BUSINESS MODEL

KEY ACTIVITIES

1. OCR prescription parsing
2. Schedule and reminder logic
3. UX/UI design
4. Data security & privacy
5. Testing and validation with real users

KEY PARTNERS

1. Health advisors
2. Cloud services
3. Data privacy legal consultants
4. Clinics/pharmacies for testing and adoption

CUSTOMER SEGMENTS

1. Chronic illness patients
2. Elderly people
3. Caregivers
4. Clinics/hospitals
5. Pharmacies

VALUE PROPOSITIONS

1. Upload a prescription image, convert it to text
2. Auto-generate schedule & dosage
3. Smart reminders and alerts
4. Medication tracking and analytics

CUSTOMER RELATIONSHIP

1. In-app guidance
2. Notification system (Email/SMS/Push)
3. Support chatbot
4. Medication communities (optional)
5. Premium support line for paid users

CHANNELS

1. Website
2. Mobile app (future)
3. Social media
4. Doctor/pharmacy partnerships

KEY RESOURCES

1. - Your OCR/scheduling AI system
2. - Developers & AI engineers
3. - Hosting infrastructure (e.g., cloud servers, databases)
4. - Regulatory compliance tools
5. - Business development and partnerships

COST STRUCTURE

1. AI model training & compute resources
2. - App and backend development
3. - Hosting (compute, database, notifications)
4. - Marketing and growth
5. - Legal compliance and data handling infrastructure

REVENUE STREAM

1. Freemium model: free basic version + paid plan with extra features (analytics, multi-user, reports).
2. B2B Licensing: sell your AI as a product to clinics or pharmacies.
3. Subscription-based premium: e.g. $5/month for unlimited use.
4. API Access for Developers: others use our OCR/scheduling via API.