



DERMA

Business Plan

Dermatological Evaluation, Recognition, and Management with AI (DERMA)

SKIN DISEASES

LUPUS - PSORIASIS - ECZEMA

CASE STUDY



Lupus disease



PSORIASIS



ECZEMA



STATISTICS AND NUMERICAL VALUES

PSORIASIS

Globally, the number of people with Psoriasis is about **125 million** individuals

LUPUS

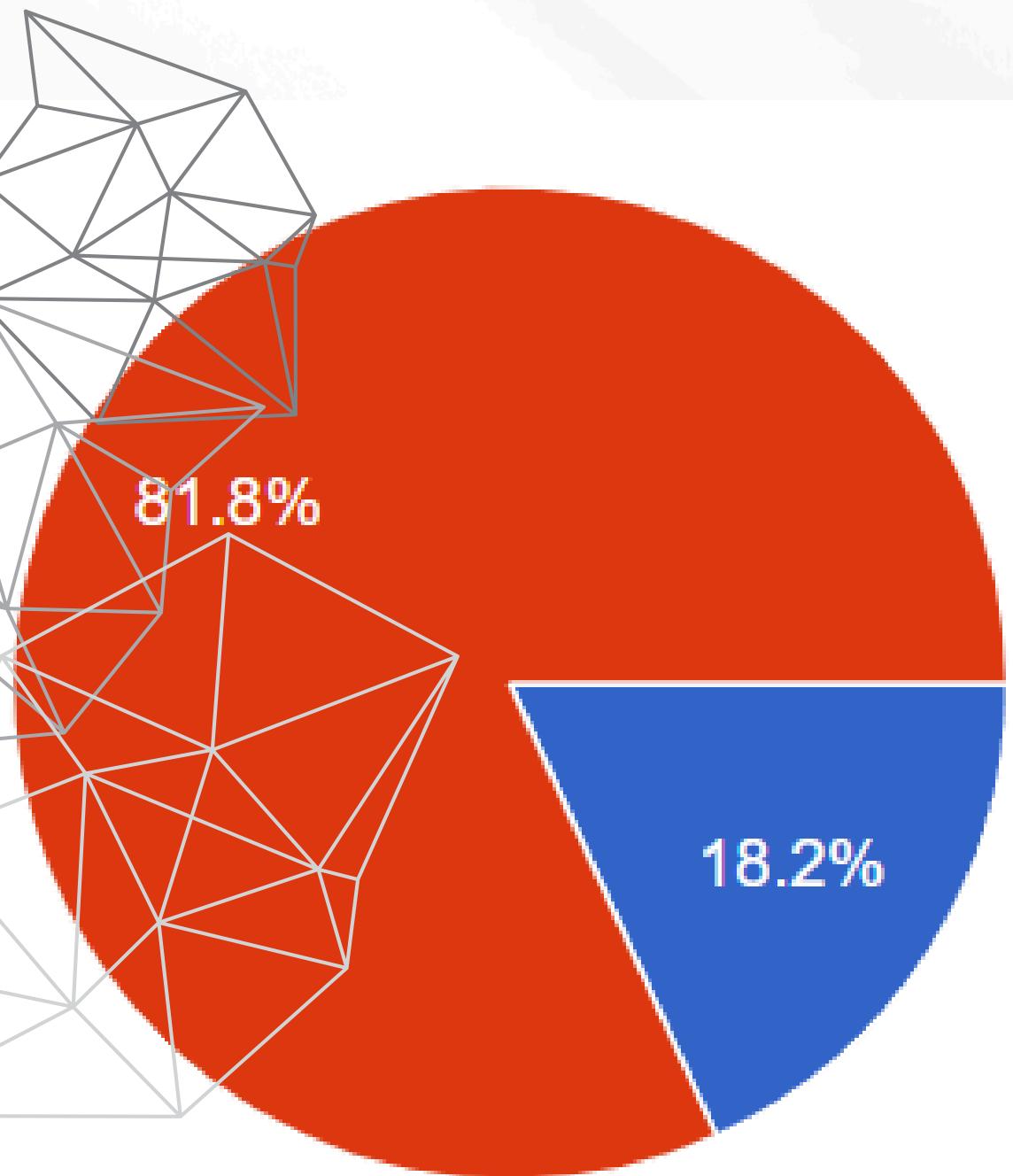
About **5 million** people are affected globally

ECZEMA

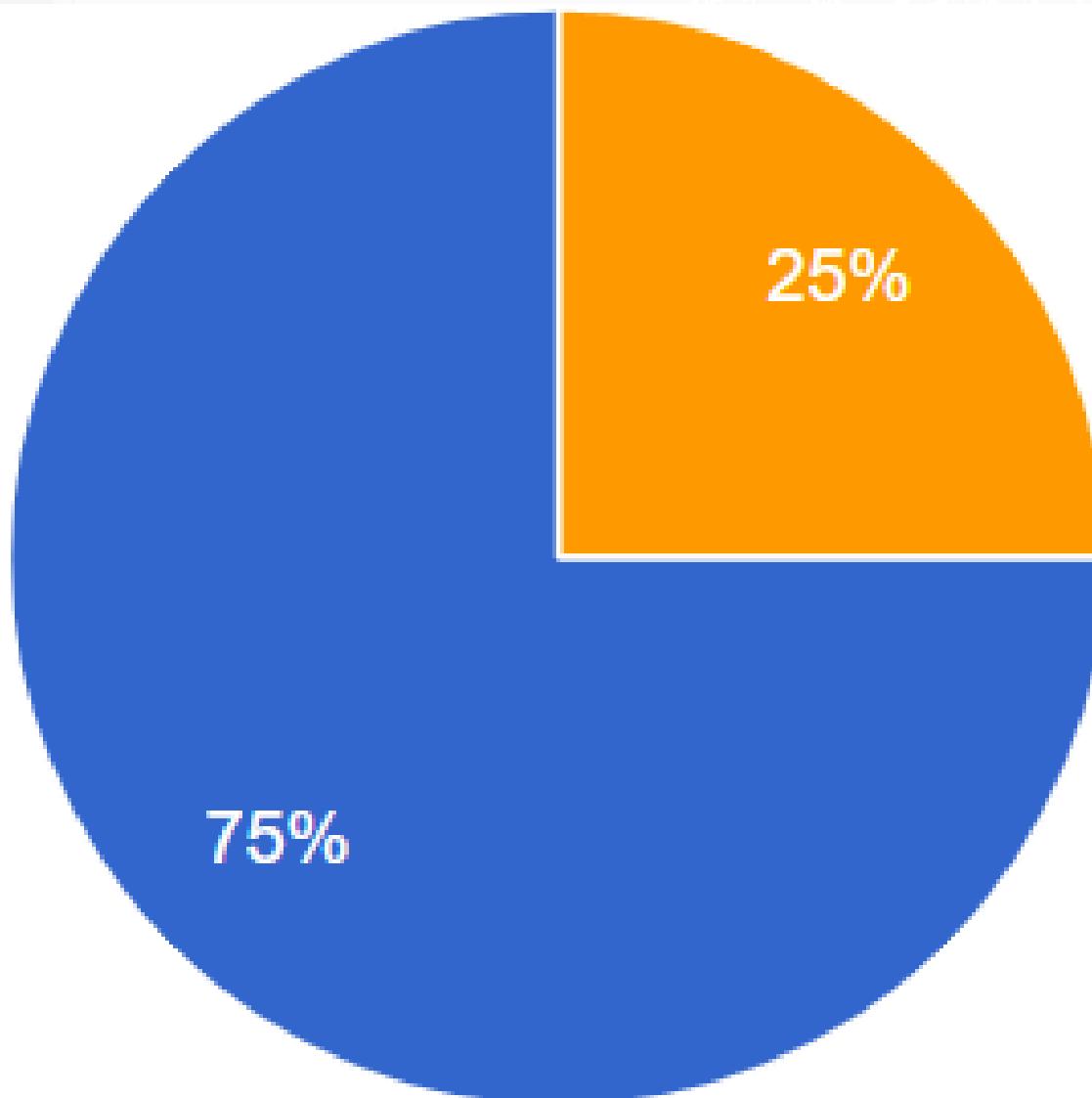
Out of every **10** people, one will have eczema sometime in their life, especially in childhood

Approximately **98,522** people died globally from skin and subcutaneous diseases.

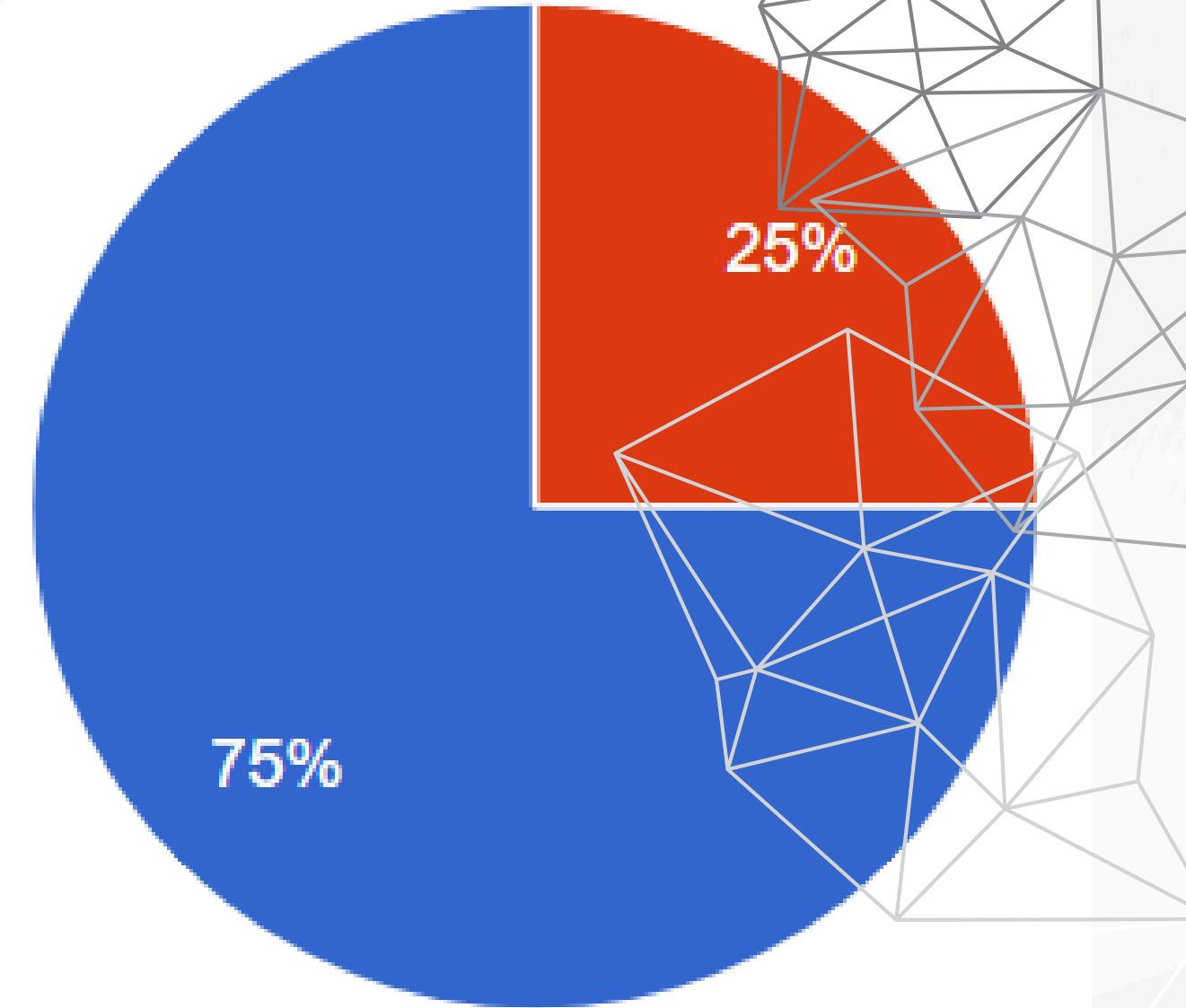
FIELD STUDY RESULTS



**People with skin diseases VS
normal people**

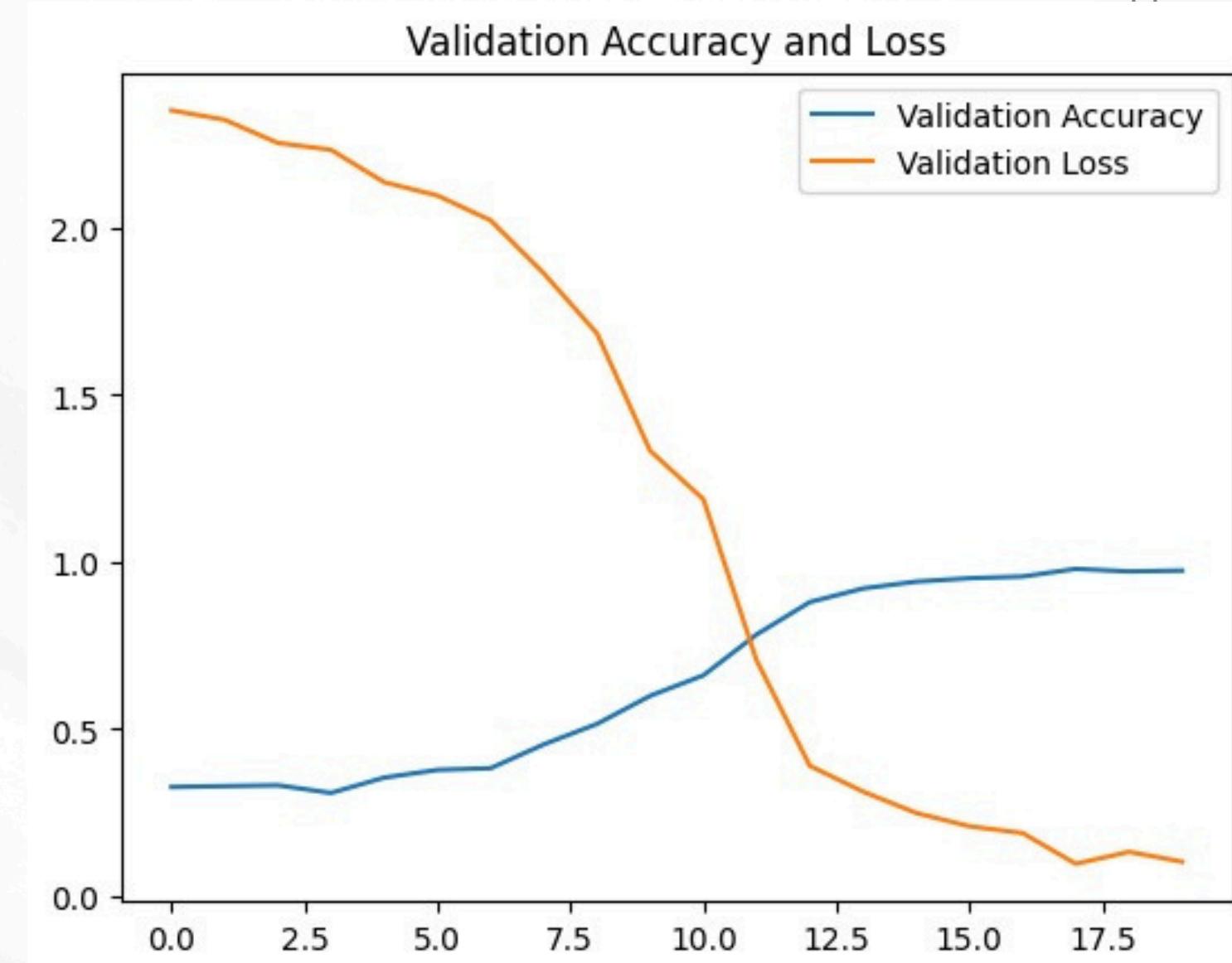
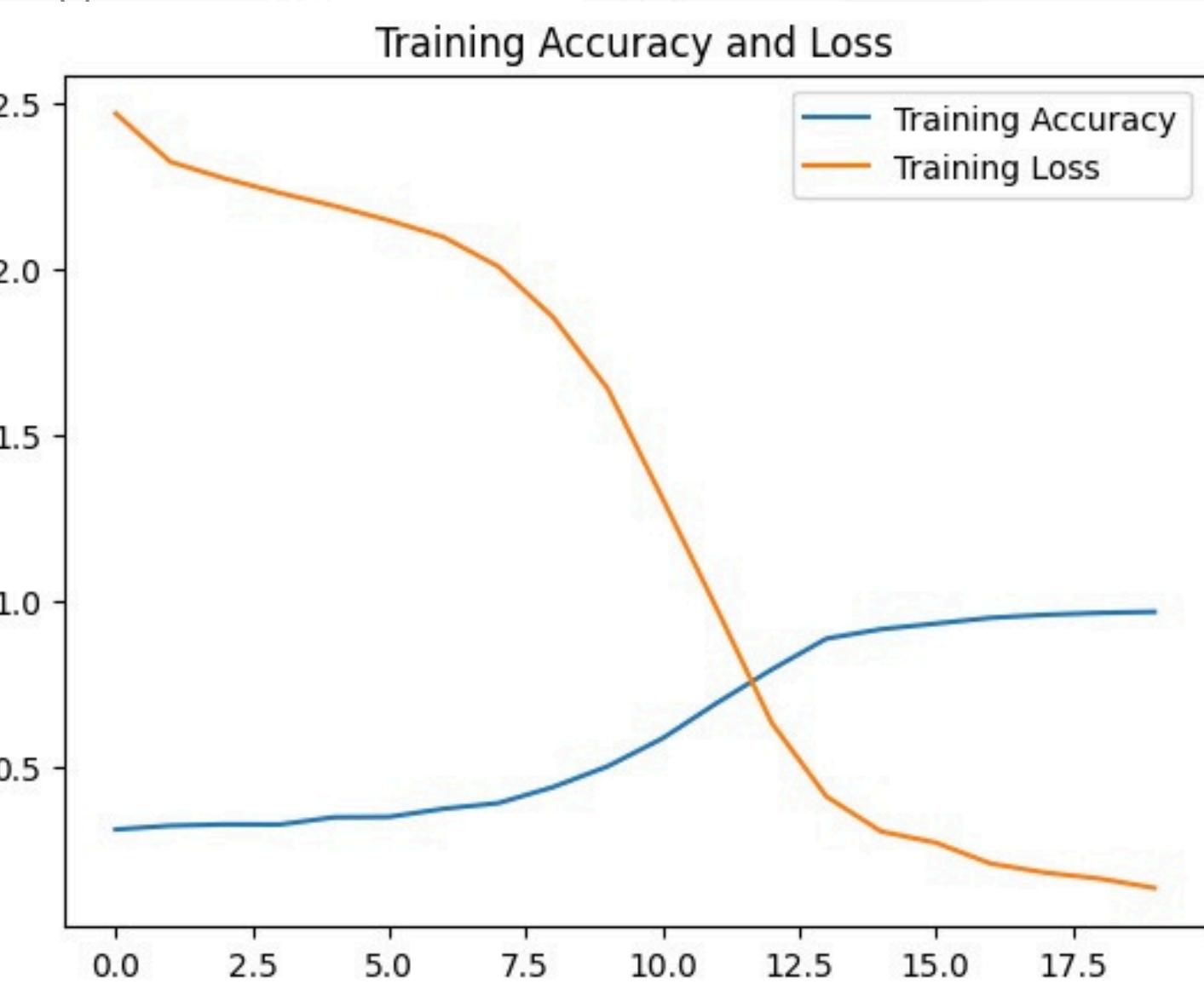


**Patients with single parent with
skin disease VS Both parents**



**Skin diseases in the childhood
VS late stages**

RESULTS



FEATURES

- Pedigree analysis
- Computer vision and ML to recognize more than 20 skin diseases
- Monitoring side effects (e.g. color blindness, cardiovascular issues)
- Connection between patients and doctors

INCOME STATEMENT

Category	Name	Cost (in Millions L.E)
Revenues	Direct Sales	12
	Medical Checkup	0.35
	Contracting with Doctors	2
	Total Revenue	14
Direct	Hardware Component	8.4
	Workers & Engineers	2
	packaging	0.14
	Total Direct cost	10.54
Indirect	Research & Development	0.2
	Marketing & Branding	1
	Factory overhead	0.3
	Total Indirect Costs	1.5
Net Income (In the first Year)		2.31

Competitive Analysis Table

	DERMA	SKIN ANALYTICS	METAOPTIMA	SKINVISION	PICTION HEALTH
TECHNOLOGY	Computer vision and machine learning for image analysis & hardware system	AI-driven skin analytics platform	Intelligent dermatology platform with DermEngine	Mobile medical device solution with ML algorithms	AI-based app for identifying common skin conditions
SCALABILITY & ACCESSIBILITY	Mobile application & low-cost devices	Mobile application	Platform with dermatology engine	Medical device	Mobile app based AI
PERFORMANCE & RELIABILITY	high performance accuracy with more than 96% and rely on doctors to provide medical assistance	depending on the machine only	depending on the machine only	depending on the machine only	depending on the machine only
SIDE EFFECTS MONITORING	Advanced systems for monitoring cardiovascular health and color blindness	No monitoring	No monitoring	No monitoring	no monitoring
POTENTIAL FOR DEVELOPMENT	a lot of features that can be added	No Potential	NO POTENTIAL	No Potential	No Potential



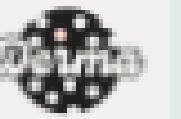
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D E R M A

SKIN DISEASES COMPLICATIONS

- **Diabetes**
- **Cardio vascular disease**
- **Color blindness & vision problems**
- **Psychosocial impact**

Business Model Canvas



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Date:

Version:

Key Partners

- Hospitals & clinics for skin diseases.
- Software Companies
- Investment Organization
- E-commerce companies
- Hardware companies' partnership

Key Activities

- Research and Development (R&D)
- Enhancing Diagnosis for skin diseases
- contracting & marketing with doctors & clinics

Key Resources

- Hardware Components system
- Highly efficient software system
- Software & Hardware engineers
- Skin Disease Doctors
- Marketing & Social Media Specialists

Value Propositions

- High performance machine learning model & Computer Vision Technologies.
- Simple Mobile App User-Interface
- Accessible For everyone (Application & Device)
- High Quality, Low-Cost Hardware component.
- Enhancing the safety of the patient & early diagnosis for their diseases
- Virtual assistant for Doctors
- Privacy for both Doctors and Clients

Customer Relationship

- Ease of Use
- User Guides
- Simple User-Interface
- Ensuring the Safety & Reliability
- High performance technologies

Channel

- Online Marketplaces
- E-commerce Websites
- Retails Stores
 - Doctors & clinics

Customer Segments

- Skin Doctors & Hospitals
- Patients with skin diseases from 20 to 50 years
- E-commerce companies
- People who has the side effects of skin diseases like color-blindness

Cost Structure

- Hardware Components
- Research and Development
- Enhancing Software Performance
- Advertising Shipping
- Salary of the Doctors & Developer

Revenue Stream

- Direct Sales
 - Advertising and Sponsorship
- Revenue dealing with retail shops, clinics and Tech companies to market our product to targeted consumers.
- Partnerships with Doctors & hospitals