

## BMC Summary:

### Problem :

The problem with us is that now most people forget the dates of their medications, and these are times that are harmful to people who have diseases that need their medications. There are specific times, and if they do not take them, they may have a health problem.

### Solution :

The solution is that we are making a box that is connected to a mobile application or web site. This box has a safe in which the patient's medications are placed and he begins to enter appointments for the medications on the mobile application or web site, so that if the medication comes, it will be sent to the notification box and it will start making a loud alarm so that it goes away. He takes the medicine

### Target Audience :

My target is for patients with chronic diseases in particular, as well as any other patients who need it, but the main target is for those with diseases who need to take medication, otherwise their condition will deteriorate.

### Value :

The goal of this is to maintain my patient's health so that if he forgets or has a lot of stress from work, he thinks about something like this, which is very important for his health.

<b>Key activities</b>  We will start by working on 10 models. We will start by trying them out on a number of people. We will distribute them as gifts in the beginning, for example, in pharmacies to a number of customers. After a month, we will take their opinion on the product. If it is good, we will start introducing it to the market.  I will start contracting with transportation and distribution companies for my product to the large pharmacies first, and after a while I will provide my transportation and start making my product available in most places.  I will initially partner with transportation companies to supply large pharmacies. Later, I'll use my own transportation to expand distribution, ensuring extra stock for small pharmacies based on demand from larger ones	<b>Key partners</b>  I will initially partner with small transportation and distribution companies for our resources I will initially partner with a software company to help deliver the mobile application to the box I will partner with good marketing companies that can actually bring in the largest number of customers <b>Key Resources</b>  Human resources to work in a box manufacturing company as well as to work in an application programming company linked to the application  Financial resources in terms of capital  Box manufacturing resources	<b>Channels</b>  Through marketing on social media sites and also in banners that will be placed in pharmacies as an advertisement for the boxes.  It will be sold in pharmacies at first as boxes, as well as in our stores that specialize in selling boxes..  As for support regarding the method of work and others, if there are any malfunctions in the program's support, they will respond to them, and if there are malfunctions that need maintenance, they will be in our shops.	<b>Customer segm</b>  Patients who have medication appointments forget them  <b>Value Proposition</b>  The goal is to remind patients of their medication times if they forget them, so we put the medication times in the mobile application.	<b>Customer Relations:</b>  Personalized Consulting: Providing personalized advice or introductory sessions when purchasing or using the product for the first time.  Providing a warranty: Ensuring the quality of the product for a certain period, which enhances customer confidence.  Services: Providing discounts or offers for future maintenance or upgrades.
<b>Cost Structure</b>  Factory rent = 20000 EGP Per Month Marketing = 15000 EGP Per Month Transport and distribution = 10500 EGP for 60 kilo Break Even Point = fixed costs / selling price – variable cost per unit Break Even Point = 35000 / 325 = 108 unit in month			<b>Revenue Streams</b>  In the first month, I will need to sell 108 units, and after that, any additional items that are sold will begin to enter my profits.	