

Business Model Plan:

<u>Key Partners</u> Healthcare and Pharmaceutical companies	<u>Key Activities</u> Creation of efficient Supply Chain, Creation of a cheap channel to acquire raw materials.	<u>Value Propositions</u> SPEAR offers its customers cost effective, one-time investment solution rather than conventional physiotherapy process which consumes both money and time to a large extent.	<u>Customer Relationship</u> Dedicated Personal Assistance	<u>Customer Segments</u> Niche market: Patients with foot drop(primarily stroke patients)
	<u>Key Resources:</u> Intellectual: Any patents, etc. that arise from SPEAR.		<u>Channels</u> Healthcare companies to spread word of mouth to specialists, who can recommend SPEAR to patients	

<u>Cost Structure:</u> Orthosis- 6000 EMG Sensors - 5000 McKibben muscles – 400 Compressor and Tank – 1600 Pneumatic Valves - 2500 Miscellaneous(Tubes, connectors, etc.) – 500 Total – 16000	<u>Revenue Streams</u> Funding from Healthcare and Pharmaceutical Companies, Hospitals. Sales Profits
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