

## Business Model Canvas (BMC)

Problem	Solution	Add Value	Target Audience
<p>Severe shortage of medications in pharmacies.</p> <p>Drug interactions leading to adverse side effects.</p> <p>Patients forgetting to take their medications on time.</p>	<p>Providing alternatives with the same active ingredients to address the severe shortage of medications.</p> <p>Offering reminders for medication schedules.</p> <p>Alerting users about the negative effects of drug interactions.</p>	<p>Severe shortage of medications in pharmacies.</p> <p>Drug interactions leading to adverse side effects.</p> <p>Patients forgetting to take their medications on time.</p>	<p>Patient.</p> <p>Pharmacies.</p> <p>Hospital.</p>