



LifeLink

Your all-in-one gamified healthcare community app.

By The Bun Samosas

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Team 12

Problem Statement

Revolutionizing Healthcare through an Integrated Mobile Platform: Empowering Individuals, Communities, and Reshaping the Future of Well-Being

- Lack of Awareness and Education
- Escalating Health Risks
- Dearth of Actionable Solutions
- Promoting Sustainable Healthy Lifestyles
- Fostering Community Engagement and Advocacy
- Bridging the Information Gap

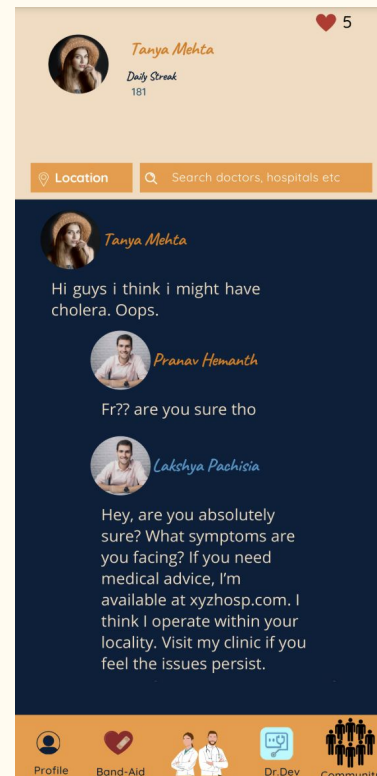
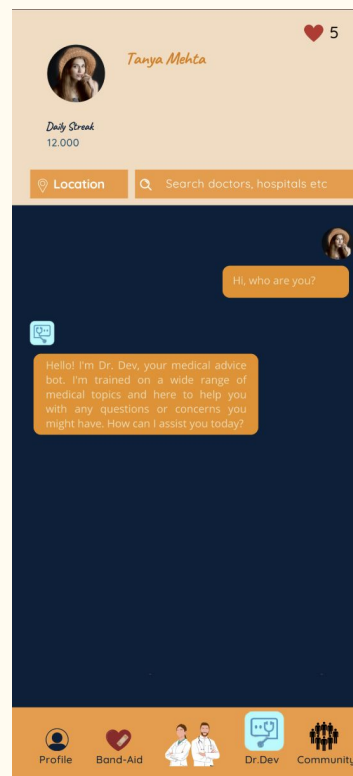
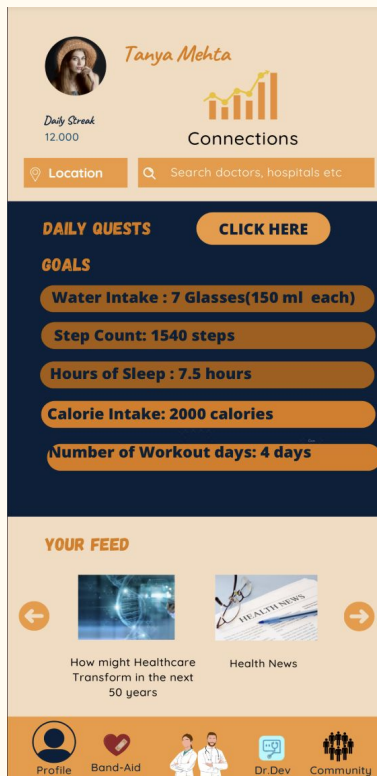


Let's Solve Them.

LifeLink is your all-in-one gamified community healthcare app. The app mainly consists of four tabs, which are:

- **Profile Page:** Shows your current and cumulative health stats based on a daily survey system that evaluates your daily wellbeing. This page attempts to show a user's health progress over periods of time.
- **Unite (Community):** Upon login, users are segregated into Links (general crowd) and Knots (verified professionals in the medical field).
 - Short video format system (Educative marketing): Use of social media marketing + educative memes + addictive nature of reels + ability to disperse a lot of info in a short time.
 - Direct Messaging system for Links and Knots to connect and interact.
 - Knots are incentivized to use the app as a means of marketing and upgrading their reputation. Inspired by LinkedIn, Knots can also form networks of doctors and medical professionals.
 - Inspired by Community Notes on x.com, Knots can verify and acknowledge posts. Knots are automatically classified as community authors.
 - Filter system to find new connections with doctors (based on specialisation and location), inspired by practo.
- **Band-Aid (Leaderboard):** Encourage the adoption of healthy habits and raise awareness among Links about the advantages of incorporating these habits into their lives by gamifying their overall experience by
 - Providing lessons to them on the benefits of the habits.
 - Leaderboard system to incentivise them to learn about healthy habits.
 - Daily tracker: Help users, set your own goals, track your daily habits and also provide points if they stay up to date with their own promise.
 - Point system is implemented in *Unite* to incentivize community interaction.
 - Daily streak system + Leagues.
- **Dr.Dev:** A generative AI chatbot for general help with the app and small issues. It is trained on a database of medical terms, symptoms and diagnoses.

Prototype



Business Model Canvas

Designed for:
Patients and Medical
Professionals

Designed by:
The Bun Samosas

Date:
20-04-2024

Version:
1

Key Partners

Information and R&D Partners:
Medical professionals,
Hospitals, and Pharmaceutical
firms.
Marketing and Development
Partners:
Social media giants like Meta or
X

We acquire medical information
and create lesson plans based
on this data. We actively work
with them to create accurate
and helpful lesson plans for the
same.

MOTIVATIONS FOR
PARTNERSHIPS: Building
reputation, CSR initiatives,
marketing, equity

Key Activities

For general users:
We provide a general wellness
tracker over periods of time.
We encourage medical
education through the gamified
lesson plan.
We provide a community of like
minded individuals and
professionals facing similar
issues and dealing with the same
respectively.

For professional users:
We provide a collaborative effort
to market themselves and
promote medical wellbeing
We provide a means for
professionals to find a curated
customer base all in one place.

Key Resources

We require mainly intellectual
data consisting of medical
information and tips from our
partners.

Value Propositions

We are managing to provide our
users with a community of other
patients and doctors as well as a
means for a long term well being
program in the form of a gamified
learning system. We also help
them to connect with doctors
directly.

Multiple problems like
Accessibility
Lack of Awareness
Unhealthy habits
No available community.
Which customer needs are we
satisfying?
We are providing them with a
platform that has a community of
medical professionals and
patients with a gamified learning
system to inculcate healthy
habits in the long run.

Customer Relationships

Our customers are divided into
the general user base and the
professional user base which
includes medical experts.

General users should expect a
developer-user relationship with
our team.

Professional users should
expect a collaborative and
symbiotic relationship that helps
better our app with more data
and content, while they receive
marketing and reputation.

Channels

We reach out to customers with
online ads on social media,
physical campaigns and public
collaborations.

Customer Segments

General user base (Links)
- Patients
- People wanting to better
their lifestyles
- People wanting to find
and connect with
medical professionals

Professional user base (Knots)
- Medical experts
- Pharma firms
- Hospitals

Cost Structure

The important costs include:
Collaboration costs with Hospitals and firms
Servers to maintain our app
Marketing costs

Revenue Streams

In-App Advertisements
Subscription for Premium version of the app (can be segregated into tiers)t

SWOT Analysis

Strengths:

- Increasing individuals awareness
- Curated community of doctors and patients
- Generative AI Bot
- Enhance your wellbeing over a long term with daily streaks.
- Marketplace for medical professionals and hospitals

Weaknesses:

- Marketing to elderly and rural areas.

Opportunities:

- Question creation/suggestion mode for Knot users.
- Multilingual
- Doctor appointments and scheduling lab tests,
- Marketplace

Threats:

- Lack of starting funds
- Misinformation
- User privacy concerns
- Same threats most social media apps face
- Slow start