



Health Sync

HEALTH SYNC PRO

Business Plan

Syncing your Health, Elevating Your life

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Table of Contents

I. Executive Summary	3
II. The Organization	4
III. Business Description	5
IV. SWOT	6
VI. Competitor Analysis	7
VII. Market Analysis	8
VIII. Marketing Plan	9
IX. Financial Plan	10
X. <u>The Future</u>	12

Executive Summary

Mission

To provide a a good heath for the patients

Vision

To be a key contributor to a sustainable world

The Product

Health Sync creates an app lies in its comprehensive approach to patient care, combining various functionalities into a single platform using The blockchain Technology and a Data monitoring system.

The Leadership

We are a group of IEEE ESPRIT SB member and we are committed to one mission: Help our patients to have a better health for a better life

The Overall Industry

we have three major players in the Healthtech market locally. However, Health sync aims to offer the best security for our patient's personal data for our data monitoring system using the private Blockchain technology.

The Competitors

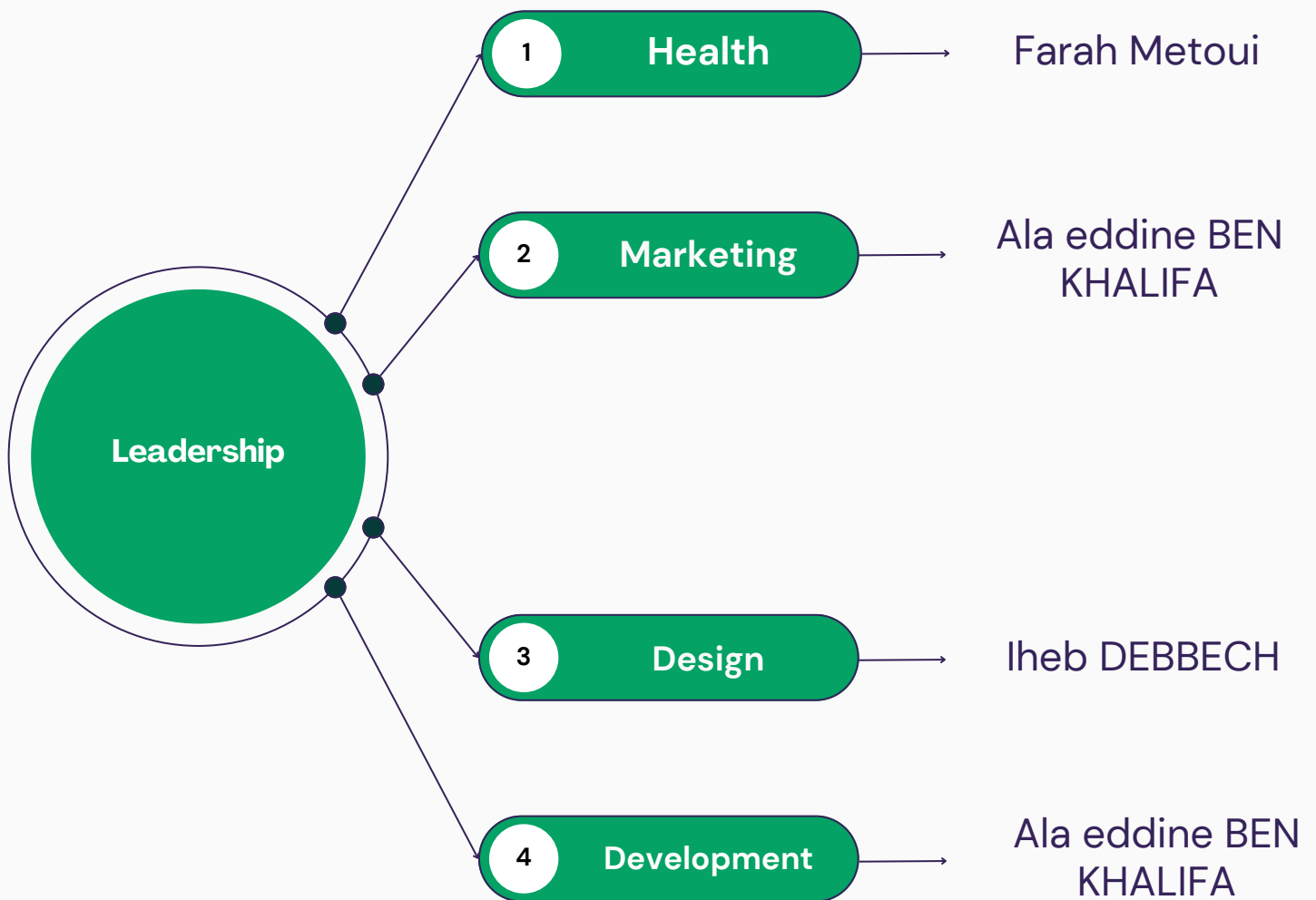
As much as the competitors locally are hard to find, Our scoring system will be one of our unique feautres that defines how much our patients are taking care of their heath in order to give them rewards like access to our events for free and for free consultations in order to motivate them and also for our marketing strategy.

Future Plans

By the end of 2030, we believe that our project will get expended in other continents. By the end of 2034, We believe that our application will turn into a metaverse that help our patients and our doctors to get in touch in a better way.

The Organization

PAGE 4



Business Description

PAGE 5



Health Sync Solution:

The unique value of your app lies in its comprehensive approach to patient care, combining various functionalities into a single platform:

- Seamless connectivity between patients and Doctors using the Blockchain Private Technology.
- Extensive health data tracking with AI-driven analysis for personalized reports.
- Emergency assistance and fall detection using accelerometer technology.
- Mental health support through community discussions and access to psychologists.
- Medication management and delivery services.
- Incentivization through points for health improvement.
- Emphasis on user convenience, particularly for the elderly, with AI-powered medication reminders using images.

Overall, the app's unique value lies in its holistic approach to healthcare, combining medical tracking, emergency assistance, mental health support, medication management, and community engagement within a single platform. Regular refinement and user feedback will be crucial to enhance and fine-tune these features for optimal user experience and effectiveness.

SWOT

STRENGTHS

- Tracking our patients
- Scoring system
- Blockchain Technology

WEAKNESSES

- Complicated process to save data
- it's not available to everyone



THREATS

- A big competition between doctors on the platform
- Not all the cases can be discussed in an online consultation

OPPORTUNITIES

- Motivating our patients
- Making events that help patients to gain knowledge

Competitor Analysis

PAGE 7

Sustainability Matters

These are our competitors locally. as much as competitors have unique values, we are the only one who are providing the security for our patients using the Blockchain Technology. And also, thanks to the scoring system, we can make sure that our patients are motivated to take care of their medical states.

	Med	telemedecine	Parashop	Health sync
Secured Data	✓	✓	✓	✓
Community Cloud	✓	✗	✗	✓
Blockchain&Points system	✗	✗	✗	✓
Delivery of Medicines	✓	✗	✓	✓
Online Consultation	✗	✓	✗	✓
Magazines	✓	✓	✗	✗

Market Analysis

PAGE 8

Our target:

In our application, we have two targets (B2C2C). the patients who are between 16 and 65 and have mobile phones. And also, the private doctors who are going to work on this application. We calculated the market size and we found out that one if three adults globally have chronice diseases.

1.35 B

Adults with Chronic
diseases Worldwide

2.35 M

Adults with
Diabetes in
tunisia

188,000

Market Share

Resources:

- NCBI
- Inkifada
- Lapresse

Marketing Plan

PAGE 9

The 4Ps of Marketing:

Product

- Establishing a blockchain network between doctors and patients
- Friendly interface
- Synchronization with mobile phones and health trackers
- Reminders and notifications for medication schedules and medical appointments

Price

- Offering subscription plans, such as a freemium model with advanced chat bot and access to free events with free ads.
- Offering a delivery service of medicaments.
- Advertisement in our application.
- A commision of 20% for each consultation between a doctor and his patient.

Promotion

- Via radio
- social media
- Sponsorship
- Making events about health where we invite doctors and experts

Place

- There exists a direct relationship between the client and the product, without any intermediaries.
- There will be checkpoints in the future for our clients and our doctors

Financial Plan

PAGE 10

Cost Structure

Cost Structure	Percentage
Marketing	35%
Development	27%
Hosting	10%
Cost of hand	12%
Medicines	16%

Financial Plan

PAGE 11

Revenue Streams



Advertisement



Freemium Account Description (6\$/month)



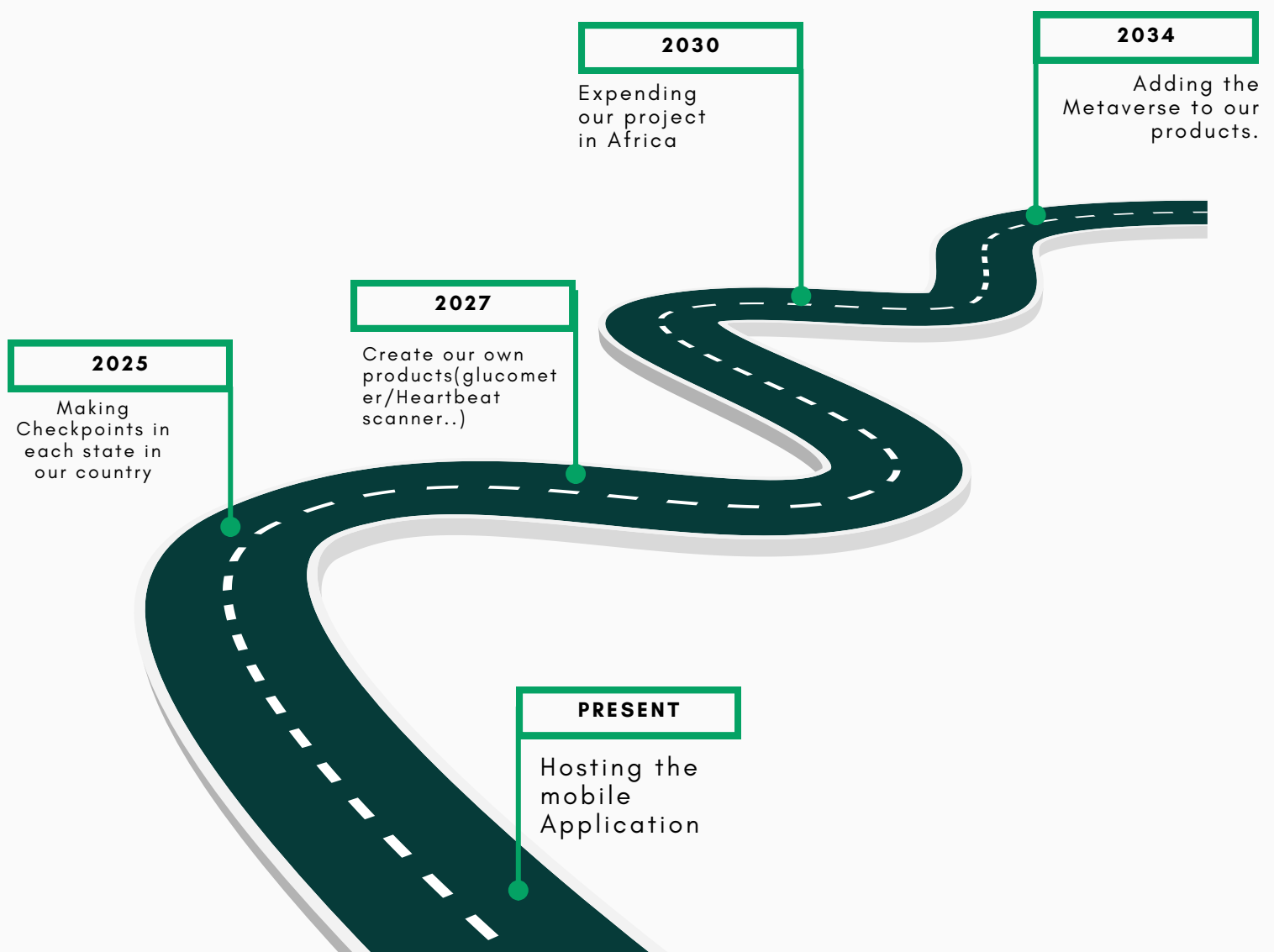
Commision (20%)



The order and Delivery Model

Future Plans & Milestones

PAGE 12





Health Sync



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