Top of Form

Primary Canvas

**X**

Alternative Canvas

*Team or Company Name:*

Can-E

*Date:*

MM/DD/YY

The Business Model Canvas

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Key Partners*  Who are our Key Partners?  Who are our Key Suppliers?  Which Key Resources are we acquiring from partners?  Which Key Activities do partners perform?   * Hospital * Staff * Patients * Families * Hospital introduces our prototypes in the ward, provides feedback on usage and its correlation with medical data | *Key Activities*  What Key Activities do our Value Propositions require?  Our Distribution Channels?  Customer Relationships?  Revenue streams?   * Mobility & Interaction * Ensure platform is stable, design is ergonomic. * Develop code * Parse data * Iterate with feedback | *Value Proposition*  What value do we deliver to the customer?  Which one of our customer’s problems are we helping to solve?  What bundles of products and services are we offering to each Customer Segment?  Which customer needs are we satisfying?   * Hospital ensures patients are safe and supervised. * Hospital has access to data about patients’ behavior to gage patients’ reactions. * Frees up some nursing staff from having to supervise and assist patients’ movement. * Patient regains autonomy, is able to interact with the world * Families can enjoy quality time | | *Customer Relationships*  What type of relationship does each of our Customer  Segments expect us to establish and maintain with them?  Which ones have we established?  How are they integrated with the rest of our business model?  How costly are they?   * Hospital accesses data, reduces staff workload * Patients given autonomy and interaction with care. Families engaged | *Customer Segments*  For whom are we creating value?  Who are our most important customers?   * Hospital * Staff * Patients * Families |
| *Key Resources*  What Key Resources do our Value Propositions require?  Our Distribution Channels? Customer Relationships?  Revenue Streams?   * Cognitive AI * Mobility * Interface * Data * Inputs | *Channels*  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated?  Which ones work best?  Which ones are most cost-efficient?  How are we integrating them with customer routines?   * Hospital |
| *Cost Structure*  What are the most important costs inherent in our business model?  Which Key Resources are most expensive?  Which Key Activities are most expensive?   * Mobility Cane * Sorting through parsed data to find meaningful correlations * Developing an AI system | | | *Revenue Streams*  For what value are our customers really willing to pay?  For what do they currently pay?  How are they currently paying?  How would they prefer to pay?  How much does each Revenue Stream contribute to overall revenues?   * Can-E * Diagnostics * Big Data * Retail canE, * Integration & Support Services, * Data Analysis | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)

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