

# Glucovision

## Business Model Canvas

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### KEY PARTNERS

- Healthcare Providers
- Technology Partners
- Research Institutions
- Manufacturers
- Distributors and Retailers
- Electronics Surplus Stores

### KEY ACTIVITIES

- Technology R&D
- Clinical Validation & Licensing
- Distribution Network
- Data Management

### KEY RESOURCES

- R&D Team
- Clinical Partnerships
- Manufacturing Facilities
- Distribution Network
- Website
- Electronic Tools

### VALUE PROPOSITIONS

- Non-Invasive Monitoring
- Easy to Use
- Cost-effective
- Integration with Mobile Devices
- Support for Remote Monitoring

### CUSTOMER RELATIONSHIPS

- Personalized Support
- Ease of Use
- Feedback Mechanisms
- User Education

### CHANNELS

- Direct Sales
- Healthcare Institutions
- Retail Partnerships
- Social Media Marketing
- Health and Wellness Events

### CUSTOMER SEGMENTS

- Diabetes Patients
- Pre-diabetic Patients
- Healthcare Providers
- Health-conscious Consumers
- Pharmaceutical Companies

### COST STRUCTURE

- Research & Development
- Clinical Trials and Testing
- Licensing
- Marketing and Sales
- Technology and Software
- Distribution and Logistics
- Workforce salaries

### REVENUE STREAMS

- B2C Sales
- B2B Sales
- Healthcare Partnerships
- Grants and Funding