

Key activities:

- Acquire funding
- Completing proof of concept
- Register our company and trademark our brand name
- Clinical trials
- Regulatory approvals with WHO
- Establish distribution and manufacturing channels

Key resources:

- Lab space and resources
- Supply chain
- Expert knowledge of latent TB biomarkers
- Marketing and business development expertise
- Intellectual property expertise
- Organisations and biotech companies providing funding

Key partners/ stakeholders:

- Suppliers of laboratory equipment
- Investors
- Scientific partners
- Doctors and patients

Value proposition:

- Cheaper than current diagnostic tests on the market
- Less reliance on lab infrastructure and expensive lab equipment
- Designed to be specific to latent TB biomarkers
- No need for blood being drawn via venipuncture
- Potential to be used to detect other infectious diseases

Cost structure:

- Costs of research and development
- Clinical trials
- Registration and regulatory approval costs
- Patent costs
- Marketing costs
- Licence to manufacturing company
- Distribution costs

Customer segments:

Short term:

- Biotech companies willing to fund our research and development
- NGOs

Long term:

- Patients at risk of TB exposure globally
- Healthcare providers globally

Customer relations:

- Long-term relations with biotech, manufacturing and distribution companies
- Short-term relations with patients who use our test

Channels:

- Existing TB diagnostic companies and other biotech companies
- Informing the general public about this alternative diagnostic test
- Distribution to areas of high burden

Revenue streams:

- Test kit sales
- Licensing royalties to diagnostic companies
- Grants & subsidies from global health funders
- Future diagnostic products for other diseases
- Co-funded partnerships with NGOs/pharma