

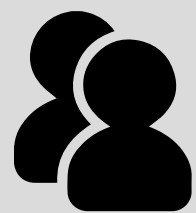


SPINECTOR BUSINESS PLAN

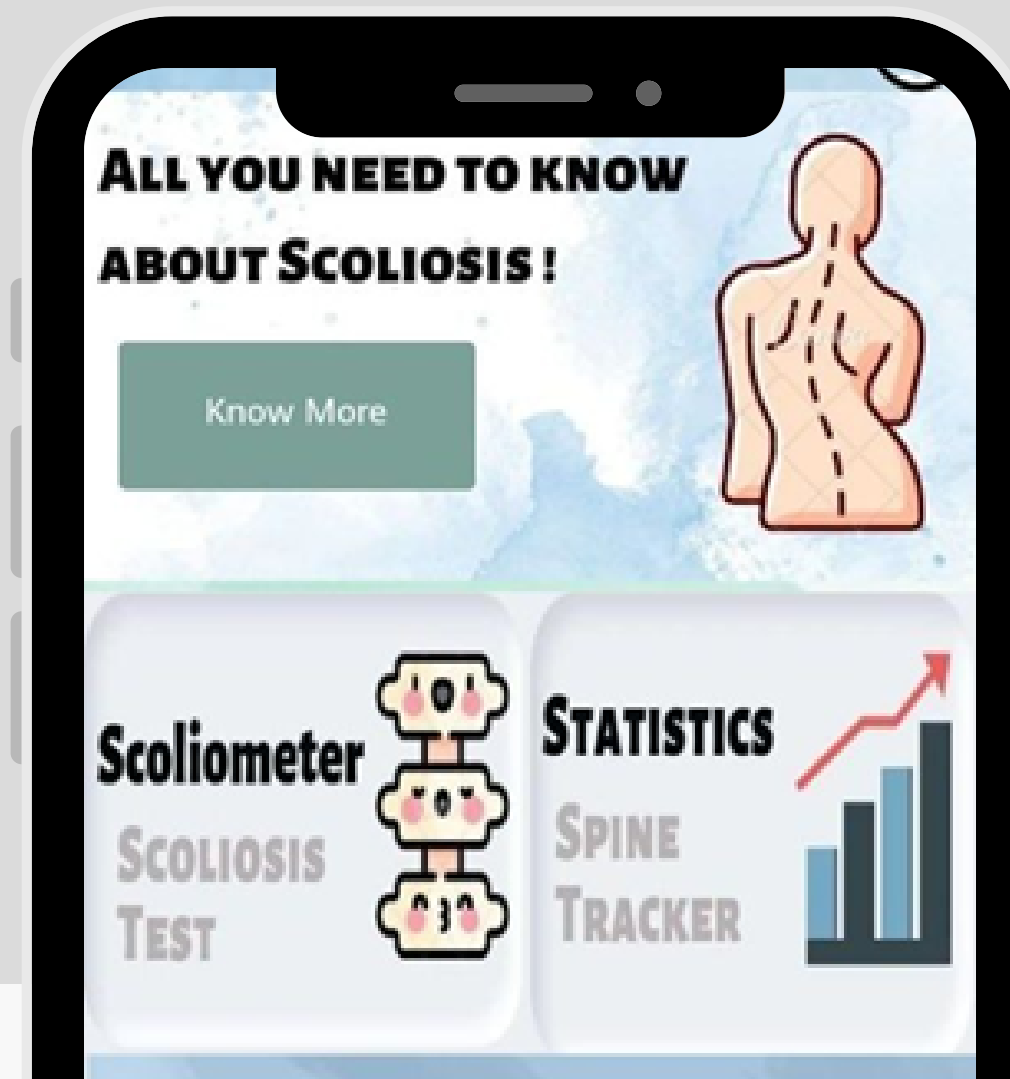
" We care for your spine, everything will be fine. "



TEAM NAME
ACCIO



TEAM MEMBERS
SOON YI TIN
TEOH YI HUAN



BUSINESS NAME
ACCIO



LOCATION
SIBU, SARAWAK,
MALAYSIA

EXECUTIVE SUMMARY

SCOLIOSIS (PROBLEM STATEMENT)

Scoliosis is one of the most common spinal deformities. Patients often miss the golden opportunity to get it treated due to the **lack of access to medical facilities**. In this case, patients might show uneven shoulders, curve in the spine, and uneven hips when they suffer from scoliosis.

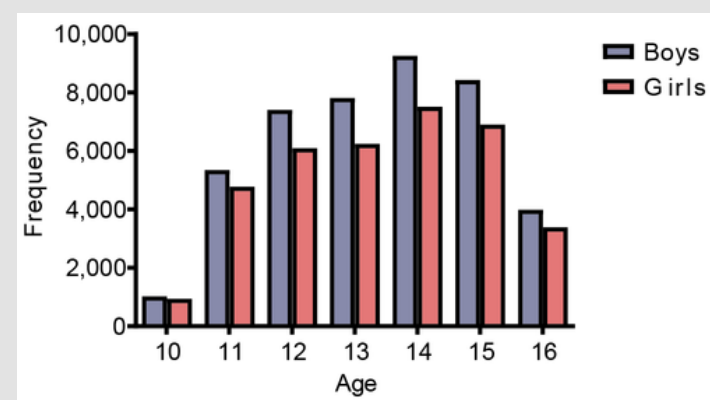
According to WikiDoc, the prevalence of scoliosis is approximately



5200 per 100000 individuals worldwide



and an increasing number of patients are actually kids



A prevalence of **more than 8000 per 100,000** in adults over the age of **25** and rises up **68000 per 100,000** individuals in the age of over **60** years, caused by degenerative changes in the aging spine.

OUR APP (SOLUTION)

Spinector is a digital healthcare platform that aims to provide a sustainable medical healthcare for scoliosis patients who reside in rural area. Spinector is used for **screening** scoliosis and **monitoring** scoliosis. After screening, Spinector connects scoliosis to the specialist for **remote consultancy** and provides **24/7/365 patient care**.

HEALTHCARE ACCESSIBILITY OVERVIEW

According to Wiki Impact, the news comes as a shock that only **69% of the rural population** has the same privilege to access nearest medical facilities. The remaining **30%** would need to **travel for kilometers** to get to a **basic healthcare facility**. This phenomenon greatly affects the medical healthcare quality received by rural communities.

OUR TEAM



SOON YI TIN
UI designer, graphic designer, video editor



TEOH YI HUAN
Back-end developer, statistic analyst, marketing coordinator



COMPANY DESCRIPTION

STRUCTURE

Spinector is a **social enterprise** that seeks to benefit rural communities, who live in **remote areas** and have difficulties in accessing quality medical facilities. Spinector creates a **safe and private space** for them to get adequate support and medical attention.



MISSION

Our mission is to improve **accessibility** of the rural communities to medical healthcare in Malaysia



VISION

In five years' time, we envision to become the **leading app** in Malaysia for scoliosis. We are also looking to raise awareness for scoliosis

INSPIRATION

Co-founder of Spinector suffers from scoliosis. Fortunately, she was diagnosed and treated at the early stage. That has inspired us to digitalize the scoliometer to help the rural community who has low awareness towards Scoliosis and limited access to necessary treatment. Spinector aims to bridge the gap. We believe that **NO ONE** should be left out in getting a quality healthcare.



FUTURE GOALS

SHORT-TERM

- 1** We hope to **include more languages** in the app such as Bahasa Melayu, Mandarin, Bahasa Iban and Tamil.
- 2** We plan to enable **REMOTE CONSULTATION** through **in-app consultation** between patients and doctors
- 3** We plan to implement scoliometer in **doctor's version**
- 4** We plan to release our app on **Google Play Store** and **Apple App Store**

LONG-TERM

- 1** We plan to introduce a **premium plan** for doctors and patients

Premium plan details:
 - Meeting all short-term goals
 - Get **doctors** to be our **app ambassadors** by paying a **one-time membership fee** of RM 10. With every patient referred, the doctor will get 10% commission
 - ads free
- 2** We plan to **collaborate with schools** to carry out screening on every student so that they can receive early stage diagnosis
- 3** We plan to **collaborate with chiropractic centers** and **gyms** to come out with **specialized massage or workout** plans for scoliosis patients to improve their spine condition.
- 4** We will **reach out to hospital** for further collaboration so they can track patients' spinal recovery progress.

DOCTOR'S VERSION

PATIENT'S VERSION



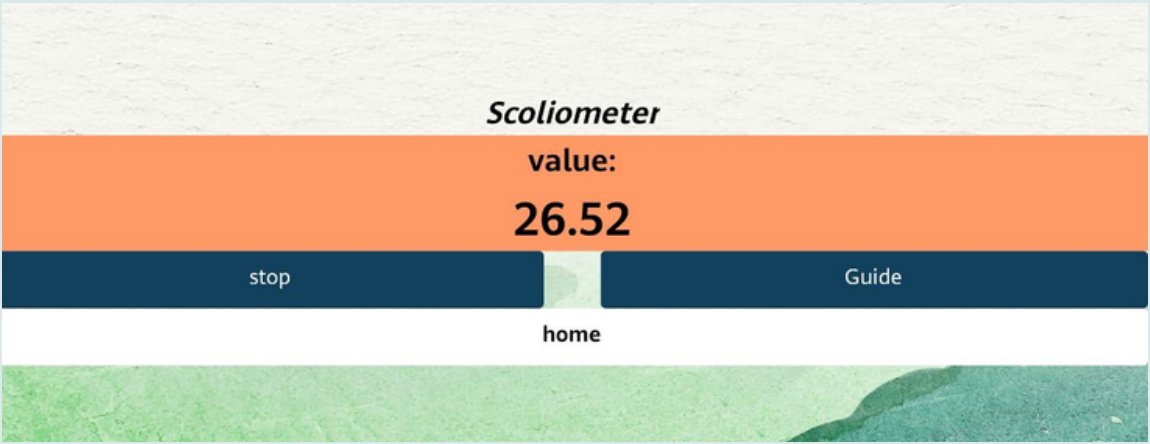
REGISTER & LOG IN FEATURE



- 1 Register yourself as a **doctor** or **patient**
*The doctor's ID for doctors or patient's username for patients will be generated automatically
- 2 Log in to the app

DIGITAL SCOLIOMETER

*PATIENT'S VERSION

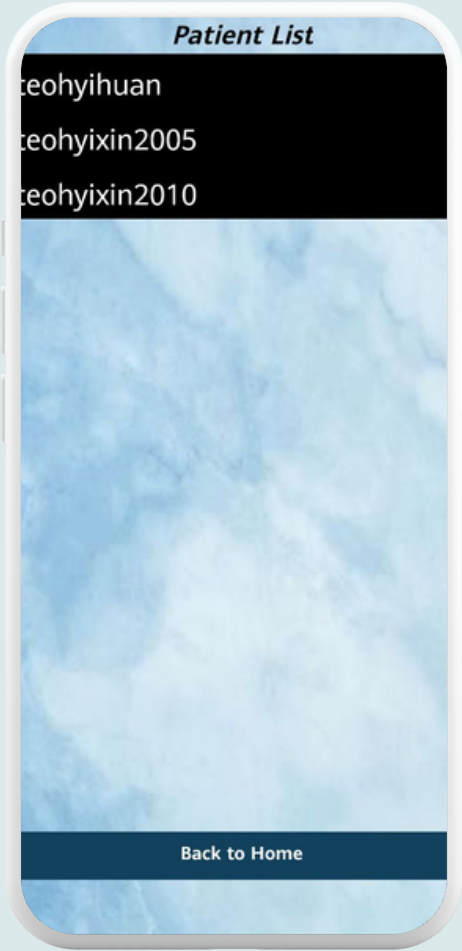


- The scoliosmeter will screen for **scoliosis**
- The **readings** on scoliosmeter will indicate the **severity** of the scoliosis
- A detailed **guide** is included for better user experience

RED - SEVERE
ORANGE - LESS SEVERE
YELLOW - MODERATE
GREEN - GOOD

PATIENT LIST

*DOC'S VERSION

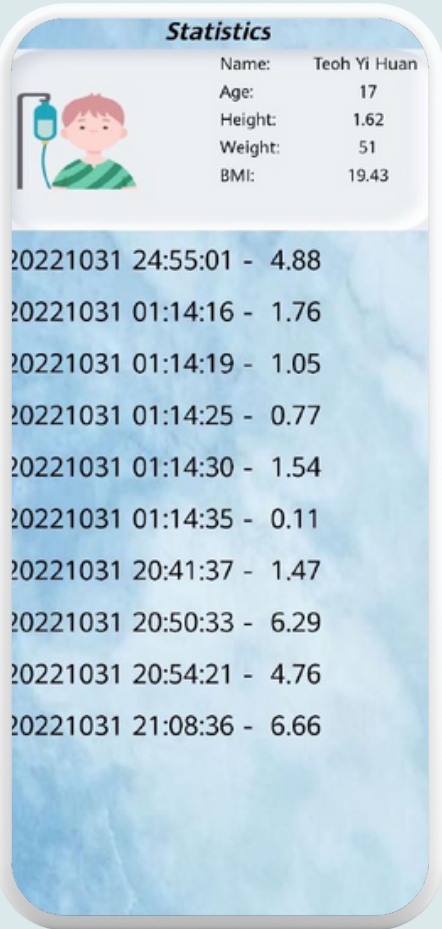


view patients list

Click on patient's username to view patient's saved value

STATISTICS

*DOC'S VERSION + PATIENT'S VERSION



View patient's saved value

MARKET ANALYSIS

APP DISTRIBUTION

Spinector is published on Google Play Store and is open for all to download. This product uses block coding as the main programming language.

COMPETITOR ANALYSIS

We compared our app, Spinector with other apps with similar functions in the market.

Competitor Analysis	Spinector	Scoliometer	APECS
Free version	/	x	/
Scoliometer	/	/	/
Statistics (list view)	/	x	x
Patient list (include their personal info & results)	/	x	x
Find hospital nearby feature	/	x	x
Reminder	/	x	x
Patients' Profile	/	x	x



STRENGTHS OVER COMPETITORS :

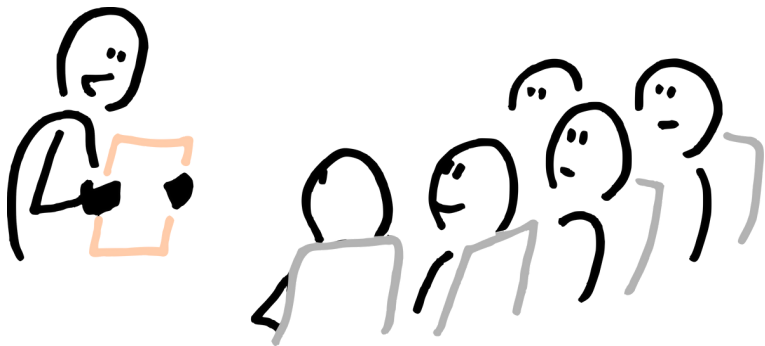
- REAL-TIME DOCTOR-PATIENT CONSULTATION
- LOCATE SPINAL SPECIALISTS AT PATIENTS’ CONVENIENCE
- SCHEDULE APPOINTMENTS
- GOOGLE CALENDAR REMINDER FOR APPOINTMENTS
- CONVERT DATA INTO LIST VIEW FORM FOR EFFICIENT TRACKING

TARGET AUDIENCE & SDG

Spinector aims to **render service to rural patients, scoliosis patients, and parents.**

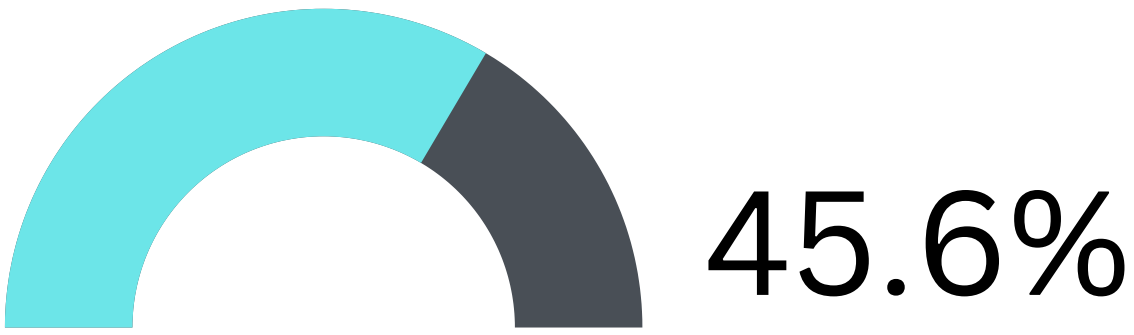


Good health and well-being from **SDG goals** have highlighted that **social inequality** heavily impacts medical assistance quality. **Attainable medical help** has been one of the **biggest concerns**, especially for people who live in rural areas. This makes it hard for patients who have to attend follow-ups, namely scoliosis patients. That’s how our app can come in handy.

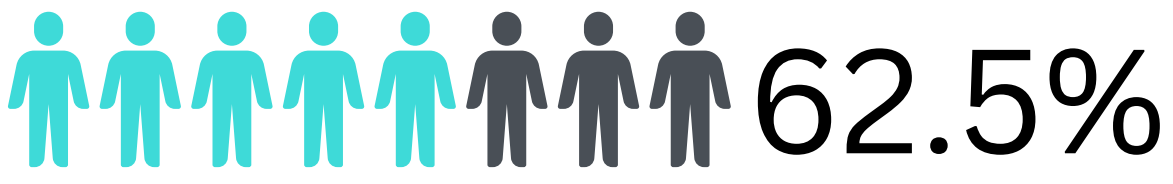


CUSTOMERS RESEARCH

We reached out to a bunch of scoliosis patients and ran a survey:



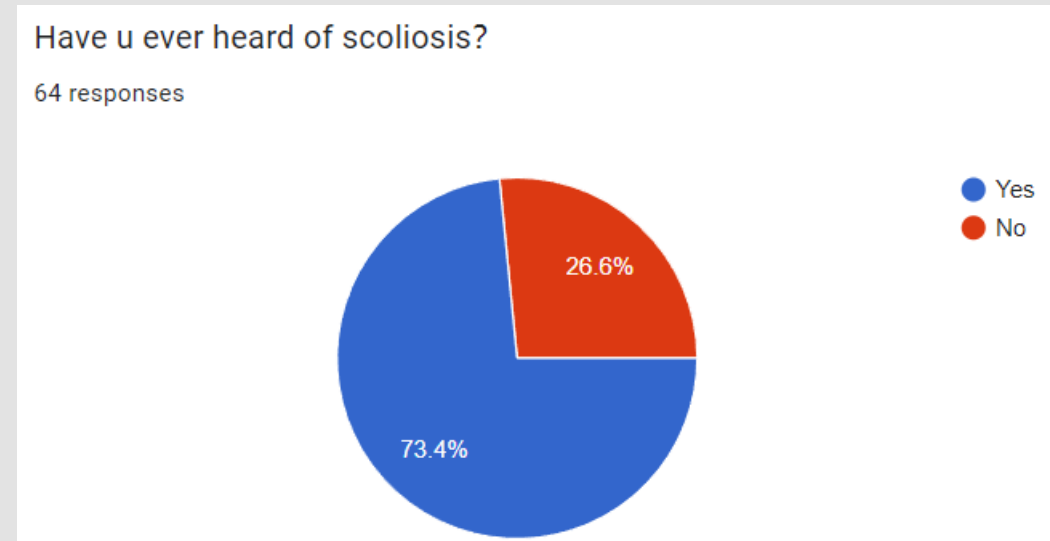
Healthcare accessibility in the rural areas of Malaysia
98 out of 215 rural clinics in Sarawak do not have a doctor and are only run by medical assistants and nurses, which could puts patients at great disadvantage.



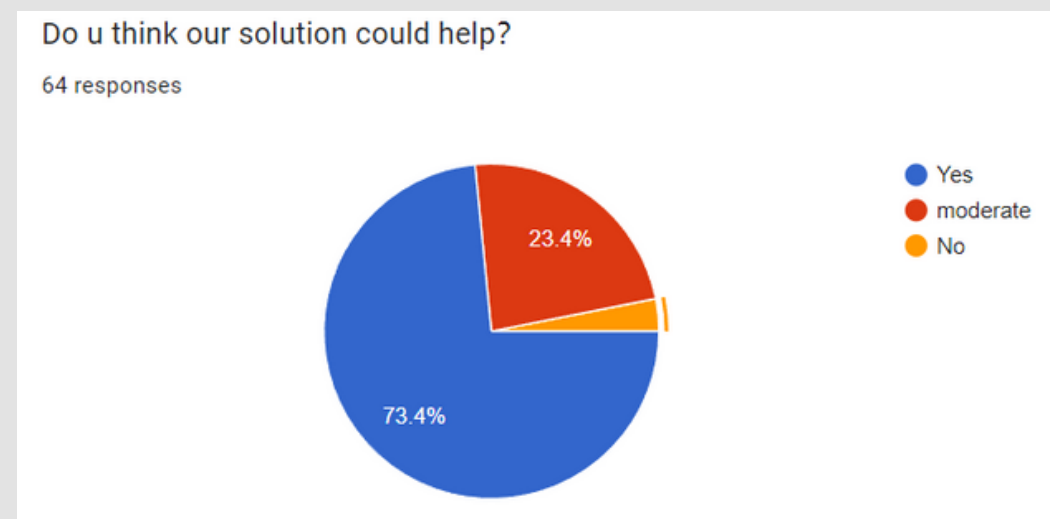
of them miss golden treatment period of scoliosis and prone to severe scoliosis



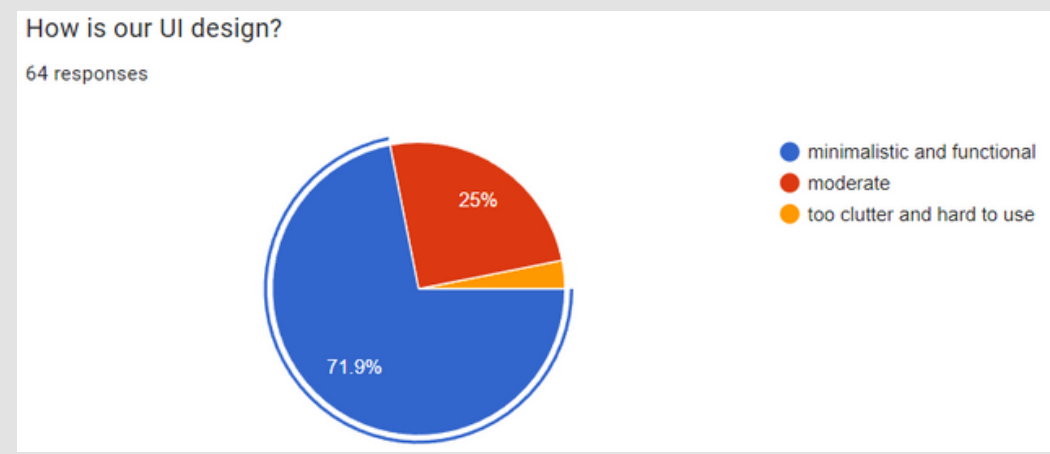
SURVEY OVERVIEW



Majority of our respondents have heard of scoliosis which means that this disease is very common nowadays

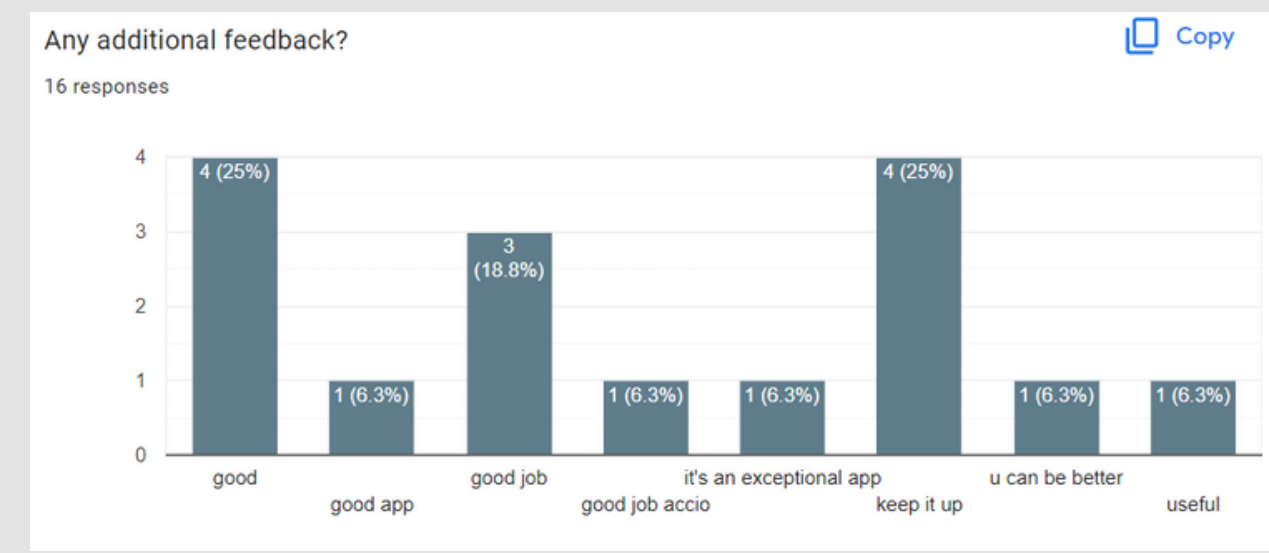


73.4% of respondents think our app can solve the problem effectively.



71.9% of respondents think our app UI design is simple and user-friendly.

- What feature do you consider to add in?
- 8 responses
- value in graph format
 - video call with doctors
 - in-app messaging with doctors
 - brace tracker
 - bahasa iban version
 - multiple languages version



Through the survey, we know what our app is lacking of. Hence, we will include the additional features as suggested by our respondents in the future. Therefore, we could create a better, more comprehensive, and easier-to-use app for scoliosis patients and doctors.

STRATEGY & IMPLEMENTATION

BRANDING



The logo of Spinector is created based on the **recognizable shape of spine** and **blue-green** colour scheme that suits **medical** theme.

SPINECTOR

Combining the word “**spine**” and the suffix “**-tor**”, Spinector symbolizes the use of app in **detecting and monitoring a spine disease** while also paying tribute to one of the greatest inventor in an animated series, Dr. Doofenshmirtz (who named all of his inventions with the suffix “-inator”).

MARKETING RARRA STRATEGY

RETENTION

CUSTOMER SATISFACTION SURVEY

- We try to **collect crucial data** to enrich individual user profiles through active feedback mechanism so we can give our customers a more personalized experience

RE-ENGAGEMENT ADS

- We plan to include ads across **social media platform** such as Facebook, Instagram to gain more users
- **Video ads:** Watch our ads for 10 seconds or more, or watch the entire video ad if it is shorter than 10 seconds

ACTIVATION

STEP BY STEP ONBOARDING

- We aim to provide an **enjoyable first experience** by implementing **UI overlays, simple walkthroughs**, and **visual hints** within our app for effective onboarding
- We plan to introduce our app on both **IOS system** and **Android system** so it can benefit all users

REFERRAL

PARTNERSHIP AND COLLABORATIONS

- We have partnered up **National Scoliosis Foundation** to market Spinector to its members
- We collaborate with **ScoliSMART Boot Camp** and **National Scoliosis Center** to introduce our app
- We get users to rate our app on App Store, to recommend and make referral on spinectors to their peers

REVENUE

GOVERNMENT FUNDING

- We plan to reach out to **Ministry of Health of Malaysia** to acquire funding for the sustainability of our app

KICKSTARTER

- We will send our project to **Kickstarter** and set funding goal and deadline. People can pledge money to make it happen. If the project falls short of its funding goal, no one is charged
- Kickstarter claims no ownership over the projects. The web pages of projects launched on the site are permanently archived and accessible to the public

ACQUISITION

USER ANALYSIS

- We use **Cohort Analysis method** to measure user engagement over time. We can take stock of our app's current retention rate and the major drop off points. So, we are able to get actionable insights into specific changes to improve user engagement

ACQUISITION COHORT

- to visualize this information is to chart out a retention curve. The chart makes incredibly easy to infer when users are leaving our product.

FINANCIAL PLANS

Year \ Goal	Year 1	Year 2	Year 3	Year 4	Year 5
Users	200 (rural + urban users with scoliosis problem)	2 000	1 3000 (increase in user base due to advertising)	26 000	46 000
Revenues					
Membership fee from premium plan (RM 10 each) *whole life	0	500	14 000	20 000	40 000
ModAds (RM2 for every user)	0	4 000	26 000	52 000	92 000
Net revenue	0	4 500	40 000	72 000	132 000
Operating Cost					
Employee Salaries	0	18 000 (1)	36 000 (2)	57 000 (3)	98 400 (5)
Research & App development	200	1 500	2 000	8 000	10 000
Utilities expenses	50	120	700	1 500	2 000
Sales & marketing	50	200	1 000	1 200	1 200
Total cost	200	19 820	39 700	67 700	111 600
Net Profit					
Net Profit	0	0	300	4 300	20 400
Funding					
Total investment	600	1 200	2 500	4 000	6 500

*All figures shown are in MYR

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YEAR 1

As a startup, we wish to grow our clientele **ORGANICALLY** by getting satisfied customers to give favorable **ratings, testimonials** and **recommendations**. Positive testimonials from the satisfied clients carry significant weight in promoting Spinector. We would also do **Intensive Marketing** on **major social media platforms** to **grow our customer base**.

YEAR 2

We will introduce **premium plan** specially for doctors. Beside providing free screening on scoliosis, we will collaborate with 4 consultant doctors to provide round-the-clock remote consultancy service for patients reside in remote countryside.

YEAR 3

App users increase as a result of **effective advertising and marketing**. To meet the market demand, we plan to **hire a software developer** with a salary of RM 120k per annum to upgrade our app. Plus, we will collaborate with specialist centers for effective follow-ups.

YEAR 4

We will **invest more** on research and app development to satisfy our users after conducting customer satisfaction survey. Next, we will collaborate with gyms and chiropractic center to provide specialized workouts for the sake of scoliosis patients.

YEAR 5

We plan to **hire programmer and marketing coordinator** besides current employees and app developer to analyze market trends to improve marketing efforts. Moving on, we plan to partner with school and ScolisSMART Boot Camp to carry out free scoliosis check-up with our consultant doctors.

*All profit generated will be **donated** to National Scoliosis Centre for fund future scoliosis research