

# IIP Template 7A

## Business Model Experiment

### Key Assumptions

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**Industry:** Health

#### Innovation

**Challenge Question:** How might we improve the health of rural / remote populations and create awareness?

**Team Members:** Joydeep Chaudhuri, Martha Hong, Ritu Kumar, Sauraj Patil, Tingcheng Wu

**Pod/Team #:** H5

**Name of Firm:** Ambulanzpartner (APST)

**Initial HMW:** How might we create an efficient and improved environment for doctors, caregivers, patients and families in rural and remote areas to make healthcare and well-being accessible and sustainable?

**Final HMW:** How might we improve the working conditions to encourage healthcare providers to work in rural areas?  
**(From IIP Template 5D)**

### Frontstage Key Assumptions

List and rank 3 – 5 key assumptions related to customer segments, customer value proposition, channels and relationships.

*Ranking: 1 = highest importance and least evidence*

1. Customers are willing to share their health information on the platform.
2. We assume all customers have the ability to learn and use new technology.
3. There will not be restrictions from regulatory authorities to store and process customers' health information.
4. Artificial Intelligence will have significant impact on the growth of the platform.
5. We assume there is limited to no competition.

**Key Assumption:** Write a concise description of your highest-ranking assumption.

Our key assumption is that customers are willing to share their health information on the platform. This vast repository of useful health data will form the foundation of our multi-sided health platform.

### Backstage Key Assumptions

List and rank 3 – 5 key assumptions related to activities, resources, and partnerships.

*Ranking: 1 = highest importance and highest uncertainty*

1. There will be enough financial support from government and other investors.
2. We will have access to information on doctors, to campaign and promote the platform.
3. There will be minimal training needed for doctors, providers, hospitals to use the platform. Hospitals, doctors, caregivers and interns are willing to adopt our platform.
4. Our vendors will not be our potential competitors.
5. The project will have good returns to cover the expenses like hiring a vendor technology firm to build the software.

**Key Assumption:** Write a concise description of your highest-ranking assumption.

Our key assumption is that there will be enough financial support from government and other investors. Building and maintaining the platform requires significant upfront investment, without which it will be impossible to implement the business plan.

### Profit Formula Key Assumptions

List and rank 3 – 5 key assumptions related to financial risk in revenue streams and cost structures.

*Ranking: 1 = highest importance and highest uncertainty*

1. We're assuming that our customers will understand the long term value of investing in our product and our pricing model.
2. We are assuming strong financial security as our potential stakeholders include government and medical personnel.
3. We are assuming stakeholder buy-in mainly customers for our subscription based-financial model.
4. We are prepared to make profit later in the process and not immediately for this innovation as it's a new technology and need users to get used to it.
5. We are prepared to have a flexible financial model as we're sending out a new product. We aim to keep an eye out for profitable segments and redesign our financial models accordingly.

**Key Assumption:** Write a concise description of your highest-ranking assumption.

Our product has the potential to reduce wait times for doctors/interns/patients. For this, the institutions have to try our products and it'll take a certain length of time to accomplish stability as it is a new innovation.

# IIP Template 7B



## Business Experiment Plan

### Minimum Viable Experiments

**Industry:** Health

**Total Fit Score From Worksheet 7A:** 40/45

#### Innovation

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**(From IIP Template 5D)**

## Frontstage MVE

## Step 1: Hypothesis

Criticality:



We believe that customers sharing their health information on the platform will result in building trust in our product causing more doctors and providers to adopt the platform. We will know this because information flow between various parties will improve.

## Step 2: Test

Data Reliability:



To verify our hypothesis, we may work with hospitals, doctors, social media platforms, and rural local community social workers to conduct a survey to ask if people are willing to share their information for improved medical services.

## Step 3: Metric

Time Required:



And measure volume, and quality of patient data collected, across customer segments and demographics, with a target of at least 1000 patient records with a minimum success rate of 50% for survey responses.

## Step 4: Validation

Cost:



We are right if we gather at least 1000 patient records across minimum 50 identified parameters (for example: age, ethnicity, treatments, medications, etc.)

## Backstage MVE

## Step 1: Hypothesis

Criticality:



We believe that we will get enough financial support from government and other investors and that will result in our ability to run campaigns to promote the platform. We will know this because usage of the platform by doctors will significantly increase.

## Step 2: Test

Data Reliability:



To verify our hypothesis, we will conduct interviews with regulators and government officials and potential investors to gauge interest in funding our project. We will also conduct interviews with doctors and interns to understand their willingness to use the platform.

## Step 3: Metric

Time Required:



And measure the interest level of investors and the willingness of doctors and interns to use the platform, Net Promoter Score and propensity ratings by doctors and interns, on usage of the early stage mock-ups, virtual simulations of the platform.

## Step 4: Validation

Cost:



We are right if we get more positive response from potential investors on their interest in our platform, and if we achieve a minimum NPS score of at least 8 out of 10 from doctors and interns, on the platform.

## Profit Formula MVE

## Step 1: Hypothesis

Criticality:



We believe subscription to the platform by users (patients, providers and insurance companies) will result in a revenue stream for the platform. We will know this because subscription volumes will significantly improve month-on-month.

## Step 2: Test

Data Reliability:



To verify our hypothesis, we will conduct surveys for users about their willingness to subscribe. We will also analyze subscription based services from healthcare giants like CVS and Walgreens and from other industries.

## Step 3: Metric

Time Required:



And measure percentage of people who are willing to subscribe to the platform and also analyze how number of subscribers changed for other companies like CVS and Walgreens in the first of few months of launch.

## Step 4: Validation

Cost:



We are right if at least 30% of the people are willing to subscribe to the platform and if subscriber numbers for CVS/Walgreens increased significantly in the first few months of launch.