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Team Name	**DreamWeavers**
Team Number	**CODE-256**
Product Name	**MedFinder**
Product Category	**Healthcare Technology**

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PROBLEM DEFINITION AND PROPOSED SOLUTION OVERVIEW
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Problem Definition and Solution Overview

In the pharmacy domain, the lack of a convenient method for customers to locate and purchase medicines from nearby pharmacies is a pressing issue. Traditional methods lead to inefficiencies and heightened stress. Our project aims to address this by developing a comprehensive system that leverages technology to allow customers to mention the drug they require. The system will promptly identify the nearest pharmacy with the medication in stock and assess availability across multiple pharmacies in real-time, ensuring swift access to essential medications and improving community health.

Problem Scope

The problem scope encompasses challenges faced by customers in accessing medicines from nearby pharmacies, addressing:

1. Geographical Coverage: Ensuring accessibility to nearby pharmacies.

2. Medication Availability Timely access to essential medications.

3. Real-Time Information: Providing up-to-date medication availability.

4. Customer Convenience: Streamlining the process for enhanced ease.

5. Market Inefficiencies: Overcoming existing pharmacy domain inefficiencies.

Limitations may include technological, regulatory, and resource constraints impacting solution implementation.

PRODUCT OVERVIEW AND UNIQUENESS OF THE PRODUCT

Product:

MedFinder is a mobile app that helps you find the medicine you need quickly and easily. Simply search for your medication, and MedFinder will show nearby pharmacies with it in stock, along with prices and directions!

Product Description:

MedFinder: Find Medicine Quickly and Easily
MedFinder is a mobile application designed to help users locate and purchase medications at nearby pharmacies. It tackles the inconvenience of physically visiting pharmacies to find specific drugs, saving users time and stress.

Features:

Medicine Search: Search for medications by name, brand, or generic equivalent.
Pharmacy Locator: Find the nearest pharmacies that have the medicine you need in stock.
Price and Availability: See real-time price and stock availability information for each pharmacy.
Navigation: Get directions to the chosen pharmacy using mapping integration.
User-Friendly Interface: Easy-to-use design for a smooth and efficient experience.

Functionality:

User initiates search: The user enters the name of the medicine they need.
MedFinder searches database: The app searches a database of pharmacies partnered with MedFinder.
Results displayed: Results show nearby pharmacies with the medicine in stock, including price and distance.
User selects pharmacy: The user chooses a pharmacy based on factors like price, proximity, or preferred retailer.
Navigation provided: The app provides directions to the chosen pharmacy through map integration.
Overall, MedFinder aims to streamline the medicine-finding process by offering users a convenient and informative platform.

Existing Products:

MedFinder stands out by:

- Offering comprehensive medication search by name, brand, or generic name.
- Providing real-time availability and pricing information.
- Identifying the nearest pharmacy with the required medication.
- Featuring a user-friendly interface for easy navigation.
- Saving time and money through the best deals and eliminating the need for multiple pharmacy inquiries.
- Serving a wide user base, including individuals, families, caregivers, and healthcare professionals.

Target market:

MedFinder targets everyone who needs medicine conveniently and affordably- individuals, families, and healthcare professionals. It uses a B2B2C model: partnering with pharmacies (B2B) to offer a free app to users (B2C), potentially generating revenue through pharmacy transaction fees and optional premium features for users.

BUSINESS MODEL AND MARKETING PLAN
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Business Model Overview

The startup operates on a platform-based model, leveraging technology to connect customers in need of immediate medication with neighborhood pharmacies. Revenue is generated through a combination of pharmacy order transaction fees and a high-end feature subscription plan for pharmacies.

Value is delivered to customers through the convenience of accessing medication via a mobile application and real-time, transparent information about medication availability. For pharmacies, the platform enhances client reach and visibility, streamlines order processing, and facilitates enhanced client interaction through reviews.

Industry Specification

MedFinder operates in the healthcare technology sector, focusing on medication accessibility and distribution.

Emerging Trends:
- Digital health solutions
- Telemedicine
- Data analytics

Regulations:
- Telehealth regulations
- Pharmacy licensing

These trends and regulations bolster MedFinder's growth potential within the healthcare technology sector.

BUSINESS MODEL AND MARKETING PLAN

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
• Pharmacies • Healthcare organizations • Insurance companies	• Software development • Customer support • Marketing • Sales • Partnerships **Key Resources** • Technology infrastructure • Skilled personnel	• Save time and money by finding the best deals on medicine • Get the medicine you need quickly and easily • No more calling around to different pharmacies • Peace of mind knowing that you can always find the medicine you need	• Customer support • Loyalty program • Content marketing **Channels** • Website • Mobile app • Direct store	• Individuals • Families • Caregivers • Healthcare professionals

Cost Structure	Revenue Streams
• Software development costs • Customer support costs • Marketing costs • Sales costs • Commission fees	• Subscription fees • Commission from pharmacies • Advertising

Marketing plan and analysis

The target market for this software is individuals, families, caregivers, and healthcare Professionals who need to find medicine quickly and easily. This includes people who have Chronic medical conditions, people who take multiple medications, and people who travel Frequently.

Marketing Objectives

The marketing objectives for this software are to:

• Increase brand awareness of the software
• Generate leads
• Drive sales of the software

Marketing Strategies
- Content Marketing
- Social Media Marketing

Marketing Measurement
- Website Traffic
- Leads Generated
- Sales Conversations
- Social Media Engagement.

TECHNICAL OVERVIEW AND IMPLEMENTATION
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Current Development Stage:

3. Minimum Viable Product (MVP)
We have alredy developed the user interface using figma. We hope to develop front-end and back-end of the software in upcoming weeks.

Implementation
Implementation Plan for MedFinder
 1. Plan and develop the software.
 2. Deploy and launch the software.
 3. Provide support and maintenance.
 Timeline: 4-8 months for planning and development, 1-2 months for deployment and launch, ongoing for support and maintenance.
 Cost: $500-$800 for planning and development, $200-$400 for deployment and launch, $200-$400 per year for support and maintenance.

Team Details and Member Talents

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