



Dr. Connect

"DOCTOR CONNECT APP"  
BUSINESS MID-POINT  
PRESENTATION

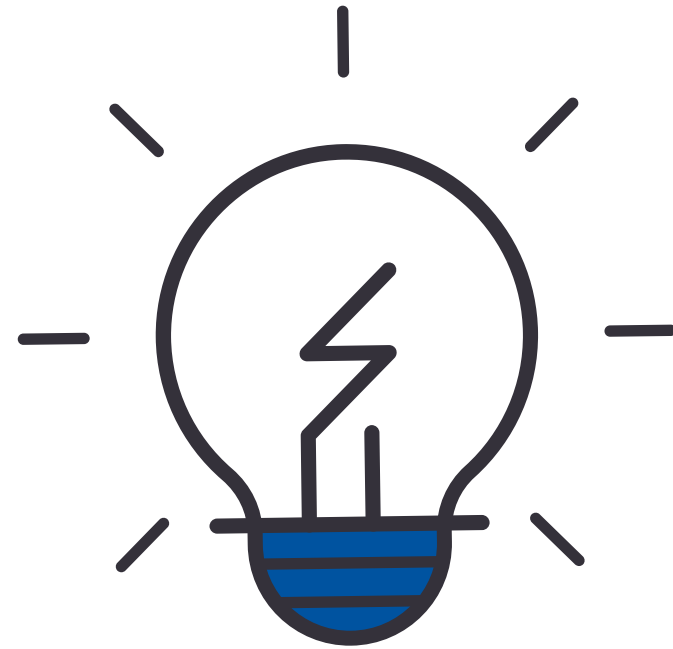
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Matthew Byrne, Keith Mahony, Ben Carroll  
Dylan Murphy and Piyush Sharma.

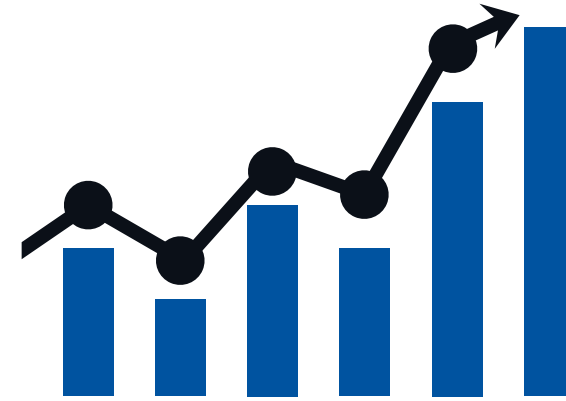
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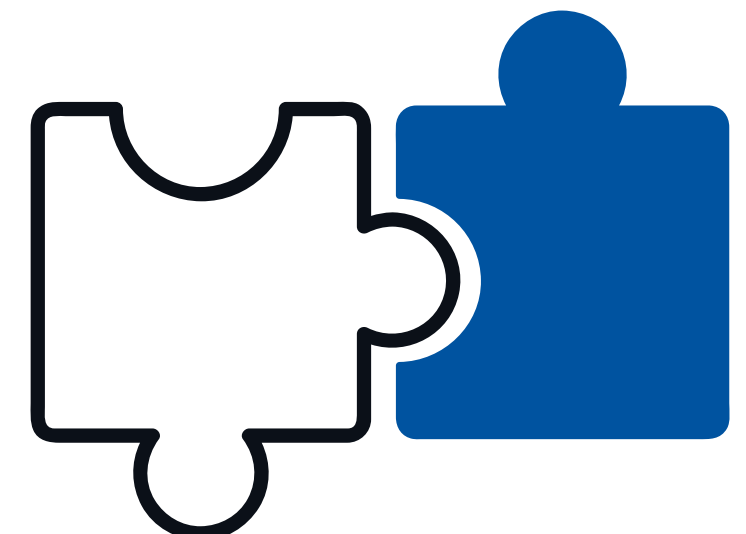
The Management Team.



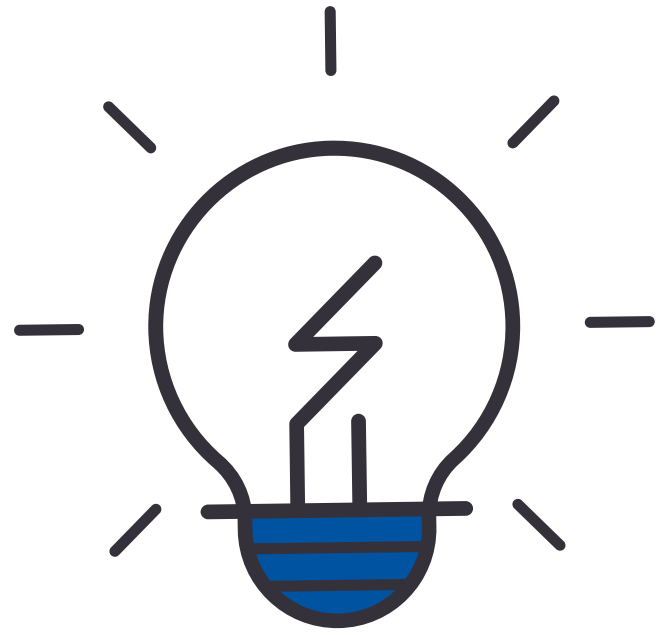
Operations.



Software / Tools



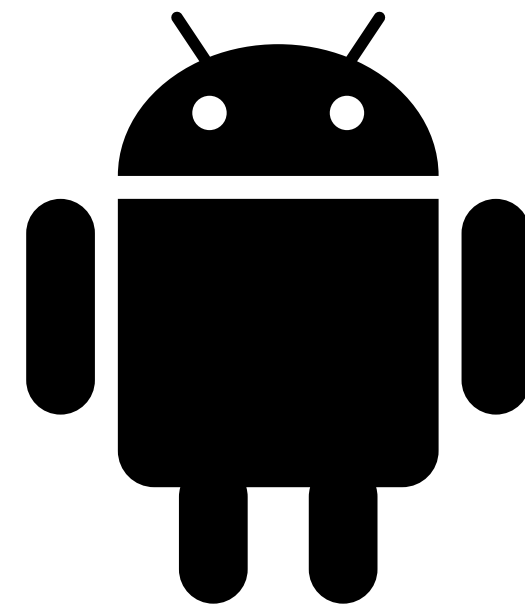
Challenges.



# THE BUSINESS IDEA.

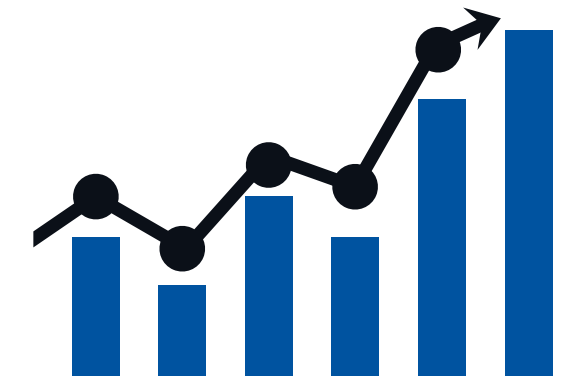
The central idea that our team has committed to for the future of the application.

- Our original plans always included **NFC**.
- NFC technology
  - The good
  - The bad
- We felt we weren't doing enough
- The medical sector
- What we want for our future.



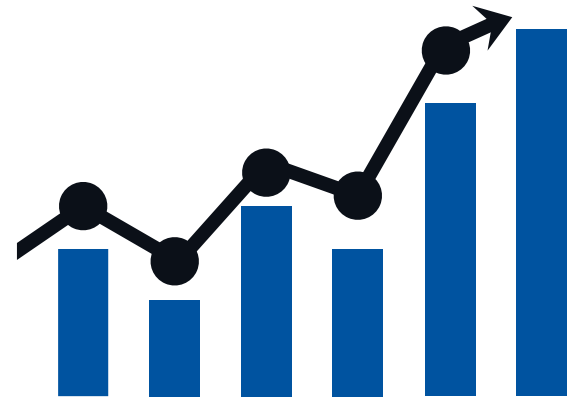
# MARKET ANALYSIS

Competitors in and around the market, and how the product can be presented to the industry positively.



- Each person visits their local GP on average 3 times a year and spends 171 euro.
- 50% of Ireland uses android devices.
- 75% people globally have an android device.
- 2018: 844 million phones with NFC according to IHS. (Institute of Health Sciences)





# MARKET ANALYSIS

Potential Competitors, a breakdown of how our product could evolve, and what value it can provide.



- NFC chip that holds medical records which could be made available for first responders, or doctors.
- Insecure website which can be used to access any bodies data using their user id.



- Appointment system
- NFC card that holds all medical, appointment and prescription records till date.
- Prescriptions can be prescribed by the doctor and viewed by the patient using the app
- More secure due to prevent

# FINANCE SUMMARY

Demonstrating how we plan to maintain profitability.



Lite Version	Full Version
Dr.Connect App	Dr.Connect App
Account Creation	Account Creation
Prescription Ordering	Prescription Ordering
Notifications	Notifications
Dr.Connect Card*	Dr.Connect Card
Appointment System*	Appointment System
Instant Login*	Instant Login
<small>*not included in this version</small>	
<b>Free</b>	<b>€6/60</b>

- Full and Lite Version Breakdown
- Clear and easy to understand differences
- Instant Login feature restricted to Full version
- First month payment makes up for some losses on card delivery



# FINANCE SUMMARY

Demonstrating how we plan to maintain profitability.

- 6 factors to maintain profitability.
- Constant Ongoing Service.
- Stay ahead of the competition.
- Maintain steady social media presence.



# FINANCE SUMMARY

Demonstrating how we plan to maintain profitability.



**EXCITE**

GREAT

FREE DOWNLOAD  
GREAT EXPERIENCE FOR ALL USERS  
ADVERTISEMENT FREE  
EXCELLENT CUSTOMER SERVICE  
DATA SECURITY

**PLEASE**

ACCEPTABLE

CHARGING FOR CARD  
RECURRING PAYMENTS  
GATED FEATURES

**CONFUSE**

BAD

INCREMENTAL PRICE INCREASES  
NEW FEATURES HELD BACK  
POOR CUSTOMER SERVICE  
ADS ON FULL VERSION

**FRUSTRATE**

REALLY BAD

PRICE HIKES  
UPDATES BEHIND PAYWALL  
SEGMENTATION OF USERS  
WALL TO WALL ADS  
CHEAP SECURITY MEASURES

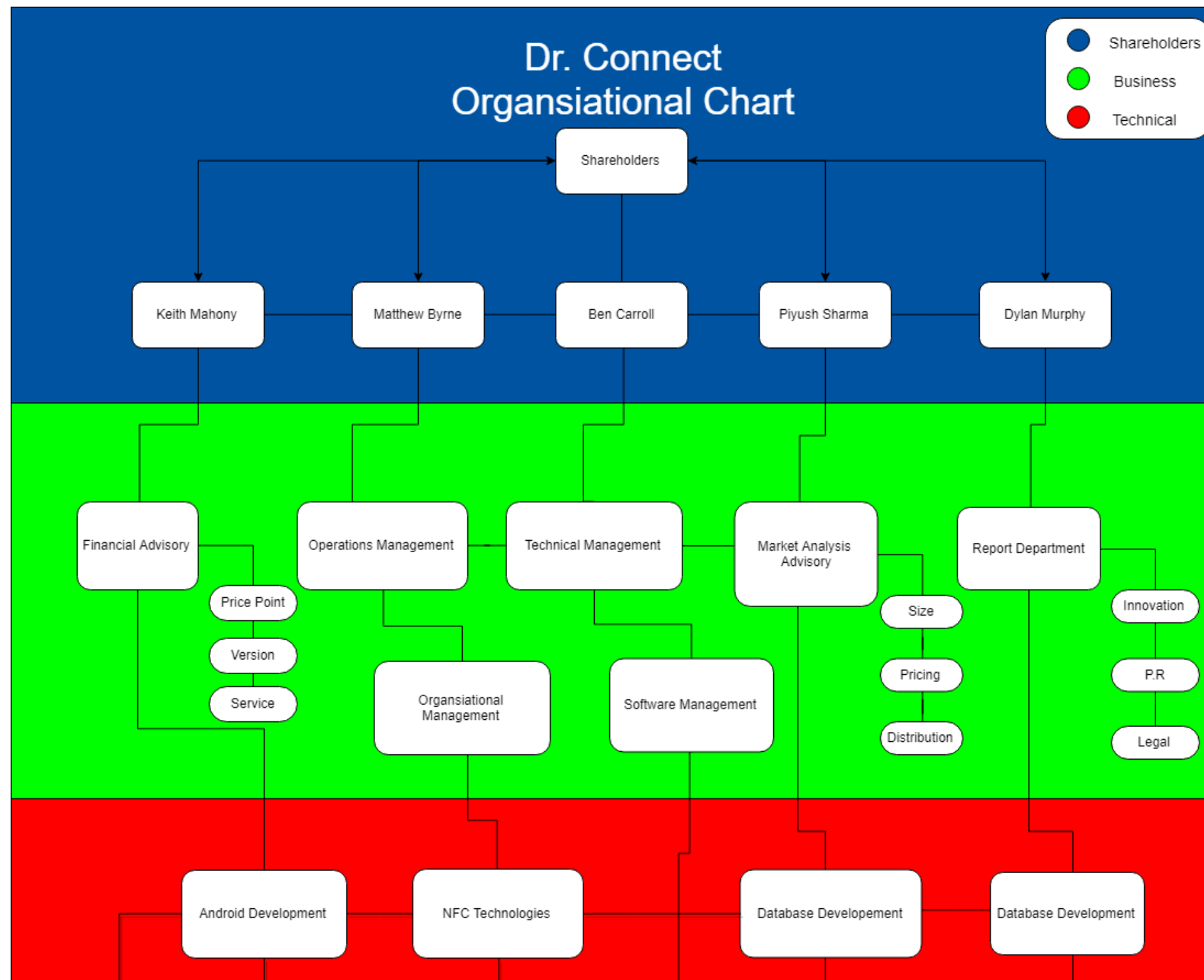
EVIL





# THE MANAGEMENT TEAM

An organsiational chart, detailing how the the team is broken down.



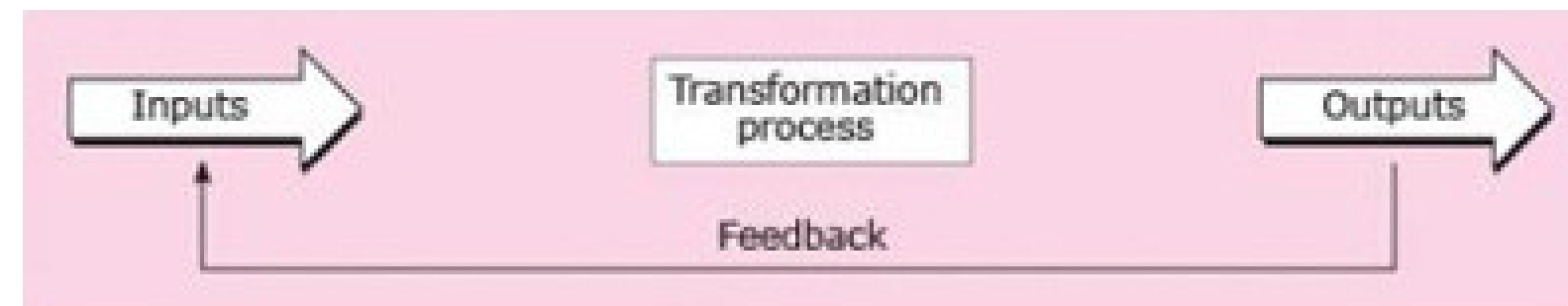
- Stakeholders, Business and Technical breakdown.
- Links built to show
- Technical sectors linking together to form a chain that the team can work together with,

# OPERATIONS MANAGEMENT

How our application / services' workload is broken down in more detail.



## Transformation Model



- **Human Resource Management**

The people in the team that operate [Dr. Connect](#) will divide and break up the workload distribution fairly. This is very important also for the [Business Report](#) document we working on to colloborate with the working application.

- **Asset Management**

The contents of [Dr. Connect](#) and it's inner workings. This can include the code and application we work on and the potential stock (NFC cards) that we can purchase and distribute to the public.

- **Cost Management**

The expenditure and financial details of Dr.Connect that once again tie with full correlation to our [Business Report](#).



# SOFTWARE / TOOLS

The technology, software and tools that we are using to develop the project



## Firebase

- Firebase for database and server
- Incredibly useful
- Android Studio integration



## Android Studio

- Coding in Java
- Developing using Android Studio
- Recommended to us and we have found it to be an apt choice as it's robust, and easy to use



# SOFTWARE / TOOLS

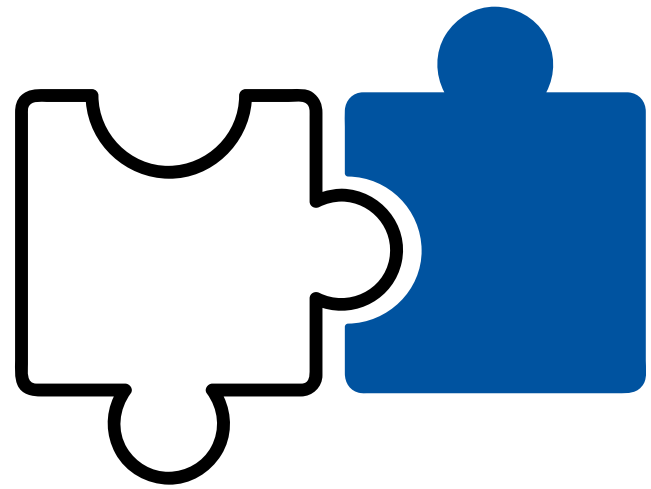
The technology, software and tools that we are using to develop the project



- NFC to transfer user data to their doctor & pharmacist
- NFC Development Kit.



- Website development for Dr. Connect.



# CHALLENGES

The obstacles we have to overcome to get ourselves over the final hurdles of the project.

## Team Project – The Idea:

- Initial challenge we faced
- Deciding upon our idea for the project
- Size of the project

## NFC – Obtaining and Learning Curve:

- Development kit had to be ordered online
- No prior knowledge

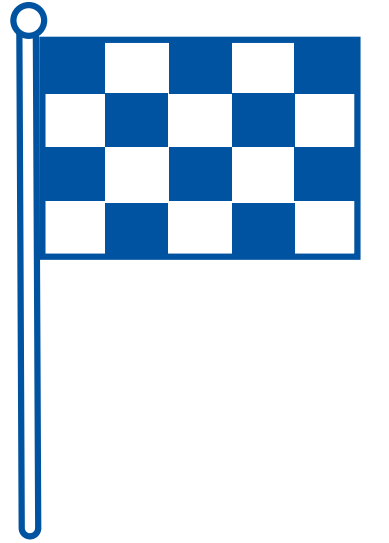


## Android Studio – Learning Curve & Hardware:

- Learning syntax, layout and how to use it.
- Limited access to machines that could run the program & Android devices

# CONCLUSION

Summary of Dr. Connect



## Dr. Connect

We are confident that we have a strong idea with Dr. Connect.

As a team, we are passionate and dedicated to making the most of this project. We believe we have a solid basis for development, management, monetisation and marketing to ensure we reach our goals!

We have put in the time, effort and research in order to give Dr. Connect the best opportunity for success moving forward.

We hope this presentation has shows that we are on the right track!

# QUESTIONS?

We love feedback. It will help us make Dr.Connect the best it can be.





THANK YOU