HealthyMe!

Business Plan

—

Abhimanyu

Akash Jain

Abhinay Kumar

2nd October 2016

Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of HealthyMe!.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to HealthyMe!.

Upon request, this document is to be immediately returned to HealthyMe!.

_____

Signature

_____

Name

_____

Date

This is a business plan. It does not imply offering of securities.

Executive Summary

HealthyMe! is an android app developed in GDG DevFest Season 2016 organised in collaboration with E-Cell, IIT Kanpur by three sophomores of IIT Kanpur.

The app focuses on maintaining the medical history of users, predicting the spread of infections and alerting users accordingly.

The app has a wide target market as health issues are faced by everyone. When a doctor is unaware of the medical history of the patient, he/she might give medicines which contain chemicals to which the patient is allergic or the medicines might not prove beneficial. Also, it alerts its users about diseases spreading in that area.

The app will help the government improve the health of its people. The government can help, financially, through its programs StartUp India and Digital India. Since, the app is for every citizen of the country, organisations such as Medical Council of India(MCI) and Indian Medical Association(IMA) can help to promote the app and asks its registered doctors to use the app.

In the past, no other app has given so many features and it is unique in many ways. The Motwani Incubator and Accelerator, E-Cell IITK and Google Developers Group are the members of the Advisory Committee of the Company. Under their valuable guidance, the company can fulfil its goals and objectives in full measure.

Company Description

Company Ownership

The company is located in Kanpur, Uttar Pradesh. The company is equally owned by Abhimanyu, Akash Jain and Abhinay Kumar. The company will seek help from the Indian government. Digital India and Start Up India are the programs with which the company will be working and majority of funding for the company will be received from them.

Advisors

The Motwani Incubator and Accelerator, E-Cell IITK and Google Developers Group are the members of the Advisory Committee of the Company. We will be approaching Digital India and Start Up India for mentoring and helping us reach the rest of the country.

Products and services

The app HealthyMe! is focused on improvement of people's health. It has following features:
- Medical history on the go
- Health analysis of areas
- Helping government predicting causes of infections, diseases &c
- Confidentiality and uniqueness of the user's data
- Medicine reminder
- Daily health and first aid tips

Long Term Aim of Business

- Worldwide spread of the app so that everyone can carry their medical history with them wherever they do.
- Provide analysis reports to different governments and agencies to take steps to tackle problems and fight against diseases which generally occur at certain location at some specific time of the year.
- With this app, spread of many epidemics can be avoided and we can even predict some problems which are hard to find like excess radiation or pollution over a specific area.

Objectives

- Uploading medical reports and prescriptions on the server.
- Providing the medical history of patients.
- Confidentiality and uniqueness of every user through Aadhar Card verification.
- Doctors' and health centers' verification by their registration number.
- Analysis of the data (diseases or problems) and give appropriate output to the government. If a disease or infection is spreading then alert and precautions for the respective will sent to users of that area and alerting the government to take measures and plan health camps.
- Analysis of the money spent by people on medicines and health.
- Searching and providing the details of nearby health centers.
- Providing daily health and first aid tips.
- Medicine reminder for the patient.

S.W.O.T Analysis

Strengths	Weaknesses
Marketing: Aggressive marketing campaign with focus on goals. *Location:* A developing country requiring measures for improvement in health sector. *Uniqueness:* No such successful application in the market. *Low capital requirements:* The requirements are the training staff and initial infrastructure. *Stabilization:* It might require substantial time for stabilizing, but once done, it's going to be easy peasy.	*Quick Expansion:* To be effective and productive, it has to be used at mostly all health centres in an area. *New:* Since this concept is new, it might not be readily acceptable by all. *Lack of reputation:* We are new to the market and health centers might show resistance in accepting us. *Lack of strategic relations:* We do not have relations with all the health centres of country.
Opportunities	**Threats**
Government Programs: Digital India and other programs can fund and promote us. *R&D:* The analysis of health issues can lead to many research interests of other companies. *Fast growth:* The productivity of the app will fetch mass interest. *International Organisations:* UNESCO, WHO and like can provide immense help to improve the health of people.	*Competition:* The application has some features already in different established apps. *Cumbersome:* For some remote and not so digital areas, the procedure can be time consuming. *Error:* The app is focused on health of people and so a slight error can have catastrophic impact.

Market Analysis

Target market

The app is focused at improving the health of the people by a proper analysis and storage of medical history. Hence, the app is made aiming the common man and digitalisation. The app will starts from hospitals and health centers and then covering every person, no matter what age and region, who needs medical attention at any point in his/her lifetime.

Total market valuation

According to the Medical Council of India (MCI), the total number of registered doctors in the country is 9,36,488 as on December 31, 2014. With the help of the Indian government, if we made it compulsory for every registered doctor to use the app, we will cross 1 million daily active users in no time which include only doctors. There is one doctor per 1334 citizens. If a doctor sees 25 patients per day and assuming half of them use the app, we will reach 12.5 million daily active users and total downloads some hundreds of millions. The above statistics are only of one country, India. In long term goals, we aim to make it international.

Marketing Strategy

Income sources

HealthyMe! Will be a free app with advertising. The major income will be from advertisements. When such a large mass is using the app on a daily basis, the rates of the advertisements will also be high and hence more will be the profit. Initially, funds will be required for establishing the company. But, afterwards not much funds will be required except for keeping the servers online.

Marketing strategy

Five Year Plan:

First Year: Approach Kanpur doctors and hospitals. Check the progress and take remarks.

Second year: Modify the app according to recommendations received. Approach the government and seek help to launch it in metro cities.

Third and Fourth Year: Make necessary modifications and spread the app with the help of government and Medical Council of India(MCI) nationwide, to every registered medical practitioner.

Fifth Year: Start approaching foreign countries and establish the app their giving the Indian model.

Advertising and Promotion

Five Year Plan:

First Year: Approach popular apps in Kanpur and advertise in their app. Train staff at hospitals to successfully carry out the procedure and help the patients in using the app. Simultaneously prepare short tutorials for mass reach and also for future use.

Second year: Newspaper releases and advertising in different apps. Extensive use of social media to highlight the importance and immense use of the app.

Third and Fourth Year: Training sessions at different locations and release of video tutorials through social media. Newspaper to release articles through

Government of India on front page. Intense advertising on most used apps across the country.

Fifth Year: Contacting the government and health agencies of different countries and also international organisations. Showcase the Indian model and widespread promotion of the app under the banner of these well established agencies and organisations.

Research & Development

Copyrights

After the completion of the entire app, will give it for copyright protection. Contact appropriate persons and get all rules and regulations for applying for copyright. Gather all documentations, code and samples as proofs of authenticity and originality of the app. The name of the app will also be trade marked.

Product/Service Development

The app will receive remarks and the company will know what is being disliked by people, which sector needs to be improved and many more. As the app grows and reach people of different parts of the country, the problems faced by them will be resolved.

As of now, the app is capable of storing the medical history of the patients. This will be the first release in Kanpur. Further update will come as the app grows.

Next target will be to store medical reports as images which will require a bigger server. Health and first aid tips feature will be released with the release of app in metro cities.

Machine Learning and Big Data Analysis implementation will be the next target. Along with this, finding a hospital/doctor nearby will be the next update.

With the beginning of third year, all the planned features(including the medicine reminder) will be implemented and released in all parts of the country.

R&D

The R&D department of the company will be focused on making and executing Machine Learning and Big Data Analysis. This feature of the app includes the analysis of the diseases and symptoms people have and forming a conclusion in terms of no. of people affected by certain diseases in all cities.

Staffing

Staffing

Staff will be required for making the public and hospitals aware of the functionality At hospitals, staff persons will have to go check the working of the hospital and accordingly setup the system there and train the hospital staff to use the app.

Staff will also be required for marketing and promotion of the app. They will have to visit different companies spreading information about our app and also popularise the app using social media.

Training Plans

After verification of the hospital and doctor by the company staff member, the app will be installed and tutorials will be provided to the hospital staff as to use the app in an efficient manner. The training of the company staff is also important since they have to go to a number of cities and are the face of the company.

Financial Projections

The major sources of funds for the company:

- PRIME'83
- Start Up India
- Advertising in app

Google says that the average click through rate for an adwords ad is 2%. Assuming there are a million daily active users on the app, the daily clicks on adwords equals 2% of 1 million, which is equal to 20000. Now, assuming that these are targeted visitors and are interested in adwords. Let they make a profit of Re. 1 to us by visiting the link. Then, the company makes Rs. 20000 per day, which will amount to Rs. 6 lakhs per month.

The major funds will be required for:

- Filing all legal patent applications.
- The establishment of the company as a corporate identity.
- The location of servers and office for business.
- Purchases of other equipment and assets which are necessary for efficient working activities of the company
- Salary for staff of the company, especially training staff at different cities.
- Marketing and promotion of the company.