

Business model

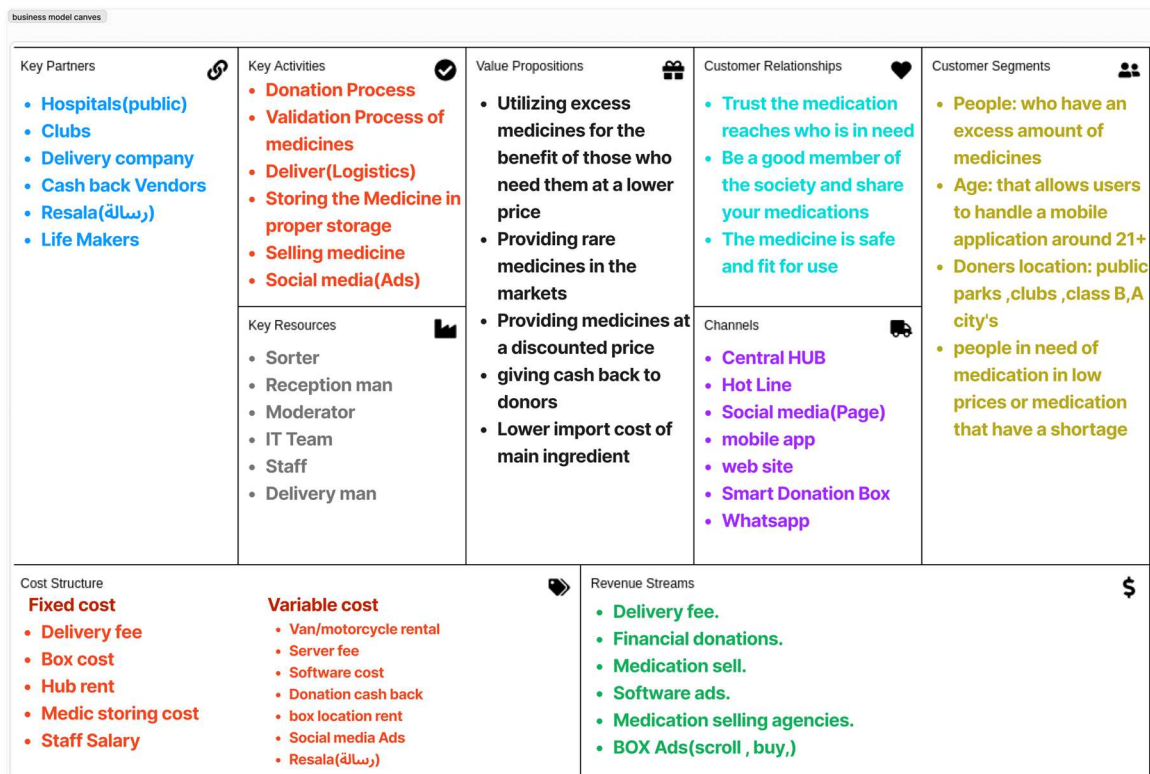
Introduction:

Undoubtedly, the life of any individual involves a lot, but this person's life may depend on medical treatment that may not be easily available or highly costly. Egypt's annual imports have suffered losses.

The solution with Akrem:

And here is where we, "Akrem" come into play. We help deliver these medications to the patient at a nominal cost or free and as quickly as possible.

Akrem business model Canvas



How Akrem works:

We receive donations from users, whether these medications have already been partially consumed. We take them and deliver them to the patient as soon as possible, how is this going to be done by using these tools.

- App for donating and requesting medication at home.
- Smart Donate Box for the user to donate from Known places.

Value:

Utilizing excess medicines

Get unneeded medication for those in need for the benefit of those who need them at a lower price

Providing rare medicines in the markets.

Providing medicines at a discounted price.

Giving medication in a lower price for all consumers.

giving cash back to donors

To encourage more doners we give cash back

Lower import cost of main ingredient.

Helping to Lower import cost of medication and main ingredient

Customer Segment:

People: who have an excess number of medicines

Age: that allows users to handle a mobile application around 21-60

location: large cities (التجمع الخامس)

Channels to customer:

Central HUB

Central management to store and provide medication to consumer

Hot Line

to contact donors or consumer for any Problems.

Social media (Page)

page to contact donors or consumers and to get any news or ADs.

Mobile app

to Donate or consume medication and contact donors or consumer and to get any news or ADs.

web site

to Donate or consume medication and contact donors or consumer and to get any news or ADs.

Donation Box

to receive donation from donors and notify donors for our services from different locations.

Customer Relationships

- Trust the medication reaches who is in need.
- Be a good member of society and share your medications.
- The medicine is safe and fit for use.
- Thanks, call for donating and recommend downloading the app if don't have.

https://www.bbc.com/arabic/scienceandtech/2016/09/160926_vert_fut_five_ways_to_encourage_generosity

Donation box locations:

- Clubs (Family clubs, Youth clubs)
- Universities
- Hospitals(public)

Expected partners.

Hospitals(public)

Providing a free space for Akrem Donation box

Resala (رسالة), live maker (صناع)

Strategic partner that supports the start of Akrem with services like (delivery, Volunteers, hub)

This going to be extended of part of the medication boxes and some benefits (training, courses for, part of donated medication for free)

Revenue streams:

Delivery fee.

Additional fee for delivery

Financial donations.

Money donations from donors using money transfer or box money donation.

Medication sells.

The small price of selling of medication.

Medication selling agencies.

Agencies that willing to advertise their products with us

Software ads.

Ads in the consumer part of the medication in the mob and web apps, ads including navigation(scrolling).

BOX Ads

Small part of the box for AD for other partners or vendors or how want to buy the area (only if the area rented).

Pricing/Serves feed:

The medics given at a nominal price or provided for free when the patient proves financial difficulty in paying for it.

Help society part:

This phase is going to happen if Akrem collected more usual or have enough Funds to secure medication for those in need free.

Reaching those in need:

- The medications are given at the center. Meanwhile, if there are many requests from individuals facing financial difficulties, they are added to a waiting list.
- Patients can order medications from home.
- In coordination with pharmacies or hospitals for critical cases depending on what the pharmacy or hospital can provide, as proven by the representative who communicates with these institutions.

الدور المطلوب لصرف العلاج

- 1 روثة حديثة بحد اقصى تاريخها من 6 شهور
- 2 تقرير طبي حديث
- 3 بحث حالة اجتماعية او برنت تأمينات
- 4 بطاقة الرقم القومي
- 5 بطاقة مقدم الطلب بشرط ان يكون قرابة درجة اولى للمريض (في حالة عدم حضور الحالة)

← صور التحاليل الطبية وصور تقارير الاشعات الخاصة بالحالة

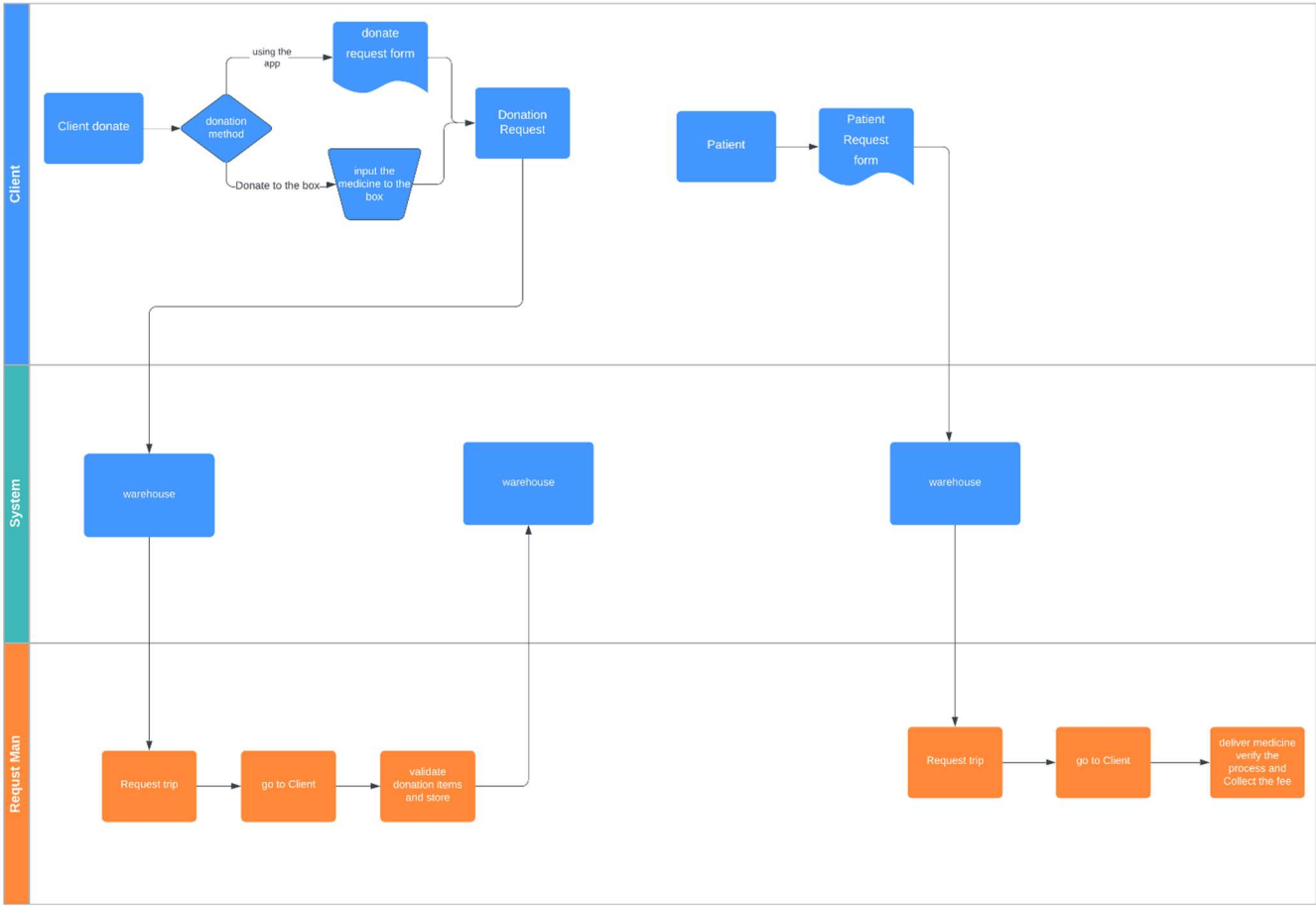
← في حالة مرضى الفشل الكلوي: احضار صورة قرار الغسيل على نفقة الدولة

← في حالة الاطفال: صورة شهادة الميلاد

← ميعاد اللجنة الطبية يومي الاثنين والاربعاء من 10 صباحا حتى 1 ظهرا

Key Activities

Donation Process:



Validation Process of medicines

Conditions for Donation:

The medication must be valid for a sufficient period to be reused, as mentioned here:

- The expiration date for tablets and capsules in the original packaging is stated on the package, but their validity in medication organizers extends for two months.
- The expiration period for liquids or syrups is six months from the opening date unless recommended for less. Creams or ointments have a validity period of three to six months.
- The Gulf Health Council confirmed that the validity of eye drops extends for one month from the date of opening, while ear and nose drops/sprays have a validity period of three months from the date of opening.
- As for inhalation devices, their expiration date is mentioned on the packaging.

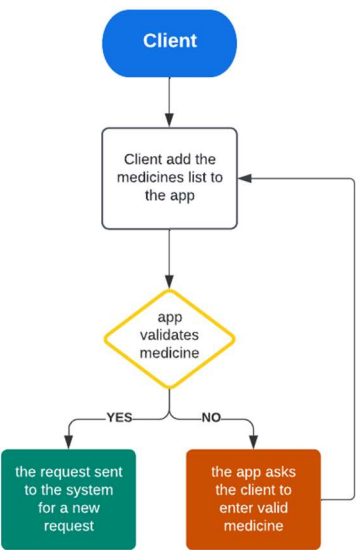
Medications Prohibited from Donation:

- Prepared liquid antibiotics.
- Any medication strip without the medication box
- Any medication strip has a different expiration date than the box.
- Used eye drops.
- Medications that have been used and expired after opening.
- Pills without the strip (pills removed from the strip)

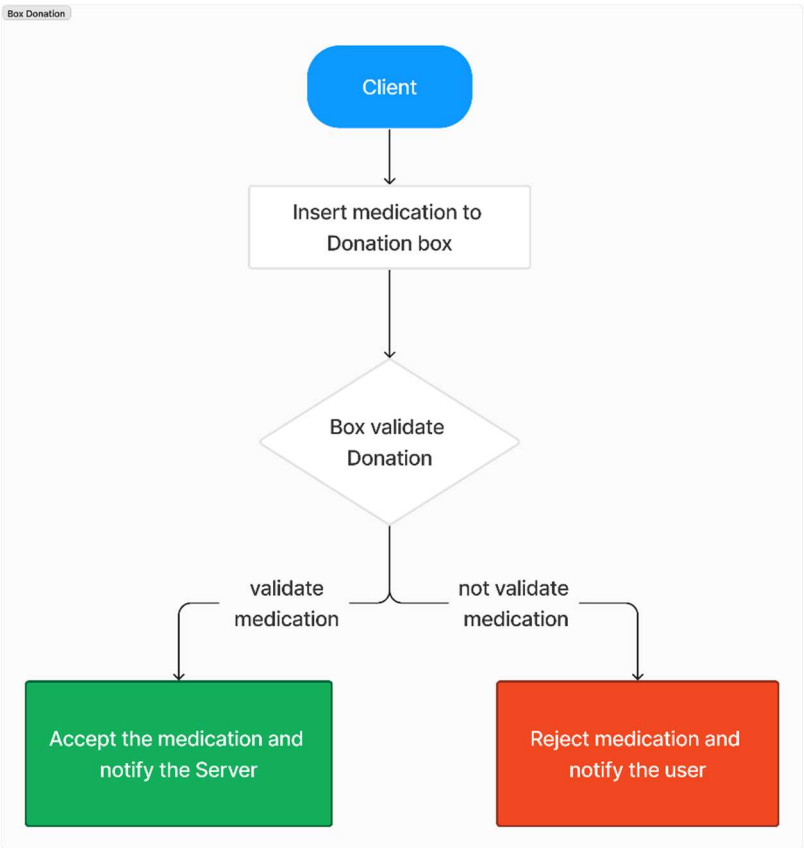
Medic use terms:

In some conditions an important medication like injection medication is going to expire on soon date the consumer must be responsible for taking this medication on time.

Donate with the App



Donation with the Box

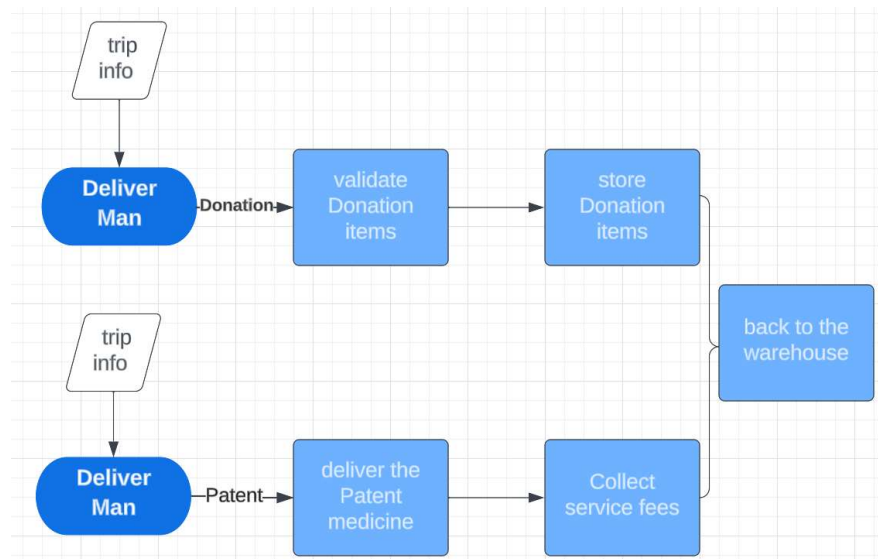


Deliver (Logistics):

Using our application, the user (donor) can easily access the nearest branch that has the donation box or donation from home by requesting one of our representatives to collect the medications. The representative is then sent to collect the medications from homes and from the Donate Box. The medications are placed inside a specialized container that contains details of the recipient's location, the medications, and the donor, along with a refrigerator to store the medications at low temperatures.

During the collecting (donations) phase the Representatives also deliver the requested medications to patients.

Representatives are sent to areas based on priority, quantity, expiration date, and the need for medications to be donated, in that order. The medications are collected at the warehouse, where they are sorted and checked for expiration dates.



Storing:

medics are stored in specially designed vials that accommodate the dosage according to the pharmaceutical company's dosage and it is done manually.

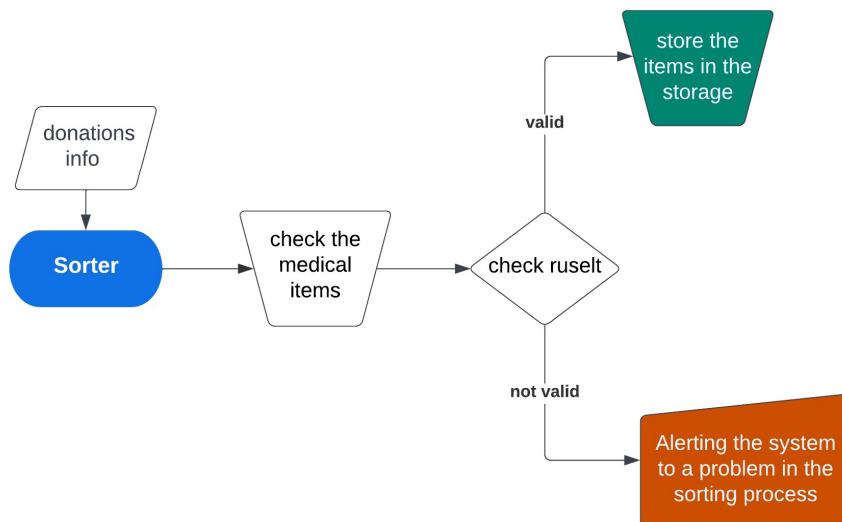
Sorting Ruls:

The donated medication Must match the donation request.

The expiration date of the tablet must match the box.

All medication saves in the best way to save it over time.

Medication sort in storage by expiration date



Cost Structure:

Fixed cost

Delivery fee

Delivery fee could have small profit from delivering medication to consumer

Box cost.

Cost of building the box (software and hardware)

Hub rent

Medic storing cost

Staff Salary

Variable cost

Van/motorcycle rental

Cost of renting driver and its van

Server fee

Cost of hosting server for the software

Software cost

The actual cost of creating and maintain the software

Donation cash back.

Cash back to redeem for doners

box location rent.

The fee of renting a place for the box if it necessary

Social media Ads

The cost of ads on social media platforms

Resala (رسالة)

The giving value of the Partner (percentage of medication, ads, value)

Reword client system.

Client can get cash back on his donation to redeem on offers from deferent vendors.

Cash back is refunded only via our app (Refunds like coupons, free delivery from us).

The software needed:

- An application for the representative to track orders and confirm the delivery of the medications specified by the user, help to deliver medication to consumers.
- An application to request and donate medications from home delivery.

Other charity

local

The only charity that provides the same serves in Egypt

<https://www.medicineforall.org/>

world wise

While there aren't agencies that directly accept expired medications for donation, there are specific programs that handle medication donation for unused or sealed medications. Here's the breakdown:

Donation Restrictions: Expired medications pose safety risks and cannot be donated. Donating agencies cannot accept them due to regulations and liability concerns.

Unused Med Donation Programs: However, some programs focus on collecting unused or unopened medications. These medications can still be effective and help those in need.

Encouraging the doner

Current Trends:

- Crowdfunding platforms directly connect donors with individuals needing medical treatment.
- Blockchain is being explored to improve donation transparency and efficiency.
- Personalized medicine and rare diseases are gaining increased support.

Legality

There is a storage in Akrem so need to follow this rule.

Medication storage

<https://www.edaegypt.gov.eg/media/I03nndwr/%D8%A7%D9%84%D8%AF%D9%84%D9%8A%D9%84-%D8%A7%D9%84%D8%AA%D9%86%D8%B8%D9%8A%D9%85%D9%8A-%D9%84%D9%85%D8%AE%D8%A7%D8%B2%D9%86-%D8%A7%D9%84%D8%A7%D8%AF%D9%88%D9%8A%D8%A9.pdf>

Pharmacy

<https://www.edaegypt.gov.eg/6079?culture=ar-EG>

how to collect donations

<https://www.elwatannews.com/news/details/6160693#:~:text=%D9%84%D8%A7%20%D9%8A%D8%AD%D9%82%20%D9%84%D8%A3%D8%AD%D8%AF,%D9%85%D9%86%20%D8%A3%D8%AC%D9%84%D9%87%20%D8%A7%D9%84%D8%AA%D8%A8%D8%B1%D8%B9%D8%A7%D8%AA.>

ترخيص وطرق عمل الجمعيات الخيرية

<https://www.youm7.com/story/2019/7/20/%D8%B4%D8%B1%D9%88%D8%B7-%D9%88%D8%B6%D9%88%D8%A7%D8%A8%D8%B7-%D8%A7%D9%84%D8%AD%D8%B5%D9%88%D9%84-%D8%B9%D9%84%D9%89-%D8%A7%D9%84%D8%AA%D8%A8%D8%B1%D8%B9%D8%A7%D8%AA-%D9%84%D9%84%D8%AC%D9%85%D8%B9%D9%8A%D8%A7%D8%AA-%D9%81%D9%89-%D9%82%D8%A7%D9%86%D9%88%D9%86-%D8%AA%D9%86%D8%B8%D9%8A%D9%85-%D8%A7%D9%84%D8%B9%D9%85%D9%84/4340096#:~:text=1%D8%A7%D9%84%D9%82%D8%A7%D9%86%D9%88%D9%86,%D8%A8%D9%84%D8%A7%D8%A6%D8%AD%D8%A9%20%D9%86%D8%B8%D8%A7%D9%85%D9%87%D8%A7%20%D8%A7%D9%84%D8%A7%D8%B3%D8%A7%D8%B3%D9%8A.>

<https://www.youm7.com/story/2019/8/27/%D8%B3-%D9%88-%D8%AC-%D9%83%D9%84-%D9%85%D8%A7-%D8%AA%D8%B1%D9%8A%D8%AF-%D9%85%D8%B9%D8%B1%D9%81%D8%AA%D9%87-%D8%B9%D9%86-%D9%85%D8%B5%D8%A7%D8%AF%D8%B1-%D8%AA%D9%85%D9%88%D9%8A%D9%84/4390720>

how the donation box going to operate

<https://www.lawforall.info/index.pl/fundraising#1125:~:text=%5Btop%5D-,%D9%85%D8%A7%20%D9%87%D9%89%20%D8%A7%D9%84%D8%A5%D8%AC%D8%B1%D8%A7%D8%A1%D8%A7%D8%AA%20%D8%A7%D9%84%D9%85%D8%B7%D9%84%D9%88%D8%A8%D8%A9%20%D9%84%D8%AC%D9%85%D8%B9%20%D8%A7%D9%84%D8%AA%D8%A8%D8%B1%D8%B9%D8%A7%D8%AA%20%D8%B9%D9%86%20%D8%B7%D8%B1%D9%8A%D9%82%20%D8%A7%D9%84%D8%B5%D9%86%D8%A7%D8%AF%D9%8A%D9%82%D8%9F,%D8%A7%D9%84%D8%AA%D8%B1%D8%AE%D9%8A%D8%B5%D8%8C%20%D9%88%D9%8A%D8%AC%D8%A8%20%D8%AA%D9%88%D8%B1%D9%8A%D8%AF%20%D8%A7%D9%84%D9%85%D8%A8%D8%A7%D9%84%D8%BA%20%D8%A7%D9%84%D9%85%D8%AD%D8%B5%D9%84%D8%A9%20%D8%A3%D9%88%D9%84%D8%A7%D9%8B%20%D8%A8%D8%A3%D9%88%D9%84%20%D8%A8%D8%A7%D9%84%D8%A8%D9%86%D9%83%20%D8%A7%D9%84%D9%85%D9%88%D8%AF%D8%B9%20%D8%A8%D9%87%20%D8%A3%D9%85%D9%88%D8%A7%D9%84%D9%87%D8%A7.,-%5Btop%5D>

donating using the phone call.

<https://www.lawforall.info/index.pl/fundraising#1125:~:text=%5Btop%5D-,%D9%85%D8%A7%20%D9%87%D9%89%20%D8%A7%D9%84%D8%A5%D8%AC%D8%B1%D8%A7%D8%A1%D8%A7%D8%AA%20%D8%A7%D9%84%D9%85%D8%B7%D9%84%D9%88%D8%A8%D8%A9%20%D9%84%D8%AC%D9%85%D8%B9%20%D8%A7%D9%84%D8%AA%D8%A8%D8%B1%D8%B9%D8%A7%D8%AA%20%D8%B9%D9%86%20%D8%B7%D8%B1%D9%8A%D9%82%20%D8%A7%D9%84%D8%AA%D9%84%D9%8A%D9%81%D9%88%D9%86%D8%9F,%D8%AA%D8%AD%D8%B1%D9%8A%D8%B1%20%D9%85%D8%AD%D8%B6%D8%B1%20%D8%A7%D9%84%D8%AA%D8%B5%D9%81%D9%8A%D8%A9%20%D8%A7%D9%84%D9%84%D8%A7%D8%B2%D9%85%D8%A9%20%D9%88%D9%8A%D8%AE%D8%AA%D9%85%20%D8%A8%D8%AE%D8%A7%D8%AA%D9%85%20%D8%A7%D9%84%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9%20%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%B2%D9%8A%D8%A9%20%D9%84%D9%84%D8%AC%D9%85%D8%B9%D9%8A%D8%A7%D8%AA%20%D9%88%D8%A7%D9%84%D8%A5%D8%AA%D8%AD%D8%A7%D8%AF%D8%A7%D8%AA.,-%5Btop%5D>

donating using bank transfer

<https://www.lawforall.info/index.pl/fundraising#1125:~:text=%5Btop%5D-,%D9%85%D8%A7%20%D9%87%D9%89%20%D8%A7%D9%84%D8%A5%D8%AC%D8%B1%D8%A7%D8%A1%D8%A7%D8%AA%20%D8%A7%D9%84%D9%85%D8%B7%D9%84%D9%88%D8%A8%D8%A9%20%D9%84%D8%AC%D9%85%D8%B9%20%D8%A7%D9%84%D8%AA%D8%A8%D8%B1%D8%B9%D8%A7%D8%AA%20%D8%B9%D9%86%20%D8%B7%D8%B1%D9%8A%D9%82%20%D8%A7%D9%84%D8%AD%D8%B3%D8%A7%D8%A8%D8%A7%D8%AA%20%D8%A7%D9%84%D8%A8%D9%86%D9%83%D9%8A%D8%A9%D8%9F,%D9%88%D9%8A%D8%AA%D9%85%20%D8%AA%D8%AD%D8%B1%D9%8A%D8%B1%20%D9%85%D8%AD%D8%B6%D8%B1%20%D8%A7%D9%84%D8%AA%D8%B5%D9%81%D9%8A%D8%A9%20%D8%A7%D9%84%D9%84%D8%A7%D8%B2%D9%85%D8%A9%20%D9%88%D9%8A%D8%AE%D8%AA%D9%85%20%D8%A8%D8%AE%D8%A7%D8%AA%D9%85%20%D8%A7%D9%84%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9%20%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%B2%D9%8A%D8%A9%20%D9%84%D9%84%D8%AC%D9%85%D8%B9%D9%8A%D8%A7%D8%AA%20%D9%88%D8%A7%D9%84%D8%A5%D8%AA%D8%AD%D8%A7%D8%AF%D8%A7%D8%AA,-%5Btop%5D>