











Business Model Canvas

<div><div>Key Partners</div><div></div></div> <div><div>Potential Partners:</div><div>Tracking device manufacturers (smartwatches, AirTags)Healthcare providers, Alzheimer’s institutions, GPS tech companiesHealth content providers</div><div>Motivations:</div><div>Reduce risks, gain resources, integrate tracking devices</div></div>	<div><div>Key Activities</div><div></div></div> <div><div>Features:</div><div>GPS tracking with safe zone alertsNotifications for meds, sessions, or tasksTrack patient activities and health recordsMemory games for patients, task confirmation by caregivers</div></div> <div><div>Key Resources</div><div></div><div>GPS tech, health databases, Alzheimer’s content, tech team</div></div>	<div><div>Value Propositions</div><div></div></div> <div><div>Safety:</div><div>Alerts for unsafe movement</div><div>Convenience:</div><div>Manage health data and reminders</div><div>Sustainability:</div><div>Easy caregiver handovers</div><div>Quality of Life:</div><div>Engaging activities</div><div>Communication:</div><div>Connect with family or emergencies</div></div>	<div><div>Customer Relationships</div><div></div></div> <div><div>Real-time notifications, educational content, patient updates</div></div> <div><div>Channels</div><div></div><div>Mobile apps, wearable devices, health platforms</div></div>	<div><div>Customer Segments</div><div></div></div> <div><div>Families, caregivers, healthcare providers, early-stage patients</div></div>
<div><div>Cost Structure</div><div></div></div> <div><div>App development, tracking integration, content creation, support</div></div>	<div><div>Competitors</div><div></div></div> <div><div>Timless, Nymbl, My Reef, and Iridis are competitors, but they operate outside of Egypt. Most of them are run by care institutions, and there are no competitors within Egypt.</div></div>	<div><div>Revenue Streams</div><div></div></div> <div><div>Subscriptions, device sales, in-app ads</div></div>		