

<u>Key Partners</u> <ul style="list-style-type: none">• Insurance companies• Hospitals• Pharmacies• Elder care facilities• Telecommunication Companies	<u>Key Activities</u> <ul style="list-style-type: none">• Software Development• Hardware Development• Marketing• Database Management• Data Mining• Customer Service	<u>Value Proposition</u> <ul style="list-style-type: none">• Family security• Better response times and action plans• Accessibility to the elder/user• No commitment	<u>Customer Relationship</u> <i>Band:</i> <ul style="list-style-type: none">• Automated & Retentive• Occasional & Dedicated <i>Data:</i> <ul style="list-style-type: none">• Tailored & Acquisitive	<u>Customer Segments</u> <i>Band:</i> <ul style="list-style-type: none">• Elder's caretaking entity <i>Data:</i> <ul style="list-style-type: none">• Medical Universities (free)• Insurance companies• Medical research facilities
	<u>Key Resources</u> <ul style="list-style-type: none">• Construction Facilities• Human resources• Online Store• Servers		<u>Channels</u> <ul style="list-style-type: none">• Online and retail stores (dedicated commercials)• Pharmacies, Hospitals• Insurance companies• Elder care entities	
<u>Cost Structure</u> <ul style="list-style-type: none">• Production Costs• Maintenance of the Online Store/servers/domains• Salaries• Rents• Hardware maintenance			<u>Revenue Streams</u> <ul style="list-style-type: none">• Monthly fee (service's rent)• Mid/Long Term: Selling data	