

Cost Structure

Fixed Costs

Since we have to implemented a web application and a mobile application, we need a server to interact with mobile application and we also have to deploy our web application directly on a server. Hence, the first and the most important cost for our business is the cost of cloud server. The cost of cloud server depends on how many active users we will have. Since we don't have a lot of users at first, we don't need to buy a high-performance server which costs a lot. When more and more users start to use our service and application, and flow become larger and larger, we have to update our server. For example, to increase the number of servers, some act as load balancer to distribute requests, some act as cache to store some static resources. To buy separate databases to store increasing user information, or to use CDN service. But, now, since it's a MVP, we don't think about those things.

Variable Costs

The first cost will be the cost of transportation to have conversation with different hospitals, different doctors, different organizations like AA, different centers and so on. Since it's hard to decide how many interviews or conversations we will have, how many are valid, this will be a variable cost.

The second, since we have to give some rewarding to those organization including AA or professional centers to advertise our products, maybe this will be another variable cost. But this can be done negotiation, since we also can offer benefits to them

We think our business is still a value-based business which is not cost-based.