

<p>Problem</p> <p>A product designed to monitor the movements of elderly individuals in their homes, providing detailed insights for personalized advice on maintaining and improving their physical health.</p>	<p>Customer segments</p> <p>It is specifically designed for the elderly</p>	<p>Unique value proposition</p> <p>A product that monitors movement for the elderly is an excellent tool for improving their physical health. As people age, it becomes more challenging to maintain regular activity, and this kind of technology helps keep them active in a safe manner. Additionally, it can tailor exercise programs to individual needs and abilities</p>
<p>Solution</p> <p>The solution is to create software that uses the mobile camera to monitor movement. This data can then be used in consultation with doctors to develop solutions for improving physical health.</p>	<p>Unfair advantage</p> <p>a unique product that is not yet on the market</p>	<p>Revenue streams</p> <p>charge a cost to the user, payment for more features in the software... (eg 2D or 3D)</p>
<p>Cost structure</p> <p>expenses: apple store, advertising, software...</p>	<p>Key metrics</p> <p>Speed, posture, movement</p>	<p>Channels</p> <p>App Store, Google Play Butik, Hospitals/-Healthcare</p>