

GROUP 6

REVIEW 2

LEAN START UP MANAGEMENT - MGT1022

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AMBCARE



AMBCARE

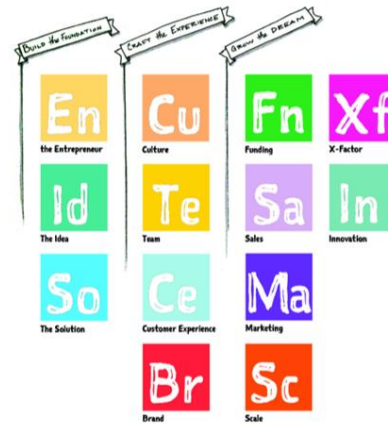
- **AMBCARE** is an online application connecting various kinds of ambulance services to the very doorsteps of those in need of their service.
- **AMBCARE** aims to provide its clients with the preferred type of ambulance, when they want it and where they want it and for what they want it for.
- **AMBCARE** medicine delivery services provide doorstep delivery of medicine without any hassle of standing in a queue, this helps in saving time and money.
- **AMBCARE** provides 24/7 support with instant responses and live time position tracking of the respective service required.
- **AMBCARE** also assist needy with medical team at their doorstep on request.

START UP EQUATION

The Startup Equation

$$\underbrace{((En(Id))+So)^x}_{\text{Foundation}} + \underbrace{((Cu(Te+Ce))Br)^x}_{\text{Experience}} + \underbrace{(((Fn(Sa+Ma))Sc)In)^x}_{\text{Growth}}$$

•THE ELEMENTS



FIRST PART OF THE START-UP EQUATION FOUNDATION

- Entrepreneurs
- Idea
- Solution

ENTREPRENEUR

- We are motivated by a desire to make a change in the community.
- We wish to identify a gap in services, knowledge, or support in the community and decide to address it with a great business idea or an unconventional solution.
- We want to become entrepreneurs to present a solution to a problem that is faced by the citizens.
- We are working for the betterment of people's health and to create awareness about maintaining a healthy lifestyle.
- We aim to introduce facilities that can better the lives of people by making it less complicated and providing them with opportunities to help them better their life standards.



IDEA

- Ambulances are vital tools in helping Emergency Medical Technicians and other trained first responders not only to swiftly arrive at an emergency situation but also provide measures that are potentially life-saving.
- Unfortunately, about **thirty percent of deaths** are caused due to delayed ambulance and medical care in our country. Moreover, even more deaths are caused due to lack of ambulance and medical services. It is very crucial to deliver medicines and medical assistance to patients on time. Any delay in this process may have results that could be fatal for the patients.
- The Covid 19 pandemic made us realize the importance of each sector associated with the medical industry.
- Through **AMBCARE**, we aim to provide a user-friendly platform thereby ensuring proper medical service support systems for people at their door steps when they are in need of it.
- Compared to our competitors like Meddco, Ambu Ambulance, Practo etc, we provide real time position tracking. We also provide additional services ranging from medicine delivery services and medical team at their doorstep on request.

SOLUTION

- As a solution to this problem, we will implement an online application where the users will be able to find all the available ambulances in their vicinity. Once the ambulance is chosen, the user can establish communication with the driver using an in built chatbot and the driver can pick the patient at the specified location. The chosen ambulance will be locked and removed from other user's available ambulance list. The payment can be done online or at the respective hospital.

ENVISIONING



WE & OUR IDEA

- Thousands of lives has been lost due to lack of essential medical services. So we are here with AMBCARE services to solve this problem. We connect people with such medical services at a tap on their phone.
- AMBCARE also aims to provide employment opportunities to delivery executives and ambulance drivers.

OPPORTUNITIES



GROWTH

- We are planning to implement AMBCARE all across the country. As an initial step, we decided to start our business in Kerala , as we found it as the best place for the growth and development of our business.
- Why we chose Kerala?
- Although Kerala is well known for good doctors and great medical services, state lacks many other essential infrastructural services like good ambulance service, and doorstep delivery of medicines.
- It's a known fact that this idea is very popular globally. But it has not yet reached our local audience. And undoubtedly this is the need of the hour. Timely availability of medical equipment and pharmacy items are difficult in many rural areas of our country. Hence, we plan to ensure a faster delivery of medical and pharmaceutical equipment's leveraging this vacant place.

ASSESSMENT AND ADJUSTMENT

- With the help of AMBCARE's customer rating and review system, we work to enhance the services and recommend the best work force to the customers

CHANNELS

- AMBCARE connects local and global, private as well as public ambulances to a wide range of hospitals and clinics to a ready-to-buy audience.
- AMBCARE aims to provide its clients with the preferred type of ambulance, when they want it and where they want it and for what they want it for.
- AMBCARE medicine delivery services provide doorstep delivery of medicine.
- Through social media platforms, customer support, review, and ratings we reach our customers further.

CUSTOMER RELATIONSHIPS

- We serve as a bridge between our customers and request providers (hospitals, ambulance service, and pharmaceutical shop owners) through our AMBCARE platform.
- We provide 24 x 7 customer support.
- Review and Rating system.

CUSTOMER SEGMENTS

- Patients
- Senior citizens
- Hospital service people
- Ambulance service
- Medical shops

KEY ACTIVITIES

- App-based platform development.
- Linking of ambulances, medicine vendors, hospitals to network.
- 24 x 7 customer support.
- Services provided to our customers
 - Technical support
 - Deliver on the customer proposition
- Expand to more cities
- Analyze data to fine-tune everything

ASSESSING OPPORTUNITIES



MARKET

- CUSTOMERS

- Patients in requirement of transportation
- Emergency patients
- Senior citizens
- Ambulance drivers
- Clinics
- Hospitals
- Medical stores

- COMPETITORS

- MAIN COMPETITORS

- Indian Red Cross First Aid app
- Meddco Ambulance
- Ambu Ambulance
- Practo
- NetMeds

NEEDED RESOURCES

- Software developers
- Mobile Phones for using our application
- Ambulances
- Medicine vendors
- Hospitals and clinics
- Delivery team
- Medical team
- Customer service team

SWOT ANALYSIS



STRENGTH-

- Instant App.
- Booking and Customer Support/Service 24/7.
- Real time tracking of ambulance drivers/medicine delivery executives.
- Buy medicines from a large number of stores and get it delivered in minimal time whilst sitting from the comfort of one's home.
- Efficient in finding ambulances in case of emergencies.
- Combine ambulance services from all sectors such as private, public etc.
- Provide different types of ambulances that users can choose from according to their need.
- Connects patients with hospitals is required.

WEAKNESS

- Training the ambulance drivers on how to use the app for picking up the patients.
- Developing a separate mode within the app for people who aren't familiar with smartphones.
- Bringing the app to areas far away from cities or any private or government hospitals.
- Multiple bookings for one ambulance at the same time .
- Frequent updating of available ambulances and hospital beds.

OPPORTUNITIES

- Providing easy transportation for people suffering from serious medical injuries.
- Employment generation in rural areas.
- Connecting transportation and medical sector efficiently.

THREATS

- Technical Difficulties.
- Un-ethical activities by medicine delivery executives.
- Complications in getting ambulances and medicines on time due to external factors such as climatic conditions, traffic etc.

EVOLVING STRATEGY



COMPANY GOALS

- Our main mission is to decrease the mortality rate among people due to lack of ambulances and medicines on time.
- Our vision is to create a network connecting the entire medical system and making it accessible to the people with a single tap on their phone.

VALUE PROPOSITION

- We try to bring the unemployed youth from various locations under the AMBCARE platform which is currently decided to start in Kerala.
- We value our customer reviews and concerns the most by which we try to improve our services and further provide better recommendations and facilities to new users

MARKETING AND SALES

- Social media platforms and local newspapers will serve as a key medium for introducing the app to the public.
- Providing cash back offers and free booking services on customer's first booking.
- Ads showing the basic working of the app can be published on video platforms.
- Partnering with other medical apps for more business opportunities

OPERATIONS

- Provide fair, equitable and timely access to quality, safe service that customer need.
- Engage with and involve our staff in service delivery.
- Taking reviews from customers and therefore improving our services.

FINANCIAL

- Hospitals, Ambulance service centers and pharmaceutical shops have to pay an annual subscription amount to the company.
- A fixed percentage of income from each purchase through AMBCARE service, will be collected from the corresponding pharmaceutical shops.
- Similarly, we will be collecting a percentage of income obtained by ambulance service centers from each business that they get with help of AMBCARE.

GO-TO MARKETING STRATEGY

- Preparing the app for a particular group of people.
- Advertising through YouTube influencers, social media, commercials etc.
- Hoardings at Hospitals or other strategic locations so as to catch the attention of people.
- Using word of mouth advertisement (Chinese whisper) to gain authenticity for app.

THANK YOU

