

BUSINESS PROPOSAL REPORT



HEALTHTRACK MOBILE APPLICATION

TRACK UR HEALTH 24/7

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HealthTrack is a mobile application that promotes remote patient management by creating a digital world where experts in the field of medicine are in contact with patients with chronic diseases and this application tracks major aspects in your body such as blood pressure and glucose. Free health and diet plans for each specified illness from certified doctors and nutritionists from all around the world, as there are monthly subscriptions for a broader range of services such as private care and assistance globally.

What Does the App Provide & Why is it a Good Idea

HealthTrack offers a free mobile application for chronic disease management, consisting of many features such as verified resources, diet plans, medicine plans, and global interactions. The reason this application is an implicit concept is because it gives the patients an upper-hand by finding solutions online saving them plenty of money and time as it also addresses the need for digital cures for these illnesses from home.

Service & Business Model

HealthTrack's Services are uncountable, for instance online studies created by experts, international chat between patients, one on ones with doctors and nutritionists, and updated monthly plans for the users. Furthermore, the ways of accessing these services are through subscriptions, Freemium and Diamond, complemented by partnerships for revenue.

Who is Behind the Company & Market

HealthTrack will be a big team made of various caregivers, nurses, and experts, and experienced business professionals that seek to give out solutions. As these people will be the factors for helping the members of the targeted community who are aged between 18-65 as chronic diseases develop regularly at the ages 30-65, but rarely for others.

Competitors & Sustainable Competitive Advantage

There are lots of competitors challenging this idea such as MyFitnessPal and FitBit that focus on health and fitness leading to a healthy lifestyle. However, HealthTrack's sustainable competitive advantage is the app's approach to allowing the community to find cures, plans, assistance, education, and most importantly community support. Furthermore, strategic partnerships make these services extraordinary with their certified experts.