

UNIVERSITY OF SCIENCE - VIETNAM NATIONAL UNIVERSITY

Faculty of Information Technology

BUSINESS PLAN

TEAM, PERSONNEL, AND
OPERATIONAL STRUCTURE

PROJECT ASSIGNMENT

STARTUP - GROUP 9

PROJECT MEMBERS

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- Phan Trí Tài - 20127318
- Từ Phước Toàn - 21127705
- Trần Minh Khoa - 21127629
- Nguyễn Nhật Quân - 20127066
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LECTURER

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Chapter 2: Team Information

1. Overview of Member Information

The project group is identified as **GROUP 09** and comprises seven members:

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Contribution: All members have 100% contribution.

Chapter 3: Company Introduction & Proposal

1. Introduction:

In today's society, the demand for healthcare and medical consultations is increasingly prioritized. However, the overcrowding of traditional hospitals and medical facilities has made it more challenging to meet these needs, especially for people in remote, suburban, or rural areas. These regions often lack standard medical facilities, forcing residents to travel to large cities for care, which exacerbates urban medical center overcrowding and causes significant hardship and delays in receiving medical attention.

To address these challenges, we have developed an innovative solution called HomeMedi. This online medical consultation model aims to provide high-quality healthcare services to everyone, regardless of location, at an affordable cost. HomeMedi leverages telemedicine to allow patients to consult with healthcare professionals via video calls, chat, or phone calls, ensuring timely medical advice and treatment from the comfort of their homes.

In the evolving landscape of healthcare, HomeMedi emerges as a groundbreaking solution to bridge the gap between patients and healthcare providers through telemedicine. This report outlines the operational structure, team composition, and human resource strategies essential for the successful implementation and sustainability of HomeMedi.

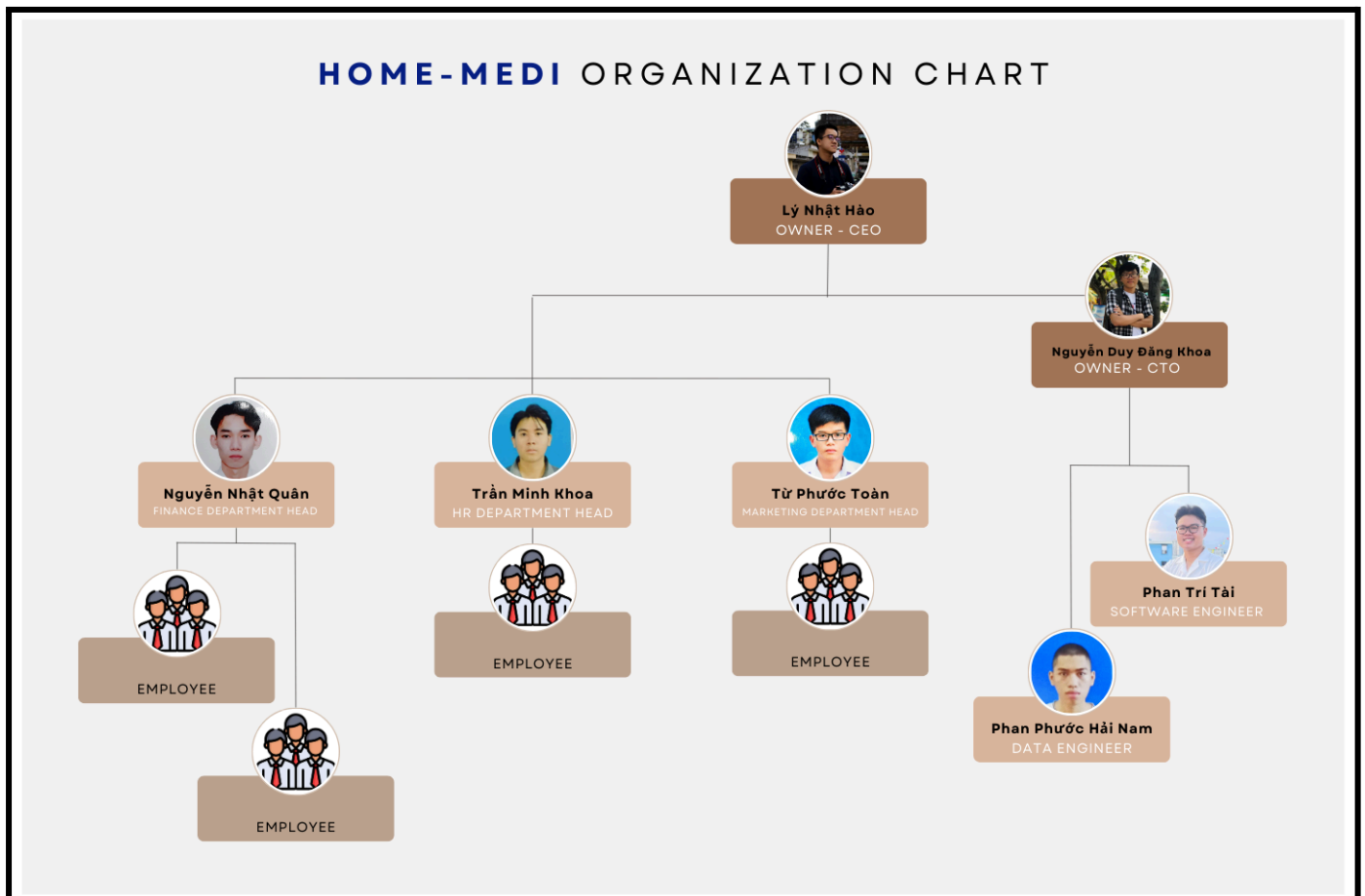
2. Intended Audience for HomeMedi Services

HomeMedi is designed for everyone, as long as they are Vietnamese citizens, have a mobile device capable of connecting to the Internet, and have a need for healthcare services or remote medical consultations.

Chapter 4: Company structure

1. Introduction to company structure

- **Overview & Business model:** HomeMedi operates as a limited liability company (LLC) headquartered in Ho Chi Minh city, Vietnam. Our organizational structure consists of three main departments: **Product Development, Marketing, and Finance & Operations**. Each department is led by experienced professionals dedicated to driving excellence and innovation in their respective domains.
- **Organizational structure chart:**



2. Ownership Details

- **Founders:**
 - **Ly Nhat Hao** (50% Ownership)
 - **Nguyen Duy Dang Khoa** (35% Ownership)
 - **Nguyen Nhat Quan** (3% Board Member)
 - **Phan Phuoc Hai Nam** (3% Board Member)

- Phan Tri Tai (3% Board Member)
 - Tran Minh Khoa (3% Board Member)
 - Tu Phuoc Toan (3% Board Member)
- Both founders are actively involved in the day-to-day operations of the company and bring extensive experience in software development and business management.

3. Board of Directors

- Ly Nhat Hao (Chairman - CEO)
- Nguyen Duy Dang Khoa (Board Member - CTO)
- Nguyen Nhat Quan (Finance Department Head)
- Phan Tri Tai (Software Engineering)
- Phan Phuoc Hai Nam (Data Engineer)
- Tu Phuoc Toan (Marketing Department Head)
- Tran Minh Khoa (Hr Department Head)

The board provides strategic guidance and oversight, ensuring alignment with company goals and objectives. Independent directors bring diverse expertise in finance, marketing, and corporate governance, enhancing the board's effectiveness.

ID	Name	Role	Responsibilities
21127041	Lý Nhật Hào	CEO	Lead the strategic direction of the company and oversee all operations and business activities. Thus, ensure that goals are met.
21127078	Nguyễn Duy Đăng Khoa	CTO	Develop the company technology strategy. Oversee the development of products and services. Lead and manage the development team. Engage with clients and partners on company's products. Direct and manage the company's R&D efforts to develop new technologies and improve existing ones.
20127066	Nguyễn Nhật Quân	Finance Department Head	Developing and implementing financial strategies, overseeing financial planning, and preparing reports. Analyzing financial data to provide insights for decision-making and manage the company's capital structure and cash flow to ensure liquidity. Additionally, identifies and mitigates financial risks, ensures compliance with regulatory requirements, and oversees audits

			and internal controls to maintain financial integrity and governance.
20127318	Phan Trí Tài	Software Engineering	<p>1. Platform Development and Maintenance</p> <ul style="list-style-type: none"> - Design a scalable and robust system architecture that supports high volumes of concurrent users. - Develop and maintain server-side logic, databases, and APIs to support various functionalities of the platform. - Create an intuitive, user-friendly interface for both the web and mobile applications, ensuring seamless user experiences. - Develop and optimize mobile applications for iOS and Android platforms, ensuring compatibility and performance. <p>2. Security and Compliance</p> <ul style="list-style-type: none"> - Implement robust encryption methods to protect sensitive patient data during transmission and storage. - Develop and enforce strict access control policies to ensure that only authorized personnel can access sensitive information. - Ensure that the platform adheres to local and international healthcare regulations and standards, such as HIPAA (Health Insurance Portability and Accountability Act) and GDPR (General Data Protection Regulation). <p>3. Performance Optimization</p> <ul style="list-style-type: none"> - Implement load balancing techniques to distribute network or application traffic across multiple servers, ensuring high availability and reliability. - Continuously monitor the platform's performance, identifying and addressing bottlenecks or issues to maintain optimal speed and responsiveness.

			<ul style="list-style-type: none"> - Ensure that the platform can scale efficiently to accommodate increasing numbers of users and data. <p>4. Quality Assurance</p> <ul style="list-style-type: none"> - Develop and implement automated testing frameworks to ensure the platform functions correctly across different devices and scenarios. - Conduct thorough manual testing to identify and resolve any bugs or issues that automated tests may miss. - Collect and analyze user feedback to continuously improve the platform's functionality and user experience. <p>5. Technical Support and Troubleshooting</p> <ul style="list-style-type: none"> - Provide technical support to healthcare providers and patients experiencing issues with the platform. - Quickly identify and resolve technical problems to minimize downtime and ensure continuous service availability. - Maintain comprehensive documentation of the system's architecture, APIs, and troubleshooting procedures to facilitate maintenance and support. <p>6. Innovation and Improvement</p> <ul style="list-style-type: none"> - Continuously develop and integrate new features based on user feedback and industry trends to enhance the platform's capabilities. - Stay updated with the latest advancements in software development and telemedicine technologies, incorporating relevant innovations into the platform. - Regularly update and improve the user interface and experience, ensuring the platform remains intuitive and accessible. <p>7. Collaboration and Communication</p>
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			<ul style="list-style-type: none"> - Work closely with other departments, such as medical professionals, customer service, and administrative staff, to understand their needs and integrate their feedback into the platform. - Maintain clear and effective communication with stakeholders to provide updates on development progress, challenges, and future plans.
21127365	Phan Phước Hải Nam	Data Engineer	<p>Designing, constructing, installing, testing, and maintaining highly scalable data management systems. Creating and maintaining optimal data pipeline architecture. Assembling large, complex data sets that meet functional/non-functional business requirements. Identifying, designing, and implementing internal process improvements, such as automating manual processes and optimizing data delivery. Building the infrastructure required for optimal extraction, transformation, and loading (ETL) of data from various sources using SQL and big data technologies. Collaborating with data analysts and scientists to strive for greater functionality in data systems. Ensuring the data architecture is compliant with company standards and that it supports the strategic needs of the business.</p>
21127629	Trần Minh Khoa	Hr Department Head	<p>Developing and implementing strategies for talent acquisition, retention, workforce planning, and diversity to align with business goals. Creating and enforcing HR policies, ensuring compliance with legal standards, and managing procedures effectively. Overseeing recruitment, onboarding, performance management, and employee development to enhance skills and support career growth. Managing employee relations, handling conflicts, boosting morale, and fostering a positive work environment. Utilizing HR analytics for informed decision-making, managing compensation and benefits, and ensuring smooth HR operations. Leading the HR team, collaborating with executives, managing the HR budget, and staying</p>

			updated on HR technology and best practices to drive overall success and growth.
21127705	Từ Phước Toàn	Marketing Department Head	Devising the marketing strategy. This involves setting marketing goals for the product, identifying product's markets, and creating a roadmap to achieve those goals. Overseeing marketing campaigns, supervises the execution of marketing campaigns across various channels, both traditional (billboard, TV) and digital (social media, content marketing). Managing the marketing team leads and inspires a team of marketing professionals, including market researchers, content creators, and advertising specialists. Staying on top of marketing trends, the marketing landscape is constantly evolving so the Chief marketing officer needs to be aware of new technologies and marketing tools to stay ahead of the curve.

Chapter 5: Product

1. Product Development Plan

1.1 Business model

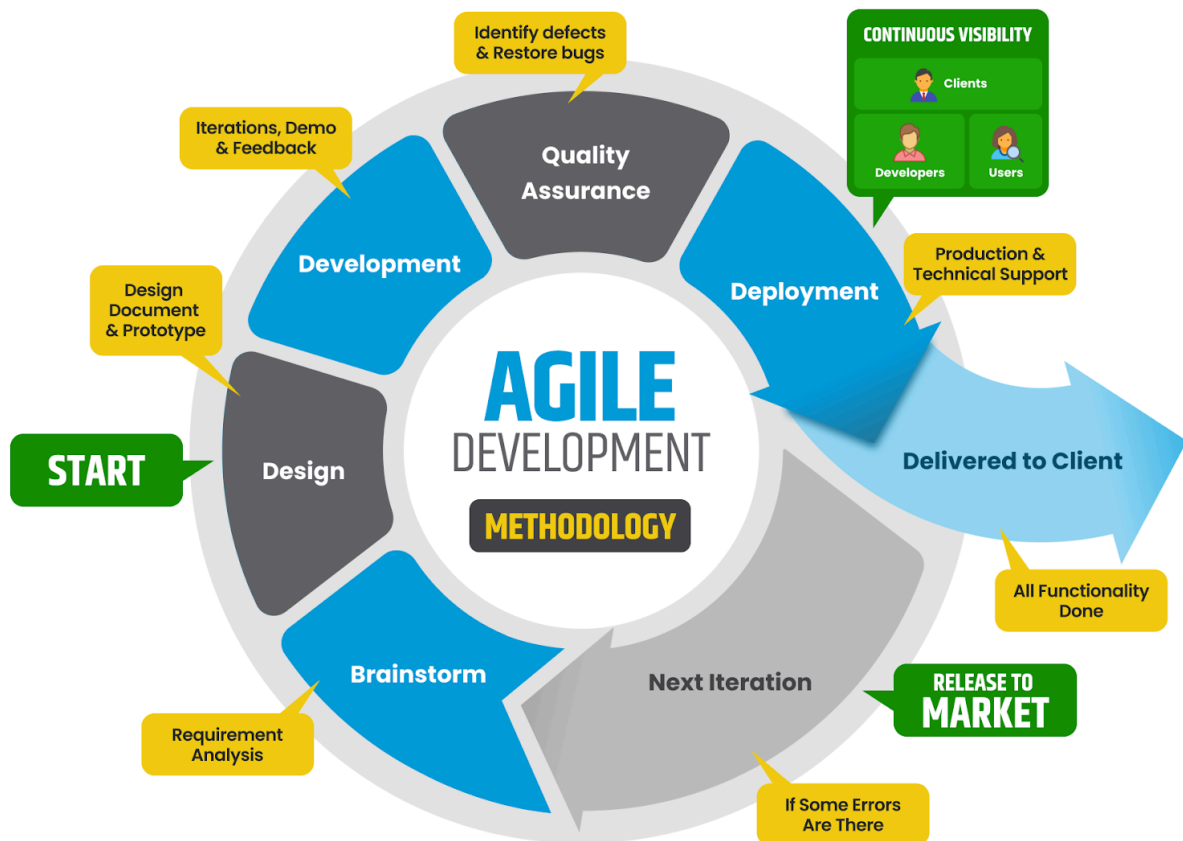
HomeMedi Business Model Canvas

HomeMedi is a mobile device capable of connecting to the Internet, and have a need for healthcare services or remote medical consultations.

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none">Local pharmacies for medication fulfillment.Logistics services for efficient delivery.Healthcare providers for specialist consultations.Technology partners for AI and platform development.Regulatory bodies for compliance.	<ul style="list-style-type: none">Platform development and maintenance.AI development and integration.User acquisition and marketing.Establishing and managing partnerships.Customer support and training.Ensuring regulatory compliance and data security.	<ul style="list-style-type: none">High-quality healthcare services accessible from anywhere.Affordable medical consultations and prescriptions.AI-driven symptom analysis and specialist guidance.Convenient online appointments and consultations.Home delivery of medications.Enhanced patient data privacy and security.	<ul style="list-style-type: none">24/7 customer support.Personalized healthcare services.Educational content and tutorials for using the platform.Regular follow-ups and reminders for appointments and medication.Feedback and review systems for continuous improvement.	<ul style="list-style-type: none">Vietnamese citizens with internet access.Patients seeking convenient and affordable medical consultations.Elderly and chronically ill patients needing regular medical follow-ups.Residents in rural, suburban, and remote areas.
	Key Resources		Channels	
	<ul style="list-style-type: none">AI technology for symptom analysis and diagnostic support.Secure and user-friendly platform.Partnerships with healthcare providers, pharmacies, and logistics companies.Skilled medical professionals and IT experts.Customer support team.		<ul style="list-style-type: none">Mobile application.Website.Social media platforms.Online advertising.Partnerships with local pharmacies and logistics services.	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none">Development and maintenance of the platform.AI technology development and integration.Marketing and customer acquisition.Partnerships and collaborations.Customer support and training.Data security and privacy measures.Regulatory compliance and legal expenses.			<ul style="list-style-type: none">Consultation fees.Subscription plans for premium services.Revenue from online pharmacy sales.Commission from partner pharmacies and logistics services.Advertising partnerships with healthcare providers and pharmacies.	

1.2 Agile method

1.2.1 Agile method



1.2.2 Overview of Agile:

Agile is an adaptive project management and software development methodology that emphasizes flexibility and responsiveness to changing customer requirements. Rather than being a single, rigid approach, Agile encompasses a set of principles and values that guide the development process to be more iterative and customer-focused.

- **Why Choose Agile?**
 - **Rapid and Frequent Releases:**
 - One of the core advantages of Agile is its ability to quickly deliver a basic version of a product, known as the Minimum Viable Product (MVP). This allows teams to launch early, gather real-world user feedback, and make necessary adjustments efficiently.

- Agile operates in short development cycles called sprints, typically lasting between one to four weeks. This enables continuous delivery of new features and product improvements, keeping the development momentum steady and progressive.
- **Early Customer Feedback:**
 - Agile promotes regular customer involvement throughout the development process. This ongoing interaction facilitates early and continuous feedback, ensuring that the product aligns closely with user needs and expectations.
 - By incorporating customer feedback early, teams can pivot or refine the product as needed, avoiding the waste of resources on unnecessary features.
- **Risk Mitigation**
 - Agile significantly reduces project risk by breaking down the work into manageable chunks. This segmented approach makes it easier to identify and address issues promptly, preventing them from escalating into major problems.
 - The methodology prioritizes critical tasks, ensuring that the most important features are developed first and are of high quality.

2. Development Process per Sprint

2.1 Overview of Agile:

- **Product Backlog Refinement:**
 - The CEO prepares and prioritizes backlog items related to important features and improvements of the Travel Companion application.
 - The development team clarifies the requirements and assesses the feasibility of the backlog items.
- **Start of Sprint Planning Meeting**
 - Participants: Development team.
 - Set the Context: The CEO provides an overview of the Sprint, the main goals, and the importance of the features to be developed or improved.
 - Define Sprint Goals: Identify the key features to be developed for each phase.
 - Discussion and Agreement: The development team discusses to ensure everyone understands and agrees with the Sprint goals.

- Estimate Feasibility: The development team evaluates these items and decides how many items can be completed in the Sprint based on the team's capacity and work pace.
- **Create Sprint Backlog**
 - Create Sprint Backlog: From the selected items, the development team creates the Sprint Backlog, a list of tasks to be completed during the Sprint.
 - Estimate Work: The development team estimates the detailed workload for each item in the Sprint Backlog, using story points or work hours.

2.2 Detailed plan

The plan consists of 8 sprints:

Sprint No.	Objective	Functionalities to be Developed/Tasks to perform	Description
1	Project Initialization	Project setup, Database design, User login/register	<p>Set up project structure using preferred frameworks and tools, configure version control systems like Git.</p> <p>Develop RESTful APIs for user registration, login, password recovery, and email verification using secure authentication protocols.</p>
2	Core User Interactions	Profile management, Search for doctors	<p>Develop user profile CRUD operations and implement search algorithms to filter and retrieve doctor profiles.</p> <p>Implement backend search algorithms and front-end interfaces to allow users to search and filter doctors based on specialty, location, and availability</p>

3	Medical Consultations	Doctor profiles, Appointment scheduling	<p>Develop doctor profile pages and allow users to schedule appointments with healthcare professionals.</p> <p>Implement scheduling APIs and integrate with a calendar system for booking, rescheduling, and canceling appointments, ensuring real-time updates.</p>
4	Communication Features	Video call, Chat system	<p>Implement secure video call and chat functionalities for consultations between patients and doctors.</p> <p>Implement a WebSocket-based chat system for real-time text communication, including handling of concurrent sessions and message storage.</p>
5	Diagnostic Tools	Self-diagnosis from symptoms, Medical history tracking	<p>Provide tools for self-diagnosis based on symptoms and allow users to track their medical history.</p> <p>Develop algorithms for symptom-based diagnosis and implement medical history logging and retrieval functionalities. Implement a symptom checker tool using predefined medical algorithms and integrate it with the user interface.</p>

6	Payment System	Payment methods, Billing history	Integrate secure payment gateways and allow users to view their billing history.
7	Enhancing User Experience	Notifications, Feedback system	Implement notifications for appointments, follow-ups, and a feedback system for consultations. Implement push notification services using Firebase Cloud Messaging or similar, and configure email notification systems.
8	System Optimization and Final Testing	System performance optimization, Security audit, Bug fixes	Optimize system performance, conduct a thorough security audit, and fix any remaining bugs. Perform comprehensive security audits, including penetration testing and vulnerability assessments, and implement necessary fixes.

3. Revenue Plan

3.1 Consultation Fees

HomeMedi will charge a fee for online medical consultations. These fees will be tiered based on the type of consultation (e.g., general practitioner, specialist) and the duration of the consultation.

Fee Structure:

- General Practitioner: VND 100,000 per 15-minute consultation
- Specialist: VND 200,000 per 15-minute consultation

3.2 Subscription Plans

HomeMedi will offer subscription plans for users who require regular consultations. These plans provide a cost-effective option for frequent users and ensure a steady revenue stream.

Subscription Plans:

- Basic Plan: VND 500,000 per month for up to 10 general consultations
- Premium Plan: VND 1,000,000 per month for unlimited general consultations and up to 5 specialist consultations

3.3 Medication Delivery Fees

A nominal fee will be charged for the delivery of prescribed medications. This fee will be dependent on the distance and urgency of the delivery.

Delivery Fee Structure:

- Standard Delivery (within 48 hours): VND 30,000
- Express Delivery (within 24 hours): VND 50,000

3.4 Partnerships with Pharmacies

HomeMedi will collaborate with local pharmacies for a commission on medication sales. This partnership benefits pharmacies by increasing their sales volume and provides HomeMedi with an additional revenue stream.

Commission Structure:

- 10% commission on each sale made through HomeMedi

3.5 Advertising and Promotions

Revenue will also be generated through targeted advertising and promotions from pharmaceutical companies and healthcare-related businesses.

Advertising Rates:

- Banner Ads: VND 20,000,000 per month
- Sponsored Content: VND 50,000,000 per campaign

3.6 Corporate Partnerships

HomeMedi will partner with businesses to offer healthcare packages to their employees. These packages will be tailored to meet the specific needs of each organization.

Corporate Packages:

- Custom pricing based on the number of employees and services required

4. KPIs to Measure User Engagement

4.1 User Acquisition Metrics

- **Number of Registered Users:** Total number of users who have registered on the HomeMedi platform.
- **Monthly Active Users (MAU):** Number of unique users who engage with the platform at least once a month.

4.2 Consultation Metrics

- **Number of Consultations:** Total number of consultations conducted through the platform.
- **Consultation Completion Rate:** Percentage of consultations that are successfully completed without technical issues.

4.3 User Retention and Satisfaction

- **User Retention Rate:** Percentage of users who return to the platform for consultations within a specific period (e.g., 30 days, 90 days).
- **Customer Satisfaction Score (CSAT):** Average satisfaction rating given by users after consultations, typically measured on a scale from 1 to 5.
- **Net Promoter Score (NPS):** Percentage of users who are likely to recommend HomeMedi to others, measured on a scale from -100 to 100.

4.4 Revenue Metrics

- **Monthly Recurring Revenue (MRR):** Total revenue generated from subscription plans each month.
- **Average Revenue Per User (ARPU):** Average revenue generated per user, calculated by dividing total revenue by the number of active users.

4.5 Engagement and Usage Metrics

- **Average Session Duration:** Average length of time users spend on the platform during each session.
- **Feature Usage Rate:** Percentage of users engaging with key features such as video calls, chat, and appointment scheduling.

4.6 Operational Efficiency

- **First Response Time:** Average time taken for healthcare professionals to respond to a user's initial consultation request.
- **Resolution Time:** Average time taken to resolve a user's consultation from initial request to completion.

Chapter 6: Marketing

1. Market Analysis

Market Overview:

The telemedicine industry has grown significantly over the past decade, driven by advancements in technology and a growing demand for convenient healthcare solutions. The industry includes services such as remote consultations, diagnostics, and patient monitoring.

Key trends include the integration of AI and machine learning in telemedicine, increasing regulatory support, and a shift towards patient-centric care. Market dynamics are influenced by technological advancements, healthcare policy changes, and the rising prevalence of chronic diseases.

Target Market:

Home-Medi targets individuals seeking convenient and affordable healthcare, including busy professionals, elderly individuals, people living in remote areas, and those with mobility issues.

Our target customers value convenience, efficiency, and affordability in healthcare services. They are proactive about their health, and are either tech-savvy or require a comprehensive digital service due to their health.

Market Segmentation:

- **Segmentation Criteria:** We segment our market based on demographics (age, gender, income), geographic location (urban, suburban, rural), and psychographics (tech-savvy, health-conscious).
- **Detailed Profiles of Each Market Segment:**
 - **Urban Professionals:** Busy individuals aged 25-45, seeking quick and convenient healthcare solutions.
 - **Elderly Population:** Individuals aged 65+, needing regular medical consultations and preferring to avoid travel.

- **Rural Residents:** People living in remote areas with limited access to healthcare facilities.
- **Health Enthusiasts:** Individuals of all ages who are proactive about their health and prefer digital healthcare solutions.

2. Strategy

Goals & Objectives:

- Short-term: Achieve 10,000 app downloads within the first six months, secure 1,000 active users per month, and establish partnerships with 50 healthcare professionals.
- Long-term: Expand the user base to 100,000 by the end of the second year, increase monthly active users to 10,000, and collaborate with 500 healthcare providers.

Marketing Mix (4Ps):

- **Product:** Home-Medi offers a comprehensive telemedicine platform featuring video calls, chat, and phone consultations with licensed healthcare professionals. Additional features include electronic prescriptions, health monitoring tools, and an integrated medical history database.
- **Price:** We offer competitive pricing with flexible subscription plans (monthly, quarterly, and yearly) and a pay-per-consultation option. Discounts and promotional offers will be available for early adopters and referrals.
- **Place:** Home-Medi is accessible via our website and mobile app, available on both iOS and Android platforms. Our services are designed for users worldwide, with initial focus on North America and Europe.
- **Promotion:** Our promotional strategy includes digital marketing (social media, content marketing, SEO), influencer partnerships, PR campaigns, and targeted advertisements. We will also offer free trials and referral bonuses to encourage user acquisition and retention.

3. Marketing Budget

To achieve our marketing objectives, we have allocated a budget that supports a diverse range of promotional activities and strategies. The following breakdown details our planned expenditure over the first year of operation.

Budget Allocation:

1. Digital Marketing: \$40,000

- Social Media Advertising (Facebook, Instagram, LinkedIn): \$15,000
- Content Marketing (Blog posts, Articles, Videos): \$10,000
- SEO and SEM (Google Ads, Bing Ads): \$8,000
- Email Marketing Campaigns: \$7,000

2. **Influencer Partnerships: \$20,000**
 - Healthcare Influencers: \$12,000
 - Tech Influencers: \$8,000
3. **Public Relations (PR) Campaigns: \$15,000**
 - Press Releases and Media Outreach: \$10,000
 - Event Sponsorships and Participation: \$5,000
4. **Targeted Advertisements: \$25,000**
 - Online Display Ads: \$10,000
 - Video Ads (YouTube, Streaming Services): \$10,000
 - Retargeting Campaigns: \$5,000
5. **Promotional Offers: \$10,000**
 - Free Trials: \$6,000
 - Referral Bonuses: \$4,000
6. **Miscellaneous Marketing Expenses: \$5,000**
 - Market Research: \$2,000
 - Graphic Design and Creative Costs: \$3,000

Total Marketing Budget for the First Year: \$115,000

4. Implementation Plan:

The plan will span a length of 12 months and starts when a MVP (Minimum Viable Product) of Home-Medi is built.

Phase	Activity	Task	Timeline
Pre-Launch	Market Research and Analysis	Conduct thorough market research to understand target audience and competitive landscape	Month 1
		Gather customer insights through surveys and focus groups	Month 1
	Brand Development	Create a compelling brand identity, including logo, tagline, and brand guidelines	Month 1-2

		Develop a brand positioning statement and value proposition	Month 1-2
	Product Development and Testing	Finalize the Home-Medi app features and functionality	Month 1-2
		Conduct beta testing with a selected group of users and gather feedback	Month 2-3
	Website and App Development	Design and develop the Home-Medi website and mobile app	Month 1-3
		Ensure seamless user experience and mobile responsiveness	Month 2-3
	Content Creation	Develop high-quality content for the website, blog, and social media channels	Month 1-3
		Create educational materials, such as ebooks, infographics, and video tutorials	Month 2-3
	Partnership Outreach	Identify and reach out to potential healthcare partners and professionals	Month 1-3
		Establish agreements with initial partners for launch	Month 2-3
	Pre-Launch Marketing Campaigns	Build anticipation through teaser campaigns on social media	Month 2-3

		Launch a pre-registration campaign offering early access or discounts	Month 2-3
Launch	App Launch	Officially launch the Home-Medi app on the App Store and Google Play	Month 4
	Website Launch	Launch the Home-Medi website, ensuring all features are fully functional	Month 4
		Integrate analytics tools to track visitor behavior and engagement	Month 4
	Digital Marketing Campaigns	Initiate digital marketing campaigns across various platforms (Google Ads, Facebook Ads)	Month 4-6
		Implement SEO strategies to improve organic search rankings	Month 4-6
	Social Media Engagement	Launch social media profiles on Facebook, Instagram, LinkedIn, and Twitter	Month 4
		Post regular content, engage with followers, and respond to inquiries	Month 4-6
	Influencer and PR Campaigns	Collaborate with influencers and healthcare bloggers to promote Home-Medi	Month 4-6

		Secure media coverage through interviews, articles, and features	Month 4-6
	Customer Support Setup	Establish a customer support team to handle inquiries and issues	Month 4-5
		Develop a comprehensive FAQ and support documentation	Month 4-5
	Launch Events	Host virtual launch events and webinars to demonstrate the app's features	Month 4-6
		Offer exclusive promotions to attendees	Month 4-6
Post-Launch	User Acquisition and Retention	Implement referral programs and loyalty incentives to encourage user growth	Month 7-12
		Use email marketing campaigns to engage and retain users	Month 7-12
	Performance Monitoring and Analysis	Continuously monitor key performance metrics (KPIs) such as user growth and engagement rates	Month 7-12
		Use analytics tools to track campaign performance and make data-driven adjustments	Month 7-12

	Content Marketing Expansion	Expand content marketing efforts with in-depth blog posts, case studies, and whitepapers	Month 7-12
		Develop video content, including tutorials, testimonials, and expert interviews	Month 7-12
	Ongoing SEO and SEM	Continue to optimize the website and content for search engines	Month 7-12
		Invest in search engine marketing (SEM) to drive targeted traffic	Month 7-12
	Partnership and Collaboration Growth	Expand partnerships with more healthcare providers and organizations	Month 7-12
		Explore opportunities for collaborations with health tech companies	Month 7-12
	Customer Feedback and Improvement	Regularly collect and analyze customer feedback to improve the app	Month 7-12
		Implement feature updates and enhancements based on user suggestions	Month 7-12
	Seasonal and Thematic Campaigns	Plan and execute marketing campaigns around health awareness days and seasons	Month 7-12

		Offer special promotions and discounts during these periods	Month 7-12
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Chapter 7: Funding

1. Executive summary

Home-Medi is an innovative telemedicine platform designed to provide high-quality healthcare services to everyone, regardless of their location, at an affordable cost. Our mission is to make healthcare accessible and convenient by leveraging technology to connect patients with healthcare professionals through video calls, chat, or phone calls. We seek to raise **\$1 million** in seed funding to develop our platform, execute marketing strategies, and establish initial operations. With this funding, we aim to launch the platform, attract users, and achieve significant growth in our first two years of operation.

2. Funding requirements

Home-Medi requires **\$1 million** in seed funding to cover the following needs:

- **Product Development (\$500,000):** To build and enhance the telemedicine platform, including software development, integration of video conferencing tools, and ensuring robust security measures for patient data.
- **Marketing and Sales (\$300,000):** To create and implement marketing campaigns, build brand awareness, and acquire our initial user base through digital marketing, partnerships, and promotional activities.
- **Operations (\$150,000):** To cover operational costs such as office space, utilities, administrative expenses, and technology infrastructure.
- **Hiring and Team Building (\$50,000):** To recruit skilled professionals, including developers, healthcare advisors, and customer support staff, and to provide initial training and onboarding.

3. Sources of funding

- **Personal Savings and Loans:** **\$100,000** has been pooled together from the founders' personal savings and loans from friends and family.
- **Angel Investors:** Targeting **\$300,000** from angel investors who are interested in the healthcare and technology sectors. Angel investors will be offered equity stakes in return for their investment.

- **Venture Capital (VC):** Planning to raise **\$600,000** from reputable VC firms such as VinTech Fund and 500Startups, which have a history of investing in innovative technology startups.
- **Incubators and Accelerators:** Applying to programs like QTSC Incubator and FPT Venture Capital to receive not only financial support but also mentorship, office space, and networking opportunities.
- **Government Grants and Subsidies:** Exploring available grants from organizations like BSSC and ITP that support tech startups and innovation in healthcare.

4. Allocation of funds

The funding requirements are broken down into four main categories: **product development, marketing and sales, operations, and hiring and team building.**

Category	Subcategory	Description	Amount (\$)
Product Development	Platform Development	Building core telemedicine platform, appointments, user interfaces, and chat functionality Security measures for patient data privacy and compliance Testing and quality assurance	\$300,000
	Integration and Customization	Integration with hospital systems Customization for different devices	\$100,000
	Infrastructure and Hosting	Cloud hosting services Secure and compliant data storage solutions	\$100,000

Marketing and Sales	Digital Marketing Campaigns	SEO, PPC advertising, and content marketing	\$150,000
	Partnerships and Collaborations	Forming partnerships with healthcare providers and insurance companies	\$100,000
	Promotional Activities	Public relations and event/webinar participation	\$50,000
Operations	Office Space and Utilities	Leasing office space and covering utility expenses Office supplies and equipment	\$50,000
	Technology Infrastructure	IT support and maintenance Software and tools	\$50,000
	Administrative Expenses	Legal and accounting services, business insurance	\$50,000
Hiring and Team Building	Recruitment	Hiring skilled professionals, recruitment agencies, and job postings	\$30,000
	Training and Onboarding	Training programs and team-building activities	\$20,000
Total			\$1,000,000

5. Funding strategy

Our strategy to secure funding involves a multi-pronged approach:

- **Networking at Industry Events and Pitch Competitions:** We will participate in events and competitions to showcase Home-Medi and attract potential investors.
- **Direct Outreach to Identified Investors:** We will actively reach out to angel investors and VC firms with tailored pitches, highlighting the unique value proposition and market potential of Home-Medi.
- **Utilizing Online Platforms for Crowdfunding:** If necessary, we will leverage crowdfunding platforms to raise additional funds while also building a community of early adopters and supporters.
- **Applying for Incubators and Accelerators:** By joining incubator and accelerator programs, we aim to secure financial support along with mentorship and resources.

6. Investor return

Home-Medi is committed to providing a substantial return on investment for our investors:

- **Expected ROI:** We project an ROI of 20% by Year 5 (2030), driven by strong revenue growth and market expansion. This will facilitate investors' trust and further the appeal of our proposal.
- **Equity Distribution and Ownership Structure:** Investors will receive equity stakes in Home-Medi, with specific terms and conditions outlined in investment agreements. We will ensure transparency and clear communication regarding the equity distribution and any changes in ownership structure.