**OPI**

Overview

OPI is a Machine learning tool that is aimed at helping doctors and clinintians detect and treat metastatic or advance cancer. Metastatic cancers refers to when cancers spread in other parts of the body connecting through blood vessels and is generally a sign that the disease is well advanced. The system, utilizes different quality databasses frome compagnies like Bayer, CVS Health Corp and United Health group to create a hub of informations for metastatic cancers. This data is used to analyse MRI scans to quickly scan through thousands of cases in order to help the doctor find the approrpiate treatment as quickly as possible. Metastatic cancer being a very dangerous stage in cancer, time is an incredibly important factor as often the patients don’t have much time left. OPI is a therefore a system that is aimed at assiting these urgent cases as efficiently as possible.

Product offfering

OPI is a revolutionary piece of software as it focuses on delivering quality services to clinitians and cancer specialist around the world. It has carefully collected thousands of MRI sccans frome previous cases found in reputable databasses. These cases are heavily detailed with the number of metastatic cancers around the body, where they are, how big they are and how they where treated and with what. These datails of the sucess rate of all these case help the OPI system determine what would be the approach that would deliver the highest chance of sucess and according to that data what are the chances for sucess of the patient in question.

The OPI’s data base stems from an agreements issued with Bayer, CVS Health Corp and United Health group to use all of their metastic cancer cases for a non disclosed licencing fee. This agrreement gives OPI a definit competitive advantage as it is the only one the to have access to such a broad and trustworthy database for metastatic cancer. Furthermore, it doesn’t take into account research papers compared to other machine learning tools. Reasearch in some cases can feature a certain degree of human error which is a risk when treating a terminal disease and doesn’t agree with OPI’s policy to diliver 100% trustworthy information. OPI Bases itself purely on statitical analyse of real cases around the world that features a broad array of people with a broad array of metastaic cancers in order to find cases that are closely linked with the patients diagnoosis.

Added Value

The system is competitevly priced, it’s added values of effectiency and quality results is a prospect that is realistic when taken into account the budget of hospitals, clinics and cancer specialists around the world. Once the software is purchased, the user will benefit frome extensive updates. Similarly to other Artificial intelligence medical systems, OPI keeps tracks of it’s cases and adds them to it‘s database. Furthermore the research team at OPI are constantly looking for new trustworthy cases to broaden their data bases and keep their competitive advantage as the worlds biggest and most trustworthy metastatic cancer data base. OPI’s long term objective is to ensure that their are the leading provider of information for advanced cancers around the world.

Operational overview

The system, requires no hardware to operate it apart frome an MRI scanner which is a common machine that is used to analyse metastatic cancer. The doctor using the system will be asked to scan the documents into the machine and fill in a list of propietary information that details the patients profile, number of consultation, date of first detection of the cancer, other conditions, family medical history and basic information such as heart rate and bloodpressure. In half an hour the OPI system will be able to search it’s database to find every case that relates to the patient so that doctor may see what treatments were used and what were the effects of the treatment. OPI is comitted to letting the doctor issue the final decision on treatments and serves symply as an eficient tool to support the doctors decision.

Market analisys

OPI is positioned simirlarly to compagnies such as CORD-19, Prognos and MelaFind (cf Market analises page…) and competes with a unique product offering that only focuses on Metastacic cancer which affects over 20 000 people a year in breast cancer alone. With it’s unique data basse OPI is equiped to treat every type of advanced cancer which is an untapped market due to the advanced death rate. When dealing with terminal cancers treatments and operations are extremely expensive often going over the 200 thousand dollar range, OPI’s competitive advantage is that is gives the doctor and the patient a realistic analisis for sucess at a low price in order to make the best decisions.

Organizations and managment

The OPI team consists of 50 people, The reasearch team, marketing team, acounting department, Human Ressoucesa and legal team. The comapgy’s main activity is conducted by the reasearch department consisting of 20 members who are all respected doctors in their respective fields and are all highl qualified to hunt for new data but also carefully control the validity of the information featured in the OPI database. The compagny is always looking for new promissing researchers as they play a major role in the health and competitvness of the compagny.

**Organization and management**

Tell your reader how your company will be structured and who will run it.

Describe the [legal structure](https://www.sba.gov/business-guide/launch/choose-business-structure-types-chart) of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you're a sole proprietor or limited liability company (LLC).

Use an organizational chart to lay out who's in charge of what in your company. Show how each person's unique experience will contribute to the success of your venture. Consider including resumes and CVs of key members of your team.

**Service or product line**

Describe what you sell or what service you offer. Explain how it benefits your customers and what the product lifecycle looks like. Share your plans for intellectual property, like copyright or patent filings. If you're doing [research and development](https://www.sba.gov/business-guide/plan/market-research-competitive-analysis) for your service or product, explain it in detail.

**Marketing and sales**

There's no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs.

Your goal in this section is to describe how you'll attract and retain customers. You'll also describe how a sale will actually happen. You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

**Funding request**

If you're asking for funding, this is where you'll outline your funding requirements. Your goal is to clearly explain how much funding you’ll need over the next five years and what you'll use it for.

Specify whether you want debt or equity, the terms you'd like applied, and the length of time your request will cover. Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

**Financial projections**

Supplement your funding request with financial projections. Your goal is to convince the reader that your business is stable and will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. If you have other collateral you could put against a loan, make sure to list it now.

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly — or even monthly — projections. Make sure to clearly explain your projections, and match them to your funding requests.

This is a great place to use graphs and charts to tell the financial story of your business.

**Appendix**

Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

**Example traditional business plans**

Before you write your business plan, read the following example business plans written by fictional business owners. Rebecca owns a consulting firm, and Andrew owns a toy company.