

# Minimum Viable Product

EasyBP Business Pitch

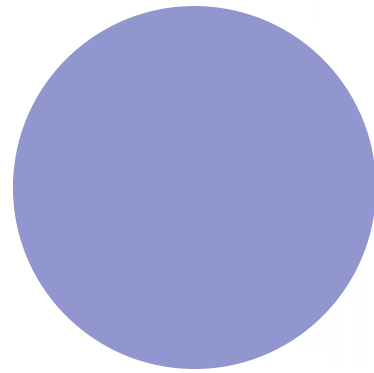
A woman with long brown hair, wearing a white sports bra and a grey zip-up hoodie, is stretching her arms upwards on a wooden dock. The background shows a body of water, a white boat, and houses under a warm sunset sky.

EasyBP

Monitoring Blood Pressure was never that easy!

[Easybp@easybp.com](mailto:Easybp@easybp.com)

# The Market Size (Per annum)



5m  
RMB



# The Problem

**Many people suffer from Blood Pressure but they don't have any efficient device to help them be monitor their Blood Pressure in a much convinient way without any professional help.**

# The Problem with Current Solutions

## Current Solutions

- **Manual blood pressure | Not easy to use, needs specialized training.**
- **Auto BP machines | Not accurate, expensive, inflexible, no 24/7 monitoring**

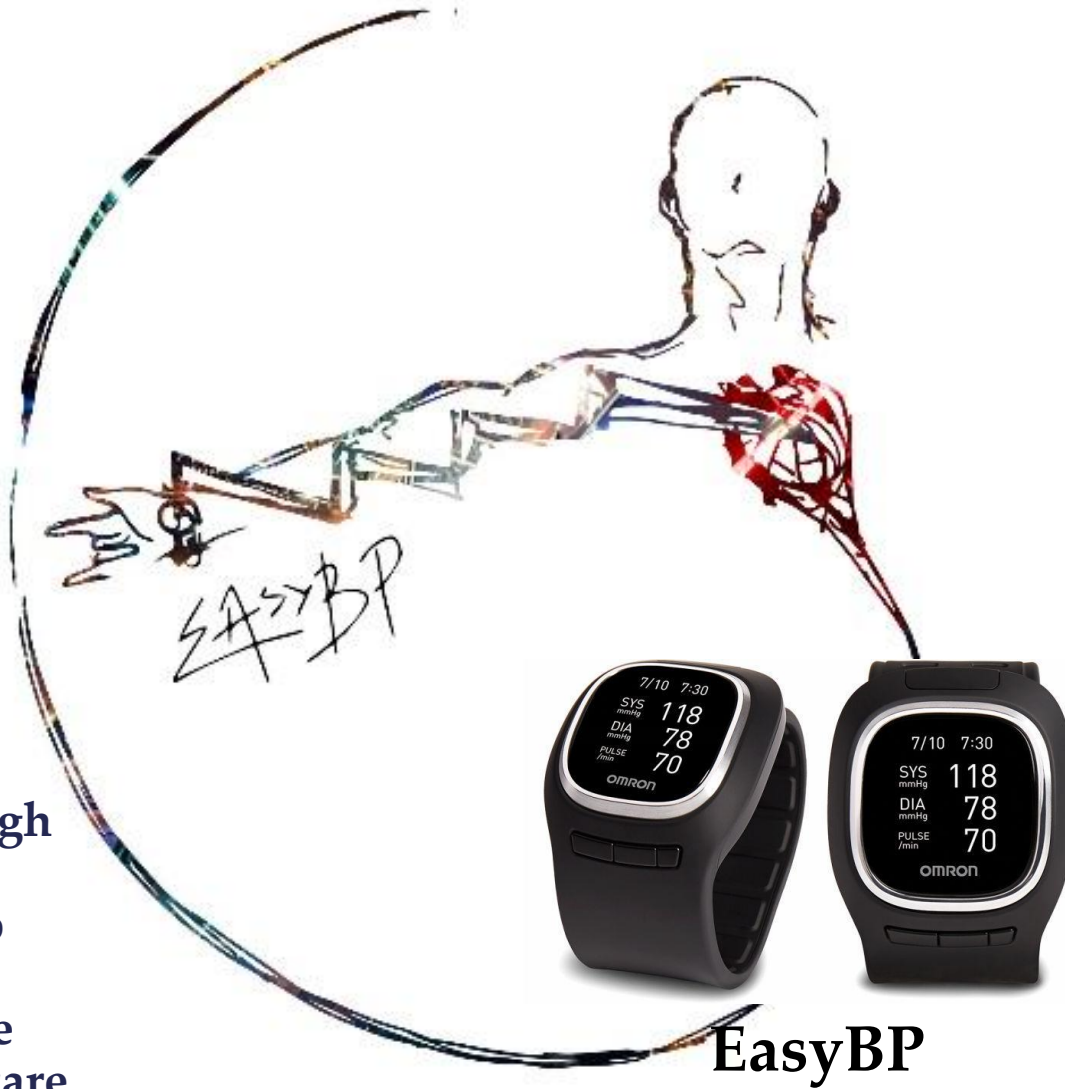
# How we are different?





## Our Product

EasyBP is a Blood Pressure Monitoring device which is embedded in a wrist watch. It accurately measures the BP of the Aorta artery through the wrist and transmits the DATA in a readable form to an app through Bluetooth and Wi-Fi. It is a remarkable breakthrough in the healthcare industry because of its user-friendliness, accessibility and accuracy.



EasyBP

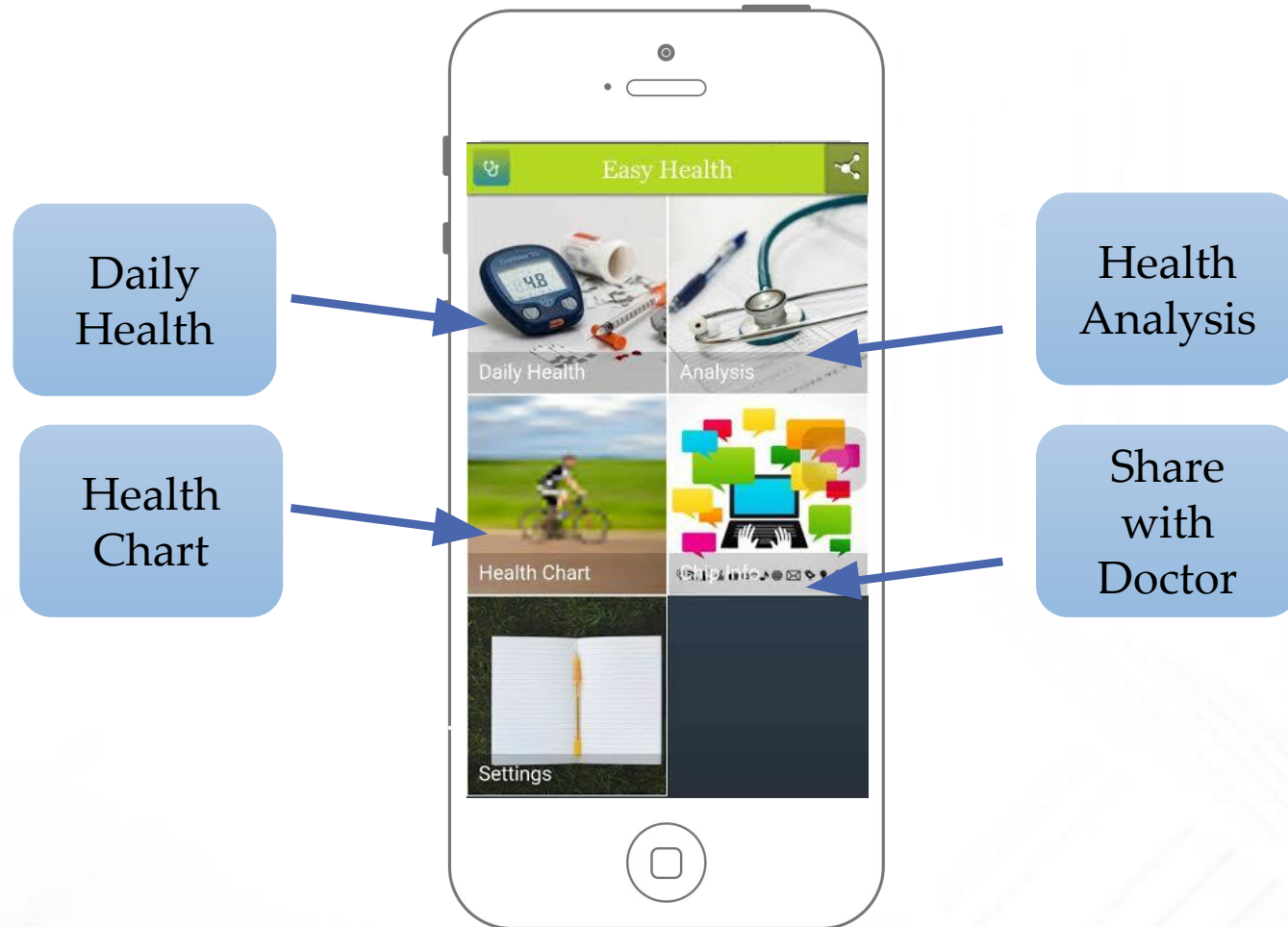
Redefining Blood Pressure Monitoring

# Advantages

- **It is portable, easy to use and small in size.**
- **It offers 24/7 Monitoring.**
- **It has Wifi & Bluetooth Connectivity**
- **Automatic Analysis of your Blood Pressure**
- **Automatic sharing of data with health provider**



# Features



# User Engagement

Name	Interview Method
Dilawar Khan	In Person
Tang Wang	In Person
Tina Yuan	Online
Dr. Steve Misch	In Person

# User Engagement

## Blood Pressure Patients

- **How often do you use your machine to check your BP? (Twice a day)**
- **How do you measure you blood pressure at home? (Manually)**
- **Do you use applications on your mobile device? Which mobile do you use? (Yes. iPhone, Samsung)**
- **Do you find managing your blood pressure easy? (No)**
- **Are you happy with the machine you are using? (Do I have another choice?)**
- **How many times a week do you go to the hospital for Blood Pressure Checkups? (3 times)**
- **Is there a trend or any fluctuations in your Blood Pressure readings? (Yes)**
- **How often do you take your Blood Pressure medicine? (3 times a day)**

# User Engagement

Doctor

- **Is blood pressure a disease to be closely monitored? (Yes, in major cases)**
- **Do you find it hard to treat emergency patients with chronic blood pressure? (Its always hard to treat emergencies)**
- **Is blood pressure history important in diagnosing patients? (Yes)**
- **Can graphs and analysis assist you in making a better diagnoses? (Yes)**
- **Do you find the current BP machines to be adequately good for measuring BP? (Only reliable source we have)**
- **How would you improve the monitoring of Chronic BP patients? (Close monitoring of every thing)**
- **Is a 24/7 monitoring system practical enough for patient usage? (Yes, if needed)**
- **Is there shortage of Data storage in clinics/hospitals? (Maybe some day. Old Data is not stored.)**

# Business Model

- Offering 24/7 specialized service.
- Collaboration with BioTech Medical Equipment firms
- Doctors will suggest their patients to buy this & word of mouth.
- Online connectivity and better analysis.











# The Business Model Canvas

Designed for: Blood Pressure Machine

Designed by: Rameel Ahmad  
Hamd Bilal

Date: 9/3/16

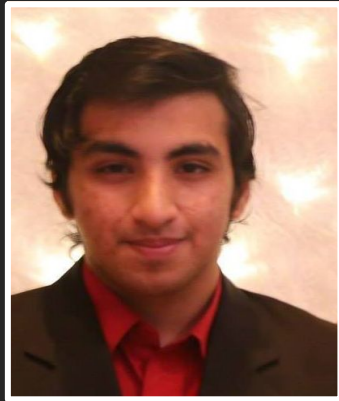
Version: 1.0

<b>Key Partners</b>  <ul style="list-style-type: none"> <li>→ Raw Material Providers</li> <li>→ Assemblers</li> <li>→ Manufacturers/Suppliers/Buyers</li> <li>→ Hospitals/Clinics</li> <li>→ Drug Stores</li> <li>→ Medical Equipment Firms.</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>→ Marketing</li> <li>→ Positioning of the product</li> <li>→ Quality</li> <li>→ Manufacturing</li> <li>→ After Sale Service (warranty, upgrades etc)</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>→ Easy to use</li> <li>→ 24/7 accessibility</li> <li>→ Affordable</li> <li>→ Fashionable</li> <li>→ Responsive</li> <li>→ Portable</li> <li>→ Small size / lightweight</li> <li>→ Water resistant</li> <li>→ Specialized service.</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>→ Discounts available</li> <li>→ Good Quality</li> <li>→ Cool designs</li> <li>→ Custom designs</li> <li>→ better relation (doctor patients)</li> <li>→ After Sale service.</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>→ Chronic BP patients</li> <li>→ Athletes</li> <li>→ People above 35</li> <li>→ People with "stress"</li> </ul>
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>→ Research</li> <li>→ Buying Raw Material</li> <li>→ Labour cost</li> <li>→ fixed cost</li> <li>→ Taxes</li> </ul>	<ul style="list-style-type: none"> <li>→ Marketing cost</li> <li>→ Commissions</li> <li>→ Distribution cost</li> </ul>		<b>Channels</b>  <ul style="list-style-type: none"> <li>→ Hospitals/Clinics (word of mouth)</li> <li>→ Social Media</li> <li>→ Customer-to-customer.</li> <li>→ Medical journals</li> <li>→ Education centers / Med schools.</li> <li>→ Doctor's recommendation</li> <li>→ factory store.</li> </ul>	
<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>→ Direct Sale</li> <li>→ Free give up (promotion) 50 pcs.</li> <li>→ Medical stores</li> <li>→ Hospital / Doctor's recommendation etc.</li> </ul>				

# Product Roadmap

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- Sep-2016 ○ Deal with Investors
  - Jan-2017 ○ Prototyping and Market Research
  - Jun-2017 ○ Cost and Marketing
  - Dec-2017 ○ Launch Beta Version

# The Team



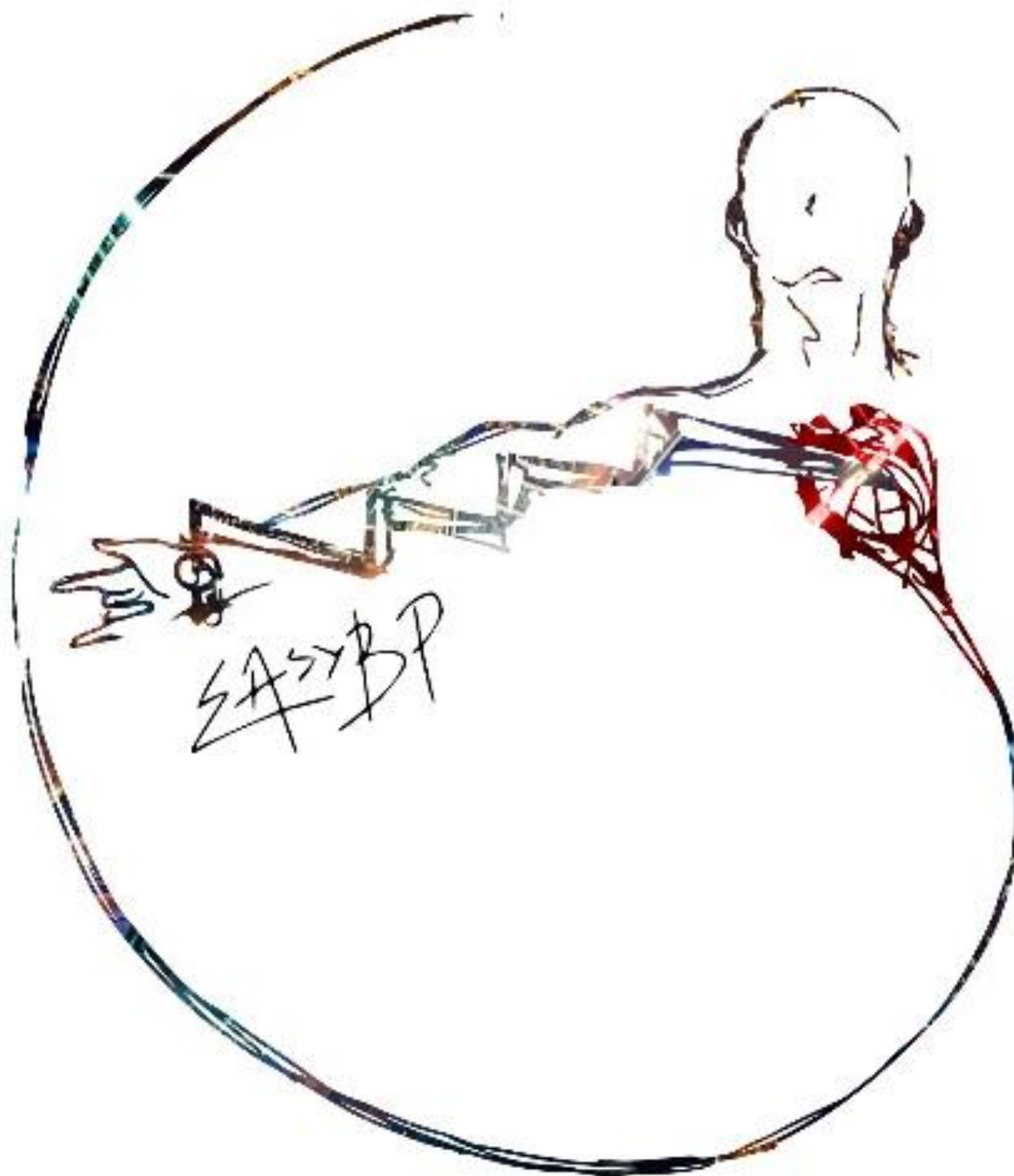
Hamd Bilal  
Tahir



Raheel Ahmad

# We want to talk to you!

[info@easybp.com](mailto:info@easybp.com)



[ceo@easybp.com](mailto:ceo@easybp.com)