

# Business Model SeniorCare mobile app



## Team Members

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## Customer Segments

Elderly: those with chronic illnesses who require ongoing medical follow-up  
Caregivers: those who live far from their parents or who want to provide additional care



## Key Activities

- App development
- Marketing and relationship
- Customer relationship management, and partnerships



## Customer Relationship

- Provide 24/7 technical support
- creating an online community for users to exchange experience and information
- Offering educational workshops and seminars on elderly care



## Value Propositions

- For the Elderly: facilitating medication management and connecting with family and friends
- For Caregivers : peace of mind about their parent's health, the ability to monitor health remotely, and saving time and effort.



## Key partners

- Caregiver Agencies: Offer regular care support for users.
- Technology Providers: Enable voice commands, cloud storage, and data encryption.
- Emergency Services: Integrate emergency response for quick access to ambulance services.



## Cost Structure

Total Estimated Costs (First Year):  
Development: EGP 150,000 – 300,000  
UI/UX Design: EGP 50,000 – 120,000  
Quality Assurance: EGP 30,000 – 60,000  
Infrastructure: EGP 80,000 – 150,000  
Maintenance: EGP 50,000 – 100,000  
Marketing and Advertising: EGP 100,000 – 200,000  
Customer Support: EGP 40,000 – 80,000



## Revenue Stream

- Companion Booking Service Monetization:
- Per Booking Fee: Charge fee per booking.
- Subscription Plans: Offer weekly or monthly booking packages.
- Commission: Take a percentage of each booking.