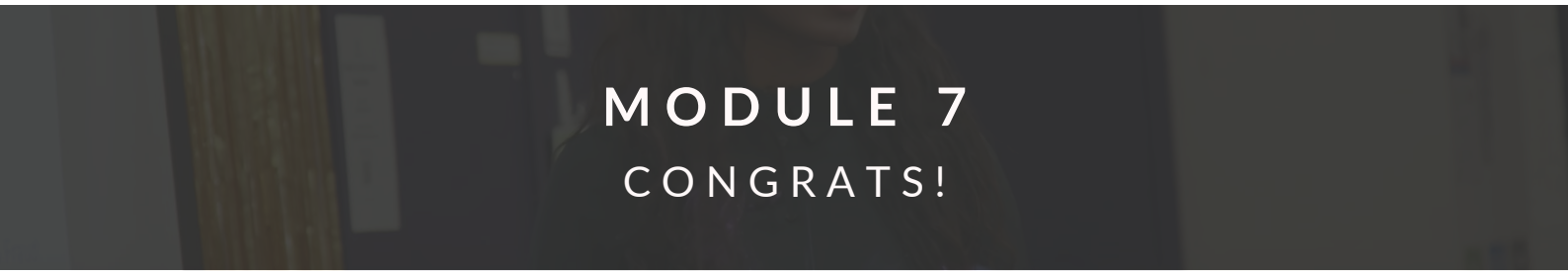

MODULE 7

CONGRATS!

NON-LINEAR PRODUCT DEVELOPMENT CONT.

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
List your top 1-3 problems. Picking up medicine can can become tiresome and inconvenient , especially when you or a loved one is already feeling sick or undergoing treatment. Most delivery has to be done over the phone and can also be tough to manage for a busy schedule	*Outline a possible solution for each problem.* I propose an app that can deliver medicine and treatments directly to your door. Prescriptions could be filled and sent to you , and also tracked. Anything from cold and flu relief to wheelchairs and walking canes.	*Single, clear, compelling message that states why you are different and worth paying attention.* The key goal for this app is to have your medicine on-demand. This service takes the busy work out of picking up prescriptions and dealing with calls over the phone.	*Something that cannot easily be bought or copied.* Though people can usually order things like medicine online, this service streamlines the process by allowing anyone to sign-up to be an 'envoy'. The app is tasked with managing a customer's health information and retrieving data about product use and sales.	*List your target customers and users.* I've noticed most elderly patients have frequent prescriptions to be filled and often rely on a nurse or relative to pick things up. If you're sick yourself can feel like a chore to procure medicine when you really want/need it.
EXISTING ALTERNATIVES *List how these problems are solved today.* Most times, pharmacies have to direct their employees to make deliveries on their own budget. Unless you come to pick them up yourself, or wait days for mail.	**KEY METRICS** *List the key numbers that tell you how your business is doing.* By tracking how many people are subscribed to the service, we'll know how many people and also other forms of data like their age and location demographics.	**HIGH-LEVEL CONCEPT** *List your X for Y analogy e.g. YouTube = Flickr for videos.* MedEnvoy = Doordash but for prescripts and medicine.	**CHANNELS** *List your path to customers (inbound or outbound).* The service will be available as a free download on the app store/play store. It carries conventions from popular mobile services like Uber or Postmates to ensure ease with use. Subscription is only required with medicines that require a prescription from a physician.	**EARLY ADOPTERS** *List the characteristics of your ideal customers.* Ideal customers are those with loved ones who need regular medications and treatment sent to their homes.
COST STRUCTURE *List your fixed and variable costs.* Most funding will come from insurance companies and corporate sponsors, this will be used to pay for maintenance on the app and salaries for employees. Deliveries will be funded based on tips paid by the customer. Subscriptions paid by the customer will also be used for extra costs. This is fixed to 15.99			**REVENUE STREAMS** *List your sources of revenue.* The service is subscription-based but allows payment from insurance companies. OTC products can be paid with credit/debit transactions.	

The lean business model structure is usually for for-profit businesses but literally can be used to map out the solution for anything you may be trying to create. It is basically a way of organizing the process of design thinking:

Problem Definition: What is the problem you are looking to solve?
Customer Segments: Who experiences this problem and is likely to use your solution (Who is this for?)?
Solution: What is our MVP solution to this problem?
Key Metrics: How will we know if our solution is effective?
Unique Value Proposition: What makes our solution different from other solutions solving the same problem?
Revenue Structure: How will your solution make revenue so it is able to fund itself and consistently provide the service?
Channels: How will we get our solution into the hands of those that can use it? Will it be downloaded/is it free? Will you need to train people on how to use it? Etc.
Unfair Advantage: Is there a factor that makes your solution more effective than other solutions by the nature of a structural advantage either of the product or of your team (for example, do you have access to data that others don't?)?
Cost structure: What is the base cost it takes to create and maintain your solution? What is the cost of serving one person? The 100th person? The 1000th person?