

<p><b>PROBLEM</b></p> <p>Traditional heart disease diagnosis is invasive and costly. Early detection tools are not easily accessible to many people.</p> <p>Lack of user-friendly and empathetic data collection methods in medical screening.</p>	<p><b>SOLUTION</b></p> <p>A non-invasive, machine learning-based prediction model to estimate heart disease risk.</p> <p>Accessible chatbot interface for easy and empathetic data collection anywhere.</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>An easy-to-use, empathetic chatbot powered by AI that delivers fast, non-invasive heart disease risk assessment with reliable machine learning predictions.</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Integration of Gemini AI for natural, empathetic conversations combined with a robust Random Forest model, deployed in a seamless chatbot that improves user experience and trust.</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Individuals concerned about their heart health seeking quick risk checks.</p> <p>Healthcare providers looking for non-invasive screening tools.</p>
<p><b>EXISTING ALTERNATIVES</b></p> <p>Hospital-based physical exams and tests (invasive, expensive).</p> <p>Simple risk calculators (not very accurate, no conversational guidance).</p> <p>Paper questionnaires or forms filled manually.</p>	<p><b>KEY METRICS</b></p> <p>Number of users completing risk assessments.</p> <p>Accuracy of the prediction model (e.g., prediction confidence).</p> <p>User engagement and chatbot session completion rate.</p> <p>Number of referrals or follow-ups recommended.</p>		<p><b>CHANNELS</b></p> <p>Web application accessible via desktop and mobile browsers.</p> <p>Partnerships with healthcare providers and clinics.</p> <p>Social media awareness and health blogs.</p>	<p><b>EARLY ADOPTERS</b></p> <p>Tech-savvy adults aged 30-60 at risk or concerned about heart disease.</p> <p>Primary care clinics aiming to offer remote screening.</p>
<p><b>COST STRUCTURE</b></p> <p>Development and maintenance of the Flask web app and chatbot interface</p> <p>Hosting and cloud server costs (e.g., AWS, Google Cloud)</p>			<p><b>REVENUE STREAMS</b></p> <p>API usage costs based on user volume (Gemini AI or other AI APIs)</p> <p>Customer support and chatbot moderation</p> <p>Marketing and user acquisition expenses</p>	

