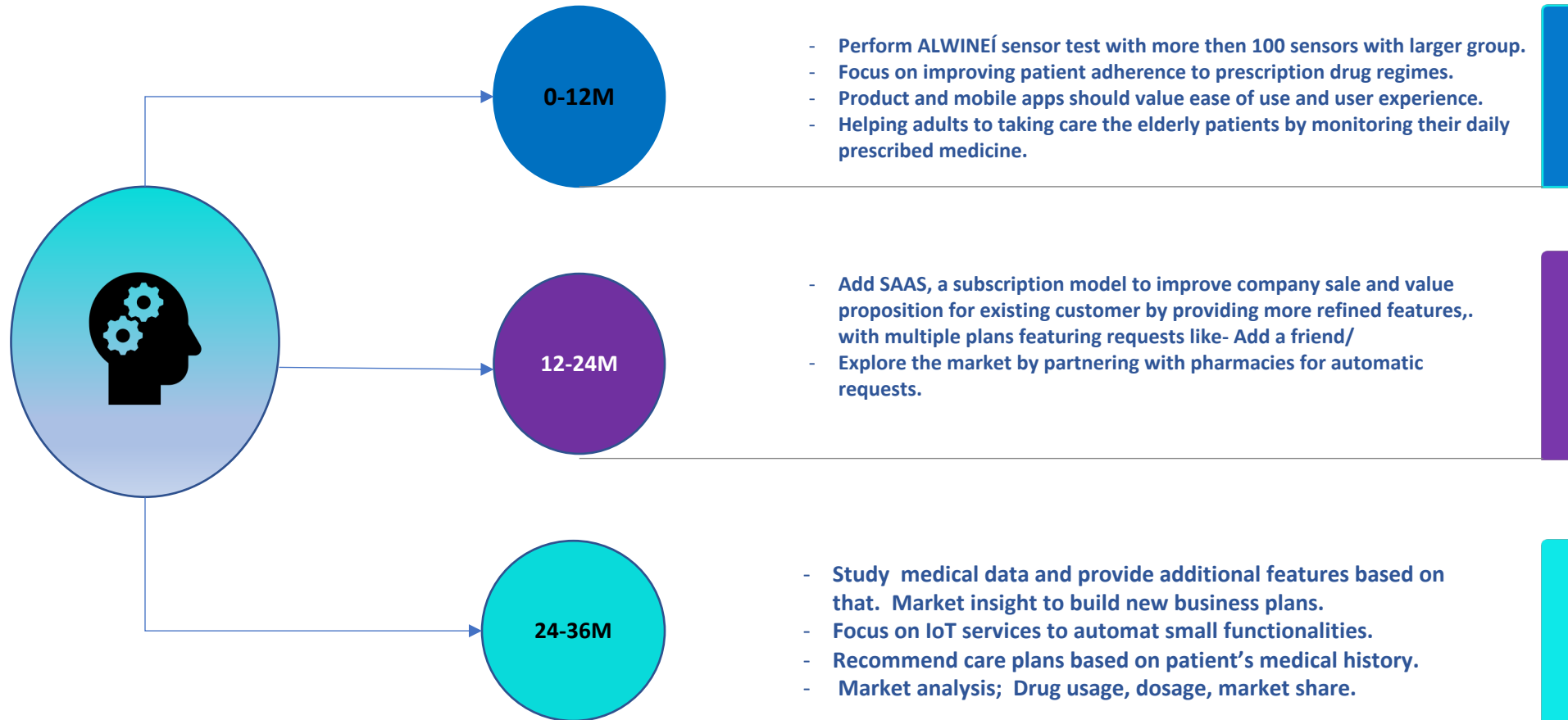




# ALWINE<sup>TM</sup>

Roadmap Exercise

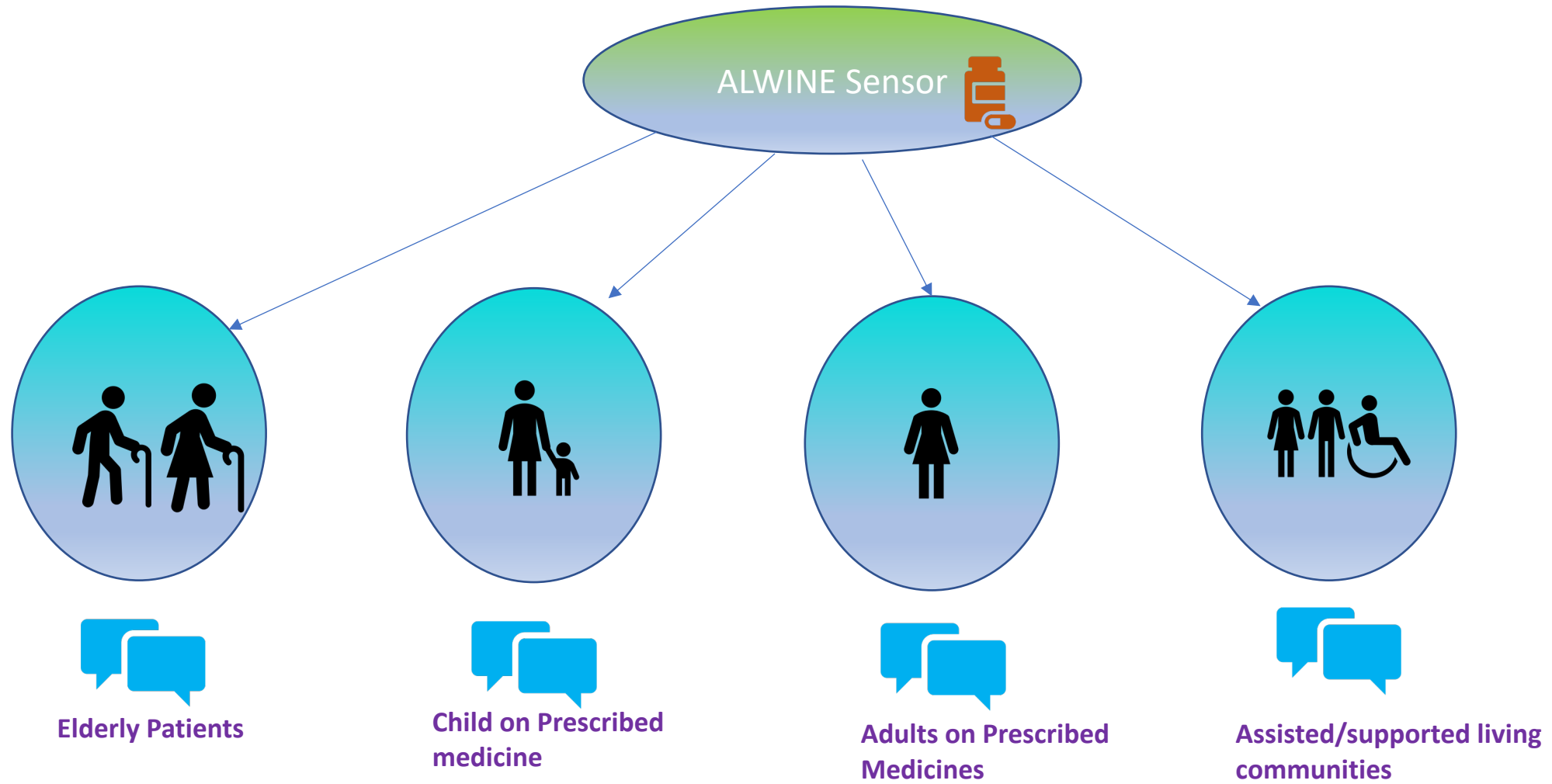
# Business Objectives



# Roadmap

	Near Term 0-12 months	Medium Term 12-24 months	Long Term 24- 36 months
Year wise Product Roadmap	<ul style="list-style-type: none"> <li>❖ Studying the market by launching more than 100 Alwine sensor devices.</li> <li>❖ Focusing on customer acquisition and launching product in B2B and B2BC.</li> <li>❖ Continuous inspecting and adapting changes and testing MVP as per market feedback.</li> <li>❖ Building high end , user friendly Android/iOS app which syncs with the device.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Focuses on improving android and IOS app and proving additional features to existing customers.</li> <li>❖ Increasing sale by providing subscription plan for additional features like adding a friend or loved ones for medication notification.</li> <li>❖ Partnering with pharma companies for automating the refill requests and sending drugs to patients before their stock runs out.</li> <li>❖ Target on Customer activation by improving the product.</li> <li>❖ Focus on improving customer base by engaging in partnership with B2B Pharma companies.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Market insight for innovative IoT based business plans.</li> <li>❖ Store clinical data for physicians and pharma companies to understand drug usage, dosage, combination drugs and market share.</li> <li>❖ Customized targeted offers through mailers and in app notifications to the patients.</li> <li>❖ Instant feedback from patients to pharma companies and physicians regarding the efficiency of the medication</li> </ul>

# Target Personas



# Target Persona: Elderly Patient

Nita Jackson

## Demographics

Age: 69      Occupation: Teacher

Gender: Female      Status : Married  
(Lives with husband)

Location: US, Seattle      Income: 50k

Personality: Extrovert, talkative, likes reading and listening to music.

## Medical History

- ❖ **Suffering from High Blood Pressure since 10 years**
- ❖ **Over-weight above 175lb**
- ❖ **Diabetics (Insulin medication)**
- ❖ **Acute Knee pain**
- ❖ **Lower back or sciatica pain**

## Goals and Needs

- ❖ **Wishes to keep diabetes in control with regular medication.**
- ❖ **Keep check on Blood pressure and taking medication without fail.**
- ❖ **Wants to control weight by following diet plan and exercise regime**
- ❖ **Physiotherapy sessions for back and knee pain.**

## Pain points

- ❖ **Hard to remember to take daily dose of medication.**
- ❖ **Is on Insulin injection, so cannot miss any dose.**
- ❖ **Lack of diet planning and exercise regime.**
- ❖ **Often miss physiotherapy session because of no reminders.**



# Jobs to be done

<b>Near Term</b> 0-12 months	<ul style="list-style-type: none"><li>➤ As a patient, I want to be reminded about my daily medicine dose, so that I can remain healthy.</li><li>➤ As a patient, I want a mobile app where I can configure ( add/edit/remove ) my medication intake, so that I can keep accurate information about my medication.</li><li>➤ As a patient, I want the sensor to send visual and sound alerts reminding me to take my daily dose, so that I do not miss my medication.</li><li>➤ As a patient, I should be intimated about over-dose of medication, so that I do not take inaccurate amount of medication.</li></ul>
<b>Medium Term</b> 12-24 months	<ul style="list-style-type: none"><li>➤ As a patient, I should be able to add a friend/ loved ones on my medication adherent, so that someone else can also keep track of my health condition.</li><li>➤ As a patient, I need a way to notify the emergency contact on missing my dose for critical medicines , so that I take medicine in timely manner.</li><li>➤ As a patient/ adult healthcare, I should be able to set automatic refill requests to pharmacies and refill reminders in the app, so that I can continue to take my medication.</li></ul>
<b>Long Term</b> 24-36 months	<ul style="list-style-type: none"><li>➤ As a pharma company, I want to be able to access the medical data from the cloud, so that I can perform research and introduce new IoT based business plans.</li><li>➤ As a patient, I want Customized targeted offers through mailers and in app notifications so that I can be benefitted by using the latest deals and offers.</li><li>➤ As a patient, I should be able to provide Instant feedback to pharma companies and physicians on medication efficacy, so that I can constantly focus on improving my health condition.</li></ul>

# Product/Solution Features

## Corporate Goals

- Market insight; studying the Drug Usage, Dosage, Combination Drugs and Market Share.
- Enhance business by partnership with pharma company to study the medical data and introduce innovation in pharma industry.
- Customized targeted offers through mailers and in app (e.g. insurance riders & upselling ).



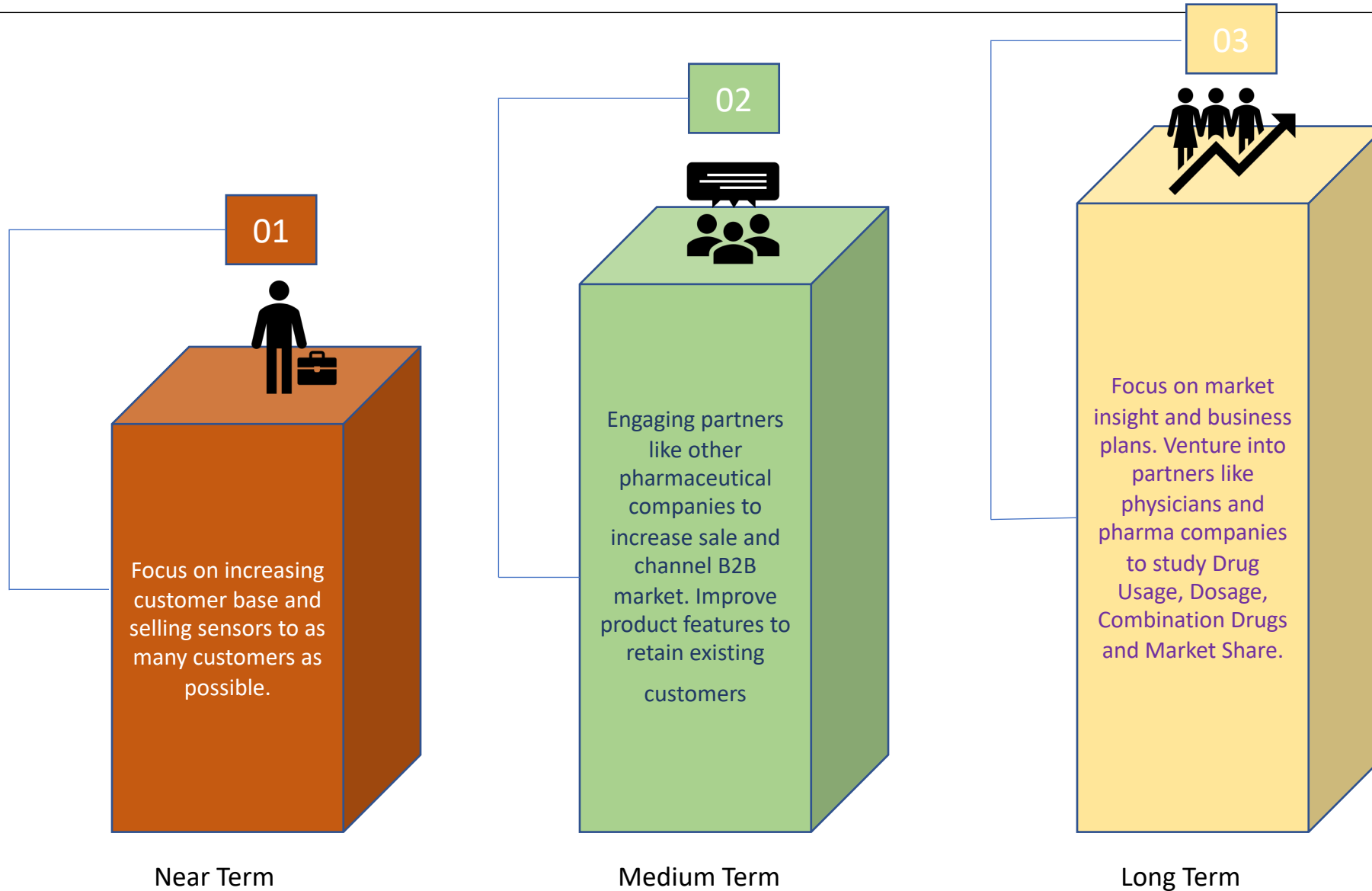
## Market Needs

- Focus on providing solution to customer's medicine adherence problem
- Launch MVP and test the product
- Inspect and adapt with the obtained feedback.
- Easy and user-friendly mobile app for android and iOS.

## Features and Innovation

- Providing loyalty to existing customers by improving and enhancing the product .
- Helping adults in taking care of elderly patients by monitoring their medicine intake.
- Emergency contact notified for missing critical dose

# Partner and Channel Strategy





# Pricing and Business Model

## Our Pricing Plan

### Free

- ✓ Buy ALWINE sensor device (\$20).
- ✓ Configuring maximum of two medications.
- ✓ Remainder and alerts of daily dose.
- ✓ Store data on the cloud

**\$0**

Per month

SELECT THIS PLAN

### Basic

- ✓ Configuring unlimited medicines.
- ✓ Remainder and alerts of daily dose of medicine.
- ✓ Monitoring dosage and setting up health conditions.
- ✓ Store data on the cloud

**\$1.99**

Per month

SELECT THIS PLAN

### Premium

- ✓ Adding friends/loved ones on medication adherence
  - ✓ Auto refill of medicines by pharmacies.
  - ✓ Store data on the cloud
  - ✓ Additional offers via mailer and app.
- + Basic plan

**\$3.99**

Per month

SELECT THIS PLAN

### Enterprise

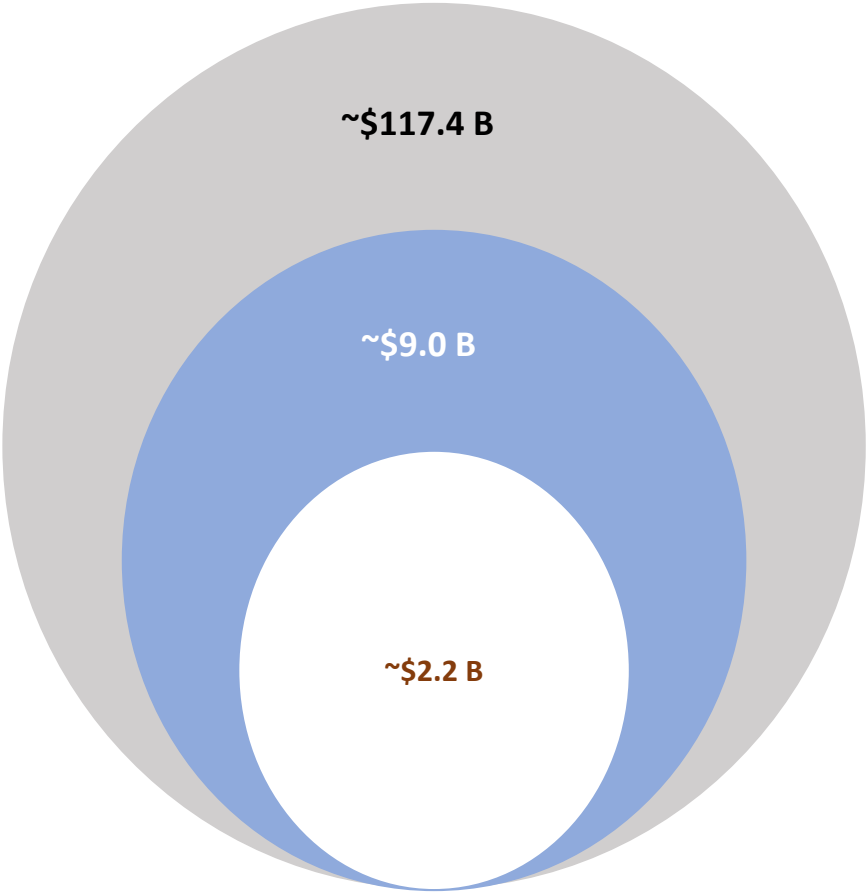
- ✓ Access to unlimited Medical data for Enterprise and B2B pharma companies for study and research.
  - ✓ SAAS based software for analyzing data.
  - ✓ Market Insights and reports generated by studying data.
- + Premium plan

**\$199**

Per month

SELECT THIS PLAN

# Market Size (TAM)



## IoT Healthcare

Estimated to reach \$322.2 B by 2024  
CGAR of 29.9% from 2019-2020

## Elderly care

Estimated to reach \$13.6B by 2022

## ALWINE Segment (patient adherence)

Estimated to reach \$3.9B by 2021  
US Market estimated at \$2.1B by 2021

## Business Revenue Model

