

Tatu Bogdan

Pharmacy Vending Machine

PROBLEM Needing highly skilled employees to work pharmacies. High cost of land and construction spending for a physical location. EXISTING ALTERNATIVES An actual traditional pharmacy.	SOLUTION A vending machine used to dispense pills where people can join the “network” by creating an account and either get non-prescription pills or insert the prescription into the app and tie it to a physical vending machine so that it can be brought at that machine for the needed rate.	UNIQUE VALUE PROPOSITION Easy and reliable way to get medication. HIGH LEVEL CONCEPT A vending machine for prescription / non-prescription pills.	UNFAIR ADVANTAGE The user ease of use, not having to wait around and everything being at the push of a button. With features as reminder notification, in app map to nearest location that has the necessary medication. User’s payment and medication history all in one place.	CUSTOMER SEGMENT Anyone that could legally afford and obtain said medication. EARLY ADOPTERS People who want keep track of their medication and want security that it will be there when needed.
	KEY METRICS <ul style="list-style-type: none">• number of customers• types of medication sold		CHANNELS <ul style="list-style-type: none">• already built machines• mobile app	
COST STRUCTURE <ul style="list-style-type: none">• production of the vending machine• space rental• medication itself			REVENUE STREAMS <ul style="list-style-type: none">• medication pricing• bonus pricing for shipping• non-intrusive adds• partnerships with well-established healthcare companies	