# MediSupport dApp

# Value proposition

- ❖ Medical scheme that aims to eliminate third parties in medical aid scheme
- ❖ Third parties in medical aid schemes are:
  - ✓ Medical aid scheme companies
  - ✓ Medical aid scheme brokers
- ❖ dApp shall reduce costs by allowing users to administer their own scheme
- ❖ Unused user premiums shall be refunded at the end of the year

# Customer segments

❖ Working class, crypto-currency/blockchain enthusiasts, anyone who is tired of high costs of insurance or medical aid

# Channels

❖ The product shall be accessed through online web application on desktops and laptops

# Customer relationships

❖ Customer shall be acquired through social media platforms, physical meet-ups and presentations

# Revenue streams

❖ ketanelabs shall get revenue

  ✓ through donations

  ✓ annual fees which shall be 1.5% of scheme contributions

  ✓ paid workshops

# Key resources

❖ ketanelabs shall need and use:

✓ Laptops for its developers

✓ Office space

✓ vehicles to travel across Lesotho and South Africa to market the dApp

# Key partners

❖ ketanelabs key partners shall be:

- ✓ Web hosting companies
- ✓ Existing insurance companies looking to implement decentralized systems
- ✓ clients

# Costs

❖ ketanelabs will incur:

- ✓ Product development costs
- ✓ Web hosting costs
- ✓ Marketing costs

# Conclusion

❖ The following still require some work:

✓ User Interface to capture all functionalities

✓ Smart contract security

✓ Additional functionalities not currently implemented such as refunding member after 365 days from contract creation, ensuring members contribute at least 3 times before they can claim, et. This could not be implemented due to time issues