones** |
| **10/6/2015** | UI Build |
| **27/6/2015** | UI Feedback collect |
| **10/7/2015** | UI Changes and update |
| **1/8/2015** | Integrated solutions |
| **1/9/2015** | Beta release and demo accounts creation |
| **1/9/2015** | Marketing plan |
| **1/11/2015** | Hit 50 Doctor subscription |

# Financial Projections

The financial projections for the addition of an online sales platform for ABC are highlighted in the table below. These figures account for projected online sales, additional staffing requirements, shipping, material, and insurance costs, contract support for IT and training needs, and web server and hosting costs.

The assumptions for these projections are as follows:

* In store sales projections remain unchanged
* All milestones are performed in accordance with the schedule
* All transactions are closed monthly with no carry-over to subsequent years

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Measurement** | **1st** | **2nd** | **3rd** | **4th** | **5th** | **6th** | **7th** | **8th** | **9th** | **10** | **11** | **12** |
| **Development cost** | 3000 | 3000 | 3000 | 3000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| **Hosting and infrastructure** | 500 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| **Domain and branding** | 500 |  |  |  |  |  |  |  |  |  |  |  |
| **Social media existence** |  |  |  |  | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| **Staff salaries** |  |  |  |  | 700 | 1200 | 1500 | 1700 | 2200 | 3400 | 3800 | 4500 |
| **Marketing activity** |  |  |  |  | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| **SUB COST TOTALS:** | 4000 | 3000 | 3000 | 3000 | 2700 | 3200 | 4500 | 4700 | 5200 | 6400 | 6800 | 7500 |
| **Fee in** |  |  |  |  | 2000 | 7000 | 10000 | 12000 | 14000 | 19000 | 24000 | 29000 |
| **Other revenues (Sponsors)** |  |  |  |  |  |  |  |  |  |  |  | 4000 |
| **Growth** | -4000 | -3000 | -3000 | -3000 | -700 | 3800 | 5500 | 7300 | 9800 | 12600 | 17200 | 26500 |

# Findings and Recommendations

Based on the study

* Target audience without Cairo and Alex is ~ 1300
* Break-even point comes on 70 subscription
* Fee collection and visits should go with the same employee
* 300 doctor should leads to ~ 26000