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**Customer discovery**

Value proposition: Platelet-rich plasma-Reclaim your confidence with your own blood’s plasma.

1. What is your age?
2. Do you or anyone else suffer any of these conditions? (androgenetic alopecia (AGA), stress, loss of smell, etc…). if yes to loss the sense of smell, what is your cause of diagnosis?
3. How long have you experience the hair loss?
4. Have you seek other treatment or medicine for hair loss? If yes, what is the estimate price range of the treatment? Do you satisfy with the treatment you pursuit?
5. Our high technology of platelet-rich plasma have produce an outstanding result. If each treatment is between $300-$500, would that be an affordable range for you? If not, how much do you think you are willing to receive the treatment?
6. How often would you be willing to come back for another session?
7. Our company has 4-6 months maintenance session with effective result, would you like to subscribe to our first session with half the market cost?
8. Would you be willing to receive treatment from primary physician or from our facility?
9. Would you be willing to receive our platelet-rich plasma treatment if we have insurance program at affordable cost?
10. If we were to offer the payment plan, how often would you like to pay? (3 months, 6 months, 9 months)