

Stanford University

Technology Entrepreneurship Part 2

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New Review

Submission



HealthTrac

Key Partnership	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Business Idea: A mobile app that provides easy access to information on health and hygiene and timely reminders to parents of infants for immunization and appointments. Non smart phone users will get an SMS. Smart phone users will have an app. Key supplier :Tech.company provides software and hardware for mobile app, Investor provides capital. Key partners: Physicians and health professionals help develop appropriate medical text messages	Development of the app as an integrated platform, tie up with NGOs, training of NGO staff, promotion campaigns and demos to target customer segments. Financial planning and forecasting, budgeting Development of correct clinical content that will be dispensed as SMS medical advice Setting up and registering a company, Mobile app will be product of this company. Opening a company bank account to route all financial transactions. Registering the patent	Value: Improving maternal and infant health, easy access to relevant information on health and hygiene, timely reminders for immunization and appointments.	Train and encourage customers on usage, help in troubleshooting, customer service helpline for queries, feedback on satisfaction	-Low income group, parents of infants -Women in the reproductive age group -Health workers in the developing world
	Key Resources		Channels	
	Funding for app. development, competent trained staff of NGOs, Technical and Clinical expertise, skilled retail marketing/ promotion/distribution in rural		Reach out through general promotional campaigns on TV, radio, posters. and some specific targeted mobile app. pilots in a few districts. The channel that	

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