HEALTH TRACKER + MOBILE APPLICATION
Track all your health requirements with one application

Background
As our population ages and the average life expectancy continues to rise, the need to actively maintain ones health is growing ever more important. Although there are various health and medication related applications available on the mobile market, they are usually focused on a single aspect of the users health. Whether the app is concentrated on tracking medications or the users vitals, there are many other areas of an individual's health that require attention. The user would need multiple applications on their mobile device to track each of these areas. This can become very complicated.

Proposal
The primary goal of Health Tracker + is to provide the user with a single, intuitive mobile application to keep track of major aspects of their health regimen. The main features would include tracking medications, doctors appointments, the users vitals, and providing basic diet and workout tips, loosely based on the users current health and goals. The medications portion would include prescription information with dosage and instructions, current inventory of the medication, remaining refills, the users history for the medication, and expiration date. The user can set reminders for when they need to take their medications and when they are in need of a refill or the expiration date is approaching. Doctors appointments would include appointment date and time, address and contact information for the doctor, and notes for the appointment. The user would have access to their appointment history for specific doctors offices and information about the appointments, as well as be able set reminders for upcoming appointments. The vitals section would include tracking the users major vitals such as heart rate, blood sugar, temperature, and weight. It would also include a section for the user to add goals or doctors recommendations for their vitals. Although the vitals portion of the app would be optional, the information the user inputs would be used to help adjust the diet and workout tips the application provides. The entire application would be a secure platform requiring users to log in and authenticate before having access to any of their data. This data would be securely stored online and accessible from a web interface as well. The free version would include advertisements and a limited number of entries for medication and doctors appointments. The paid version would remove ads and add unlimited entries. In-app purchases such as in-depth diet and workout tips would be available. The application would be available on both iOS and Android devices.

Research
Initial small-scale primary research was done in the form of an online survey, and shows an interest in an application like Health Tracker +. Of the eighteen individuals surveyed, eleven (61.11%) answered yes the application would be useful to them. The remaining seven (38.89%) participant answered maybe. None of those surveyed said this application would not be useful. The average price participants were willing to pay for Health Tracker + was $2.49 and in-app purchases of $1 or more each, depending on the feature.

Schedule
The development schedule for Health Tracker + is as follows:

January 2-10, 2014: Perform in-depth research
January 11-15, 2014: Create working prototype
January 16-18, 2014: Hire team for prototype testing
January 19-27, 2014: Perform field-testing of prototype
January 28-March 1, 2014: Develop application (iOS and Android)
March 2-4, 2014: Recruit Beta testers
March 5-14, 2014: Beta-test application
March 5-25, 2014: Fix any issues in the application found during Beta-testing
March 31, 2014: Submit application to marketplaces (iOS and Android)

Qualifications

Development of Health Tracker + will require hiring four teams. The first team consists of three researchers with experience defining the mobile application specifications. The second time consists of four individuals with experience with field and beta testing of mobile applications and one person with a background in prototyping. Teams three and four each consist of two designers, three programmers, and one platform manager. One of these teams needs to specialize in the Android device platform, while the other team specializes in the iOS platform.

Budget

Development costs for Health Tracker + are as follows:

In-depth Research: 40 hours at $25/hour * 3 = $3,000
Prototyping: 30 hours at $30/hour = $900
Prototype Testing: 50 hours at $25/hour * 4 = $5,000
Application Development: $34,400 per platform
Each Platform:
Design: 50 hours at $40 * 2 = $4,000
Programming: 160 hours at $50/hour * 3 = $24,000
Management: 160 hour at $40/hour = $6,400
Development Total: $34,400 * 2 = $66,800
Grand Total: $75,700

You will receive 30% ownership of the application for your investment of $75,700. The paid version of the application would cost $2.49. A modest estimate of 50,000 paid downloads per year would return your initial investment in two years time at $.75 per download. Revenue from advertising and in-app purchase should return an additional 25% return of your investment per year.

Conclusions

We at OnTrack Health, Inc. feel there is a strong market for Health Tracker +. We ask you to invest $75,700 so we can develop this application and bring it to market. I would like to set up a meeting on December 12, 2013 at 9:00am Mountain Standard Time to discuss this opportunity further. Production of the application must be started by January 2, 2014 in order to be on the market by the end of March. I must set a deadline of December 30, 2013 to keep the application development on schedule.

Elijah Freestone - OnTrack Health, Inc., December 6, 2013