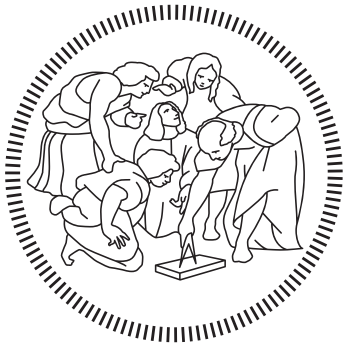

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MILANO 1863

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High-tech Startup project
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Start-up: different from large-company, flexibility, scalable, ready business model, rapid business model, fits with all the needs.

Waste: something that doesn't create direct value to the customers. Bringing customer view in our business view. Focus only on things customers ask for (to pursuit).

MVP: core for our product, minimum expense idea, essential product for interaction, working product.

Build-measure-learn: understand directly if the product works. Pivoting: idea still the same but we shift in the different direction to fit with customers.

In this case we have already data from other online pharmacies and new online firms that links customers to local pharmacies. (hypothesis already present on the market - just fit it to our app)

Once I've reached the product market wants, stop the search phase, time to scale.

Marketing research: is based on what customers want, understand environment conditions.

Option: commitment of resources today in order to postpone a decision based on more info we can acquire in the time frame.

Option related to STups: lean options related to STups, get more info and make a bigger investment later. Every experiment in lean STups is an option.

Entrepreneurial domain: opportunities are not discovered but created after experiments. Lean STups: also for value delivery and value capture, not just value proposition.

Business plan can help us. Before business plan, use the lean STups approaches, iteration and experiments based on LSTups and get data for validation, then scaling process.

We do not use anymore google research but the results from the surveys/data collected.

New way of doing innovation: competitive arena uncertain, necessity to adopt methods that access frequently the market, access to many customers idea, we don't want to waste money that for a product that at the end doesn't fit the market because it has changed.

Idea of evidence: important in learning phases. In deep tech we need product not just the idea, showing something that works.

Business model: MVP is 80% equal to the valuable product.

Understand the main parts of our STups that are essential, once I understand this I can shrink everything to the minimum. Understand if other players in the market have already validated some ideas.

Who arrives later can have more evidence about past hypothesis that are proved through the years, saving money and time.

Test card: validate business idea. Hypothesis: translation of uncertainties regarding the business model. Test: writing in the card the action I do to validate the hypothesis. Metric: extract information we are looking for, understand the parameters to measure and a threshold to validate hypothesis. Understand: cost and reliability test. Understand if the survey is answered by people that are not in the target people our STups. Question formulation.

Hypothesis People want to check/go online for health-care. Understand pharmacies related searches in order to get a trend of people that search online for drugs/pharmacies.

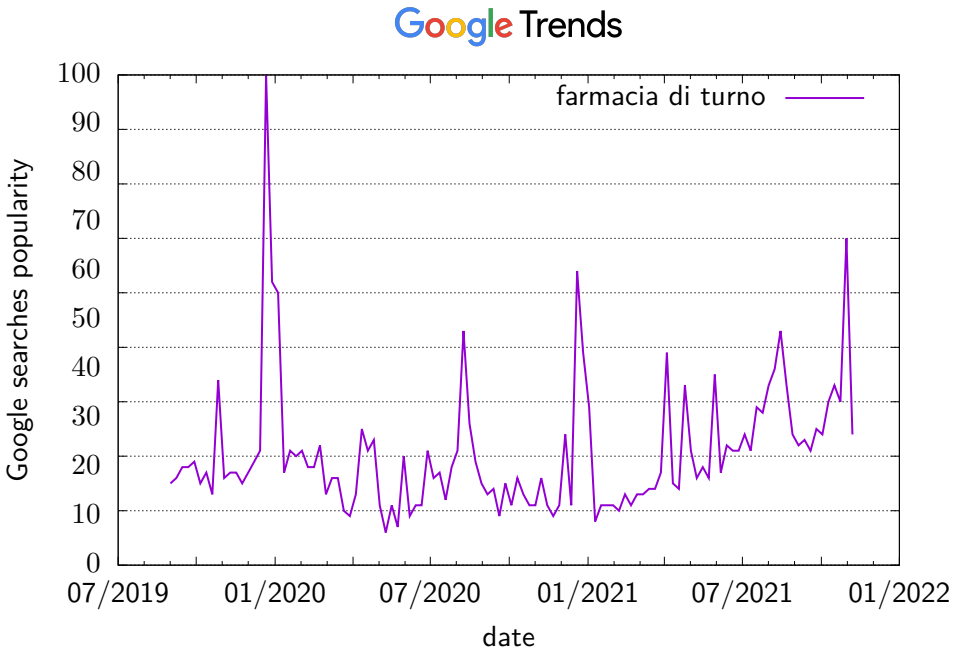

Figure 1: Google Trends: pharmacies availability interest.

I am not so sure about the importance or help of this graph. I read this graph as a base for sketching VP canvas "pains". This because although covid is not like in the 01/20 period, we can see that there are still some periods where "farmacia di turno" is still popular research (comparing this with the peak search at the beginning of covid). This can be a good starting point for justifying the need of drugs delivery service and/or the need/exploit of drugs pick-up points.

Hypothesis From all the online researches, there must be an online store that works better/more than its competitor. Find this online store comparing online searches.

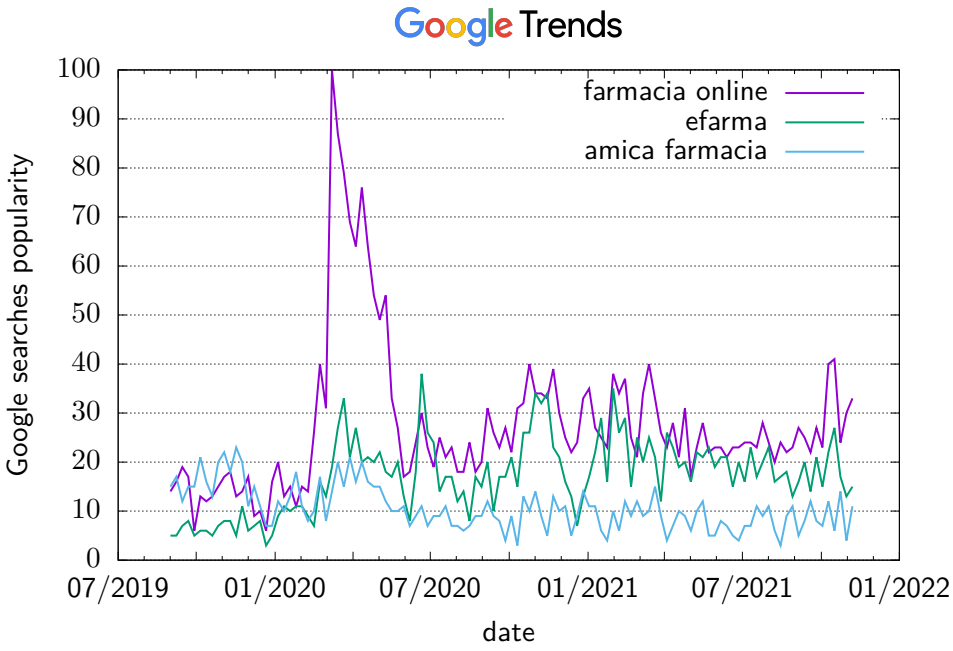

Figure 2: Google Trends: the most clicked online pharmacies in Italy.

This graph allows us to understand which online pharmacy we should contact in order to get informations about the delivery service. I read this trend comparing all the "farmacia online" searches with the main online pharmacies I know. We can see that "efarma" and "amica farmacia" are the most used ones; If we had to collect info about online pharmacies, we should contact them.

Hypothesis People want to get online services. People want to buy online drugs through a previous online medical advice. Understand if the online pharmacy is more popular than doctor services.

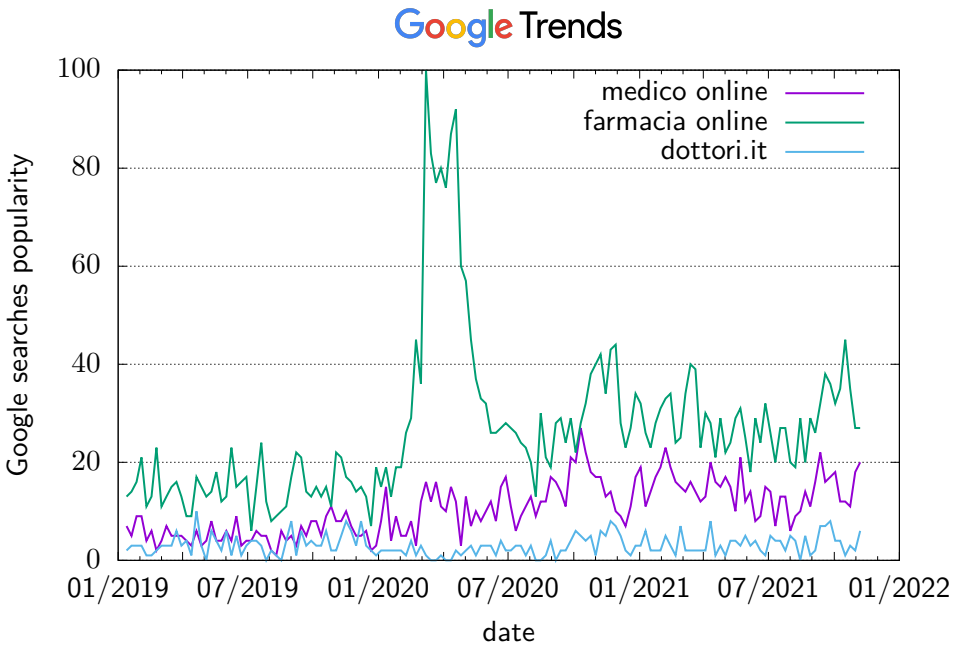

Figure 3: Google Trends: online services interest comparison.

This graph allows us to understand which service is liked most by people. We can see that "farmacia online" is more popular than "medico online". This allows us to stress our app more on the online selling part as revenue stream source. I say this because, reading the graph, the doctor visit part should be seen just as a "linking" line between customers/patients and online pharmacies (the aim should be getting as more money as possible). I added also "dottori.it" because it is one of the most used app in the online medical services. I don't know if we should keep it since "dottori.it" is mainly used via app, the Google researches popularity, that is based on a browser service, can be misleading.

Uncertainty They must be solved through a more in-deep analysis of customers. This can be done via google forms.