**🎯 Core Features**

**👶 For Parents:**

* **Vaccine schedule tracker** based on the child’s birth date.
* **Automated reminders** via push notification, SMS, or email before each vaccination.
* **Digital vaccination logbook** with doctor’s notes, scan/upload of vaccine cards.
* **Local clinic locator** using GPS.
* **Multilingual support** (Bangla + English).

**🏥 For Clinics/Doctors:**

* Dashboard to manage vaccination schedule of enrolled patients.
* Ability to send custom alerts/reminders to parents.
* Option to generate digital immunization certificates.

**💡 Innovative Add-ons**

* **Voice Reminders in Bangla** for low-literacy users.
* **Offline mode** for rural areas (data syncs when internet is available).
* **Community Vaccination Drive Calendar** to notify local events.
* **Health Tips & Nutrition Guidance** for mothers and babies.

**🌱 Sustainable Business Model**

**1. Freemium Model**

* Free for basic reminders and tracking.
* Paid version for premium features:
  + Family sharing (for multiple children).
  + Doctor consultation/chat.
  + Health analytics reports.

**2. Partner with Clinics/NGOs**

* Offer free access to users.
* Charge **health clinics**, **NGOs**, or **government health programs** for access to the platform to manage patients and run awareness campaigns.

**3. Sponsorships & CSR**

* Partner with baby product brands (diapers, formula, etc.).
* Allow ethical ads or sponsored tips in the free version.

**4. Data Insights (Ethical Use)**

* Anonymized data can help health authorities plan better.
* Share trends with government/UNICEF/WHO for a fee.

**5. Social Enterprise Model**

* For every paid account, provide a **free account to a rural mom**.
* Could attract grants and support from development partners.

**🧑‍💻 Tech Stack Suggestions**

* **Frontend:** React / Vue.js
* **Backend:** Node.js / Django / Laravel
* **Database:** PostgreSQL / Firebase
* **Mobile App:** Flutter or React Native
* **SMS API:** Twilio, Banglalink API, or Robi/Airtel SMS Gateway

**🎯 Target Audience**

* Parents of children aged 0-5 years.
* Health clinics and pediatricians.
* NGOs & government health workers.
* Rural health initiatives & immunization drives.