

## Product 1 - version1.0

<b>PROBLEM</b>  Large isolated data  Undiscovered patterns  Data visualization non-existent  <b>EXISTING ALTERNATIVES</b>  Intuition, data from other hospitals/doctors/experience.	<b>SOLUTION</b>  Gather data  Discover hidden patterns through data visualization  Facilitates easy consumption of large dispersed data for the user	<b>UNIQUE VALUE PROPOSITION</b>  "A picture is worth a thousand words"...Data visualization will aid the medical team to view large isolated data and possibly make connections for early detection and better treatment options.  <b>HIGH-LEVEL CONCEPT</b>  Digestible data for Doctors.	<b>UNFAIR ADVANTAGE</b>  Other companies do not have access to the data used, or must know how to request access in order to obtain it.	<b>CUSTOMER SEGMENTS</b>  Hospitals  Doctors  Government  Insurance  <b>EARLY ADOPTERS</b>  Large state hospitals  Government  Familiarity of using technology as a solution
	<b>KEY METRICS</b>  Create a DB of diseases of a particular sate  Create data visualization  Creating a website to display the data		<b>CHANNELS</b>  Website for data visualization  Hospitals	
<b>COST STRUCTURE</b>			<b>REVENUE STREAMS</b>	

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