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| **Key Partners**   * Insurance companies * Hospitals * Pharmacies * Elder care facilities * Telecommunication Companies | **Key Activities**   * Software Development * Hardware Development * Marketing * Database Management * Data Mining * Costumer Service | **Value Proposition**   * Family security * Better response times and action plans * Accessibility to the elder/user * No commitment | **Costumer Relationship**  ***Band***:   * Automated & Retentive * Occasional & Dedicated   ***Data***:   * Tailored & Acquisitive | **Costumer Segments**  ***Band***:   * Elder’s caretaking entity   ***Data***:   * Medical Universities (free) * Insurance companies * Medical research facilities |
| **Key Resources**   * Construction Facilities * Human resources * Online Store * Servers | **Channels**   * Online and retail stores (dedicated commercials) * Pharmacies, Hospitals * Insurance companies * Elder care entities |
| **Cost Structure**   * Production Costs * Maintenance of the Online Store/servers/domains * Salaries * Rents * Hardware maintenance | | | **Revenue Streams**   * Monthly fee (service’s rent) * Mid/Long Term: Selling data | |