

## POLITECNICO DI MILANO

# High Tech Entrepreneurship Final Report

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THE PRECISION PULSE

## Contents

1	Executive Summary
2	The Team  2.1 Team Organization and Roles
3	The Business Model 3.1 Vision, Mission, and Values (Optional)
4	Industry Environment  4.1 Market Analysis and Key Trends  4.1.1 The customer segment  4.1.2 The current landscape  4.1.3 Trends and Growth  4.2 Competitors' Analysis and Competitive Advantage
5	SWOT Analysis         5.1 Strengths:          5.2 Weaknesses:          5.3 Opportunities:          5.4 Threats:
6	Funding Requirements and Potential Sources of External Finance
7	Strategy Roadmap7.1 Key Milestones7.2 Timelines and Steps



## 1 Executive Summary

Precision Pulse aims to revolutionize the treatment of epilepsy by developing a machine learning (ML) model that accurately predicts the most effective treatments for patients. Our platform, designed for healthcare institutions and private neurologists, leverages historical patient data to offer precise treatment recommendations, thus enhancing the efficiency and accuracy of epilepsy care. By reducing the trial-and-error approach in prescribing anti-epileptic drugs, we aim to improve patient outcomes, save time for medical professionals, and reduce overall healthcare costs.

Our value proposition is built on the premise that up to 70% of people living with epilepsy could live seizure-free if properly diagnosed and treated. Precision Pulse seeks to make this a reality by integrating advanced ML algorithms into the treatment decision-making process. Our diverse team of experts in machine learning, neurology, and healthcare management positions us uniquely to tackle this challenge effectively.

## 2 The Team

## 2.1 Team Organization and Roles

For a more fluid approach to the project, we have defined a framework since the early stages of our thinking and research process. Being a group of 7 students, we decided to create four distinct team modules, with each student being part of one or two of them. The various team modules play an important role in the advancement of the project. Each of them contributes in a precise role, as outlined below.

- 1. **The Research Module:** The research team's goal is to gather essential information for project progress. They conduct extensive literature reviews on current epilepsy treatments and collaborate with medical experts to understand treatment complexities and efficacy. They also explore machine learning methods and curate datasets for model training and validation.
- 2. **Project Organization Module:** The project organization team develops a detailed timeline with key milestones, tasks, and deadlines to ensure efficient execution and timely delivery. They facilitate communication and coordination between teams, establish protocols for identifying and resolving issues, and track progress, adjusting plans as needed to meet objectives.
- 3. **Economics Module:** The economics team conducts comprehensive market research to identify competitors, analyze their strategies, and uncover opportunities for differentiation. Their goal is to develop a robust financial plan, including budgeting, crowdfunding, revenue projections, and cost management, to ensure sustainable growth. They also collaborate with legal experts to ensure compliance with healthcare regulations and intellectual property laws.
- 4. Communication Module: The communication team initiates the process by first identifying key stakeholders, including investors, partners, and customers. It then develops an effective communication strategy, which involves the creation of marketing materials designed to leverage networking opportunities in order to establish connections with industry experts, potential partners and stakeholders.

### 2.2 Why We Are a Winning Team

We are a successful team because we bring together different talents and viewpoints to create a strong business approach. Our team members hail from various countries, each bringing their own unique understanding of global and social issues. This diversity encourages our group, offering a wide range of ideas and a deeper insight into various perspectives. Such a mix is key for bringing about new and disruptive ideas in any industry.

Our team is also structured to promote collaboration and flexibility. We work in three linked groups, allowing each person to focus on specific tasks while still keeping in touch with the entire team. This setup ensures that everyone can contribute effectively without losing sight of the overall objectives.

Furthermore, our combined expertise in machine learning, followed by connections in the medical field through friends, family, and academic mentors, lays a strong foundation for our work, especially in projects aimed at improving the lives of those affected by epilepsy.

Our diverse backgrounds and organized team structure make us uniquely positioned to innovate and excel, particularly in creating solutions that help epilepsy patients live better lives.



## 3 The Business Model

## 3.1 Vision, Mission, and Values (Optional)

Precision Pulse is a healthcare startup driven by a clear mission: to make the healthcare system more efficient, affordable and reliable for patients with epilepsy. Our vision is to create a world where those affected by epilepsy can live carefree, with the assurance that a comprehensive system is in place to ensure they are receiving the best treatment possible, making their lives easier. The company's values are also reflected in the team that is making it possible: people with a strong desire to make a positive difference in the world, improving the quality of people's lives and the well-being of society as a whole.

#### 3.2 Value Proposition: The Value Proposition Canvas

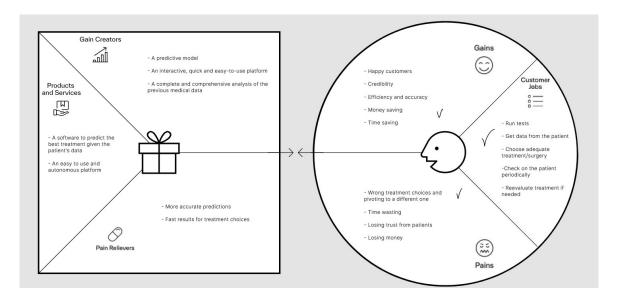


Figure 1: Final Value Proposition Canvas

Our research into epilepsy and its treatments has revealed that neurologists, particularly epileptologists, are required to undertake a complicated and sensitive procedure during the diagnosis phase and beyond. The diagnosis of epilepsy is made by means of a thorough anamnesis and a series of clinical, laboratory and instrumental tests in order to determine the seizure type and consequently prescribe the most appropriate treatment. This may include anti-epileptic drugs, surgery, vagus nerve stimulation and various others. Subsequently, they are required to periodically monitor the patient's progress and, if necessary, to conduct a reevaluation and transition to an alternative treatment when the initial approach proves ineffective.

In addition to the time-consuming nature of the entire process for both doctor and patient, epilepsy is highly sensitive to treatment and difficult to diagnose. This may result in patients not receiving the correct prescriptions, thus leading to losing money and trust in the medical professionals. Our product is designed to reduce the risk of incorrect treatment by providing a robust predictive model that, based on historical data and the patient's information, can offer more accurate recommendations to doctors on the most effective treatment. This will be delivered through an intuitive, efficient and user-friendly interface, allowing us to reach a broad audience within the healthcare sector.

### 3.3 How the Business Model Works: The Business Model Canvas

Our objective is to enhance the efficacy of treatment choices for epilepsy, thereby reducing the time and financial resources spent by both doctors and patients on ineffective and inaccurate drug prescriptions. To achieve this, our interactive software platform relies on a state-of-the-art machine learning model that will integrate empirical and historical data to deliver tailored predictions for each patient's case. We primarily target healthcare institutions and private neurologists as our core customer base.

Indeed, our product is designed to assist doctors in streamlining their workflows throughout patient analysis, treatment and monitoring. Communications and relationships with them are going to be mainly maintained via one-on-one consultations, while simpler matters will be addressed directly through our software and web



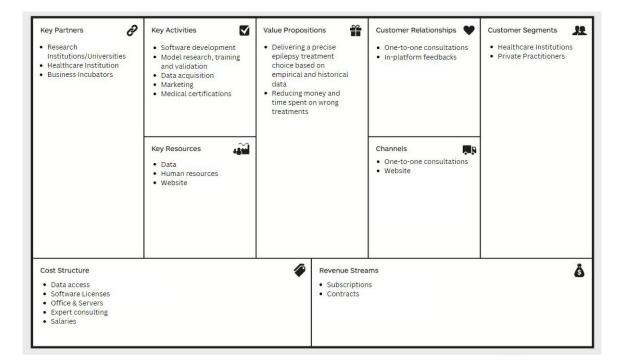


Figure 2: Final Business Model Canvas

platforms, to ensure timely responses and constant support. To deliver this product, our process will focus on few key assets:

- **Data:** in order to achieve the desired level of accuracy, the model will require a significant volume of data for training purposes.
  - We will obtain this data by partnering with research centers, universities and healthcare institutions, which will also provide us with expert knowledge and insights.
- Computation: the training of the model will also require a considerable amount of computing power.
  - Once again, partnering universities will be of notable assistance, along with high-tech business incubators and accelerators.

Together with these two, the only other main component that will form our cost structure is external consulting, which could prove pivotal in filling the knowledge gaps that our partners might not solve. In conclusion, customers will gain access to our product via long-term contracts, in the case of private and public healthcare institutions, or a subscription model, in the case of private practitioners.

#### 3.4 Testing of the Value Proposition and Overall Business Model

#### 3.4.1 Customer testing

To guarantee that Precision Pulse's meets the needs of its target users and operates on a sustainable business model, a comprehensive testing phase was undertaken, involving several key activities.

#### Interviews with Neurologists and Epilepsy Professionals:

We conducted a series of in-depth interviews with neurologists and researchers specializing in epilepsy to gain insight into their perspectives on the subject. To structure the interviews effectively, we developed a questionnaire plan to explain our ideas and guide the discussion. The report below provides a detailed description of this methodology.

- Make a brief presentation outlining the project, including an overview of our proposed solution to the current problem, its potential benefits to the client, and the rationale behind it.
- Ask the interviewee if he/she would be interested in this type of software or product. After this question, and depending of their answer, we had two different roads paths for the interview:



- If they indicated that the matter was not of interest to them, we inquired about any potential issues with the product or aspects of the idea that they felt were problematic.
- Otherwise, if they expressed interest, we posed two questions:
  - \* Which degree of trust would you give to our software/model?
  - \* How would you like to use our software/model?
  - \* A complete delegation of work
  - \* Taking the advice and validating it with a set of specific tests
  - \* Obtaining a preliminary indication with the model and then running adapted tests in accordance with the model results
  - \* Carrying out all the standard medical examinations and tests and using the software solely for a final confirmation
- Ask the interviewee if he/she is aware of any models or software that have been developed for this purpose or other similar products in the field of epilepsy treatment. Furthermore, determine if the other products are still in the development phase or have already been commercialized.
- Ask them a few questions about data privacy issues that may arise during data collection or model development.
  - How can we collect relevant data for our purpose?
  - Is it legally possible for hospitals or clinics to share patient data with companies like ours?
  - Would it be possible to register data from the current point, for example in a database that we could develop?
  - Would it be possible to use data from a particular clinic for the model to make predictions for other clinics?
  - Could you please clarify whether there are any associated costs with this data collection?
- Ask the interviewee if he/she is aware of the typical payment methods for services like ours.
  - Could we consider adopting a subscription payment model or a license-based payment?
  - Would it be beneficial to offer a free trial of the software at the beginning to help establish trust in our product?
- Ask the interviewee if software products like ours require any type of certification from regulatory entities.
- Finally, ask if the interviewee has any further questions.

Assessment of Medical Prerequisites: Through our discussions with healthcare experts, we identified the medical prerequisites and necessary conditions for incorporating machine learning models into standard treatment protocols. This step was crucial to ensure our platform's recommendations would be clinically viable and practically implementable.

**Feedback on Platform Utility:** The feedback from these interviews enabled us to assess the perceived utility and acceptance of Precision Pulse among potential users. We gathered opinions on the platform's proposed features, usability, and overall value to ensure it addresses real-world needs effectively.

We have conducted interviews and collected feedback from several doctors who work in the epilepsy field and have kindly agreed to be interviewed and provide feedback:

- Dr. Luigi Lavorgna, Medical Surgeon, a specialist in Neurology at the university hospital Università degli Studi di Napoli Federico II, and coordinator of the study group 'Digital technologies, web, and social media' of the Italian Society of Neurology
- Dra. Beatriz Nunes Vicente, Neurologist at Centro Hospitalar Universitário Lisboa Norte
- Dr. Ricci Lorenzo, Neurologist at Fondazione Policlinico Universitario Campus Bio-Medico

These discussions yielded valuable insights into the current challenges in epilepsy treatment and the potential impact of integrating machine learning into clinical practice. Our findings indicate that there is a strong interest in a machine learning (ML) system that can recommend more effective treatments based on the patient's clinical situation, as a complementary clinical practice. While it is unlikely that doctors would entrust the total delegation of work to the system, especially in the initial phase, they would be willing to accept the advice and results and then verify them with additional tests. Younger doctors are more open to trusting this system



and believe it can be of great help. However, older doctors are somewhat skeptical about the use of these new technologies and find it more challenging to work with new technologies. Therefore, if the project were to go ahead, it would be essential to provide training on how to use the software.

The majority of doctors were already engaged in or aware of research projects aimed at developing and testing the effectiveness of software using machine learning techniques during the diagnostic phase of epilepsy. However, these models are still in the development phase, and a commercially viable solution has not yet been implemented.

When considering technical aspects, the medical professionals advised us that the implementation of the algorithm would be enhanced by input data that encompasses not only the patient's medical history and current condition, but also data derived from other types of examinations such as EEG or DNA polymerase tests.

According to medical professionals, there is no obstacle preventing hospitals or clinics from sharing data, whether with research groups or companies with similar objectives, provided that there is consent from the patients. There are already numerous instances of hospital medical teams sharing data with large global databases that can be used for research or even business development. However, in the field of epilepsy, there may not yet be a sufficiently large database. In this respect, there would be no problem in merging data from different hospitals or clinics, provided that there is no sharing of personal information.

In terms of payment methods, a monthly subscription could be a viable option, but an annual or longer-term agreement for access to the software could also be beneficial. A trial period for the system, for example six months, would be essential to convince the administration and doctors to purchase the software.

#### 3.4.2 Data protection and medical certification testing

One of the main challenges we faced was the necessity to guarantee robust data protection, particularly in Europe, where medical data protection is a highly sensitive topic that requires significant consideration. In light of this challenge, we reached out to Fabio Azzolina, the founder of Startup Legal, a company specializing in legal support for start-ups. We sought his guidance on data retrieval procedures. He then referred us to Savino Menna, a data protection expert at Startup Legal, who provided us with invaluable guidance on the best course of action.

Following the conversation with Savino Menna, it has become clear that our system must first develop a Privacy Organizational Model to ensure the correct processing of historical medical data from public/private facilities in accordance with current legislation. The model must be compliant with GDPR and EU Regulation n. 2016/679 and other relevant regulatory requirements.

Furthermore, in order to build partnerships with healthcare institutions and receive data from their patients, it will be necessary to implement an adequate Privacy Organizational Model. This will demonstrate the reliability of our product. It would also be beneficial to join the AGiD Framework by accrediting to the national portal, which carries out analysis and verification of the created privacy organizational model and subsequently recognises us as accredited providers.

We also learned from Savino Menna's input that our product does not require a medical certification, as it does not come into contact with the patient's body or cause any physical harm. Additionally, we were advised to consider reputational risk, the impact of AI, and the implementation of a comprehensive internal procedure to map and monitor our supply chain, including tools, providers, and partners used. The discussion and email exchange were invaluable in helping us to understand that this idea is achievable and could be easier to implement than we initially thought.

## 4 Industry Environment

The purpose of this section of the report is to provide an overview of the external environment for the BrainTrust Dynamics project. It comprises a detailed analysis of the market and our competitors, providing a clear and comprehensive picture of the position that the project will occupy in the market.

### 4.1 Market Analysis and Key Trends

### 4.1.1 The customer segment

Let us first define our target customers in more detail. Our objective is to supply this product to healthcare institutions and independent neurologists. Our product enables a faster and more accurate choice and prediction of the treatments for each patient. It would help doctors save time, maintain a positive reputation and reduce the number of unnecessary treatments.



With 50% of patients currently resistant to the assigned treatment, Precision Pulse offers a solution to help doctors decrease this number and reach the expected 70% of patients who could live seizure-free if the treatments were chosen correctly.

Our initial focus will be on Italy, but our long-term goal is to expand into other international markets.

#### 4.1.2 The current landscape

The current deep tech start-ups and tools on the market are primarily focused on other aspects of the epilepsy treatment process. As will be discussed in greater detail in the competitor analysis, there is currently no established start-up offering a solution to enable an accurate and effective choice of treatment.

Furthermore, our discussions with medical professionals revealed that a number of research initiatives are being launched in universities and healthcare institutions with the objective of developing these models and start-ups. However, none of these initiatives has reached a sufficient level of advancement yet.

This indicates a clear opportunity for us to work in this area and gain a competitive edge.

#### 4.1.3 Trends and Growth

The software in the medical industry is currently experiencing a 10.5% compound annual growth rate (CAGR), which presents an ideal opportunity for the development of our project. At a more granular level, the epilepsy market is experiencing a growth rate of approximately 7.5% CAGR, which represents a highly favourable growth trend for us to exploit.

Regarding the doctors' interest in our product, the power of AI has been proven in a variety of domains, which has helped neurologists to gain more confidence in the potential of AI-based tools.

We have been able to verify this information through interviews and calls with doctors, who expressed great interest in our project and considered it to be a valuable addition to their work in healthcare institutions.

#### 4.2 Competitors' Analysis and Competitive Advantage

In order to conduct a comprehensive competitor analysis and subsequently the SWOT analysis, it was necessary to analyse a number of start-ups that are already operating in the market and offering successful solutions in the field of epilepsy. Our company's unique approach to epilepsy treatment sets us apart in the market. While many competitors focus on data collection and diagnosis, we offer a comprehensive solution for treatment selection. This competitor analysis identifies the key players in the market and highlights the distinct advantages of our product.



Title of the Competi-	Main Idea	Part of the Treatment	Target Audience, Pricing, Business	Data Usage and Needs, Funds	Advantage of Our
tor	4.7	Targeted	Model Type	Raised	Product
Neuro	AI-powered	Data collec-	Targeting Medics	For the data usage,	Cheaper, no
Events	interactive	tion and di-	and hospitals, no	it has its own	hardware
Labs	report for	agnosis	information for the	servers, with a	required,
	diagnosis		rest	diagnosis in 24	no constant
				hours or 28 days. The funds raised	monitoring
				are >€4.9 million	
Epihunter	Detects	Data collec-	The target audi-	For data usage, it	No wearable
Epinumer	and records	tion	The target audience is patients.	is in real-time, no	device, no
	seizures	01011	The pricing is of	need for past data.	subscription
	SCIZUICS		€59/month.	No information for	for patients
			Coo/ monun.	the rest.	101 patients
SEER Medi-	Monitoring	Data collec-	The targets are	The data comes	No hardware
cal	elliptical	tion	doctors and pa-	from real-time,	required
	events		tients. No informa-	data from other	1
			tion for the rest.	patients. The	
				funds raised are	
				\$34 million.	
EPILOG	EEG anal-	Data collec-	Targets are doctors	Real-time, data	No hardware
	ysis and	tion and di-	and clinicians. No	from other pa-	required
	seizure de-	agnosis	information for the	tients, >€1 million	
	tection		rest		
TerraBlue	Detection	Seizure de-	Targets are pa-	For that data us-	No hardware
XT	and man-	tection +	tients, hospitals,	age, it's real-time	required
	agement of	data collec-	doctors, No information for the rest	data over long periods. Funds raised	
	epilepsy	tion	(still in develop-	are €400,000.	
			ment).	are 0400,000.	
Neurava	AI-powered	Data collec-	Targets are pa-	For the data it	No wearable
rearava	SUDEP risk	tion and di-	tients, hospitals.	is real-time, data	device re-
	monitoring	agnosis	The price is \$1,600	from other patients.	quired
			for wearable de-	The funds raised	•
			vice + \$1/day for	are >\$26.95 mil-	
			database access +	lion.	
			\$1/day for adhesive		
			patches.		
Empatica	Seizure de-	Seizure de-	Targets are pa-	AI model for real-	No hardware
	tection and	tection	tients, the price is	time patient data.	required
	alerts		\$280 for watch.	No information	
- T	3.5	3.5		about the rest.	2.5
Persyst	Monitoring	Monitoring	Target is hospitals	Servers and hard-	Much
	and detec-	and detec-	and doctors. The	ware required. Es-	cheaper
	tion software	tion	price is \$316,000 or	tablished company	than their
			\$380,000 / 7 years.		plans

Table 1: Competitor Analysis

The competitor analysis provides an overview of the existing solutions in the epilepsy treatment domain, showcasing a variety of approaches and technologies. These competitors primarily concentrate on data collection, diagnosis, and seizure monitoring, which represent distinct areas from our core focus: using insights gained from data analysis to inform and guide treatment choices. This is a strategic asset for our startup, allowing us to occupy a leading position in the market.

Additionally, the majority of the competition relies on hardware devices to operate, which is a factor we have deliberately excluded since our product will be entirely digital. This approach allows us to streamline our development process, eliminating the need for hardware development.



## 5 SWOT Analysis

The data analysis conducted in the previous sections and the conclusions drawn provide the foundation for our Strengths, Weaknesses, Opportunities and Threats analysis.

## 5.1 Strengths:

- There is currently a limited number of startups that focus on this specific aspect of treatment. The majority of existing startups concentrate on data collection, seizure management, or diagnostic assistance, whereas our objective is to offer guidance on selecting appropriate treatment options.
- The doctors are highly enthusiastic about our project and believe that it could be a valuable addition to the work being carried out in epilepsy treatment hospitals.

#### 5.2 Weaknesses:

- It is challenging to ascertain the extent to which it will be difficult for us to retrieve sufficient data to achieve an acceptable level of accuracy.
- A significant investment of time and resources, particularly in research, is required to identify the optimal parameters for the model and to gather the necessary data.

## 5.3 Opportunities:

- The software sector in the medical industry is experiencing a 10.5% compound annual growth rate (CAGR). Notably, the epilepsy sector is experiencing an impressive CAGR of 7.5%.
- The market is vast, with no competitor yet established (in development). Furthermore, AI is at its peak in terms of development speed.

#### 5.4 Threats:

- Other research groups are attempting to develop comparable models.
- Some competitors have already secured significant funding.

The SWOT analysis indicates a promising outlook for our startup in the epilepsy treatment space. Our focus on treatment selection differentiates us from competitors in a niche market where most competitors concentrate on data collection or diagnosis. The positive response from medical professionals demonstrates the potential impact and credibility of our project within epilepsy treatment facilities.

## 6 Funding Requirements and Potential Sources of External Finance

Precision Pulse will require initial funding in order to develop and refine the ML model, secure partnerships with healthcare institutions, and finally launch our product. We estimate that we will need to raise more than half a million in seed funding to cover the following costs:

- Research and Development: for creating and improving the ML model and integrating it into a user-friendly platform.
- Software Development: for building and testing the software platform.
- Operational Costs: to cover salaries, office space, and other administrative expenses.
- Contacting Experts: to contact and work with experts who can help us target the most important features in epilepsy treatment.



#### Potential sources of external finance include:

- Venture Capital: targeting firms specializing in healthcare and AI technology. We will present these firms with a comprehensive business plan, highlighting the market potential and the expertise of our team.
- Angel Investors: engaging investors with a background in healthcare innovation. We will present our vision and the potential impact of our product on epilepsy treatment.
- Grants: applying for grants from medical and technological innovation funds, such as the European Investment Bank's Innovation Council funding and MedTech Innovator. We will prepare comprehensive grant proposals that demonstrate the scientific and social benefits of our solution.
- **Crowdfunding**: leveraging platforms like Kickstarter to gain support from the epilepsy community and beyond. We will devise captivating campaigns to garner public interest and support for our project.

Securing these funds will allow us to validate our business model, demonstrate the efficacy of our platform, and position Precision Pulse as a leader in epilepsy treatment innovation.

## 7 Strategy Roadmap

Our strategy roadmap sets out the key milestones, timelines, and steps required to achieve our business goals. This roadmap will provide us with a clear direction for developing and scaling our business, ensuring that we deliver value to our customers and stakeholders.

### 7.1 Key Milestones

We have identified several key milestones that will mark our progress and help us stay on track:

#### • Q2 2024: Initial Product Development

- Complete the development of the core machine learning model.
- Develop the initial version of the software platform.
- Begin preliminary testing with a small group of neurologists.

### • Q3 2024: Pilot Testing and Feedback

- Conduct pilot tests with selected healthcare institutions and private practitioners.
- Gather feedback and refine the software based on user input.
- Secure necessary data partnerships with research centers and universities.

#### • Q4 2024: Product Refinement and Certification

- Implement feedback and improve the software platform.
- Ensure compliance with data protection regulations and obtain necessary certifications.
- Develop a comprehensive privacy organizational model.

#### • Q1 2025: Market Launch

- Launch the product to the market, targeting healthcare institutions and private neurologists.
- Initiate marketing and sales campaigns to raise awareness and generate leads.
- Offer trial periods to potential customers to build trust and demonstrate value.

#### • Q2 2025: Expansion and Scaling

- Expand into additional international markets.
- Scale operations to support a growing customer base.
- Continue to gather feedback and make iterative improvements to the product.



## 7.2 Timelines and Steps

To achieve these milestones, we will follow a structured timeline with specific steps:

#### • Initial Product Development (Q2 2024)

- Assemble the development team: Recruit team members with expertise in machine learning, software engineering, and healthcare technology to ensure we have the necessary skills to build our product.
- **Define product requirements:** Collaborate with neurologists and other healthcare professionals to outline the features and functionalities needed in the software, ensuring it meets user needs.
- Create a detailed development plan: Break down the development process into manageable tasks and set deadlines for each phase to keep the project on track.
- **Begin coding:** Start developing the core machine learning model and the initial version of the software platform, focusing on creating a robust and user-friendly system.

#### • Pilot Testing and Feedback (Q3 2024)

- **Identify pilot test partners:** Reach out to healthcare institutions and private practitioners who are willing to test our software and provide valuable feedback.
- Conduct training sessions: Provide comprehensive training to pilot users to ensure they understand how to use the software effectively and can provide informed feedback.
- Collect and analyze feedback: Gather detailed feedback from pilot users, identify any issues or areas for improvement, and prioritize these in our development process.

#### • Product Refinement and Certification (Q4 2024)

- Incorporate feedback: Use the feedback from pilot testing to refine and enhance the software, improving its functionality and user experience.
- Ensure regulatory compliance: Work with legal experts to ensure our software complies with all relevant data protection regulations, such as GDPR, and obtain any necessary certifications.
- **Develop documentation and training materials:** Create user manuals, training guides, and other documentation to support the software's implementation and use in healthcare settings.

### • Market Launch (Q1 2025)

- Execute marketing and sales strategies: Launch targeted marketing campaigns to raise awareness of our product among healthcare institutions and private neurologists, highlighting its benefits and unique features.
- Provide customer support: Establish a dedicated customer support team to assist new users with onboarding and address any questions or issues they may have.
- Monitor market response: Track the product's performance in the market, gather feedback from early adopters, and adjust our strategies as needed to optimize results.

#### • Expansion and Scaling (Q2 2025)

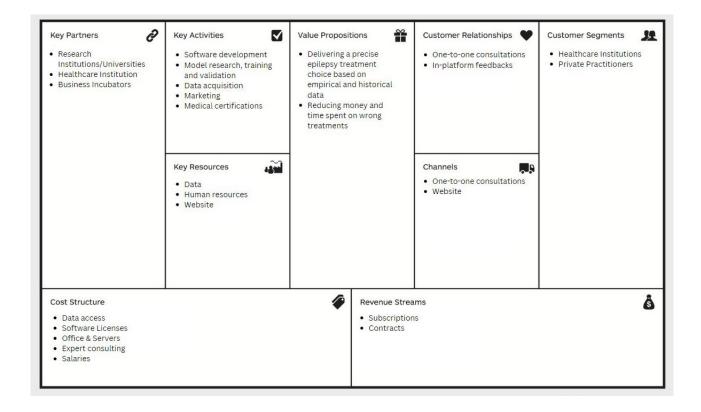
- Explore new market opportunities: Identify potential international markets for expansion and establish partnerships with local healthcare institutions and practitioners.
- Invest in scaling infrastructure: Ensure we have the necessary technical and operational infrastructure to support a growing customer base, including robust servers, data storage, and customer support systems.
- Continue product innovation: Regularly update and enhance the software based on user feedback
  and emerging trends in epilepsy treatment, maintaining our competitive edge in the market.

By implementing the strategy outlined in the roadmap, we intend to successfully develop, launch, and scale our innovative solution for epilepsy treatment, thereby improving the lives of patients while enhancing the efficiency of healthcare providers.



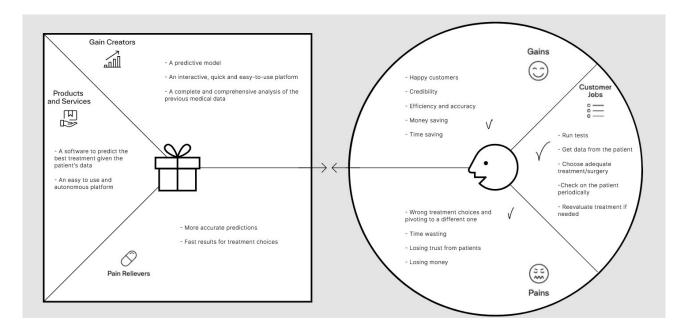
## Appendix

## The Business Model Canvas





## The Value Proposition Canvas





#### **Email formats**

### Oggetto: [PoliMI] Progetto di ricerca sull'Epilessia - Validazione e feedback

Buongiorno,

Mi chiamo [name] e frequento il corso di Laurea Magistrale in Ingegneria Informatica presso il Politecnico di Milano. Le scrivo in quanto insieme ad un gruppo di altri 6 studenti del Politecnico stiamo svolgendo un progetto di ricerca inerente ai trattamenti per l'Epilessia; a tal proposito vorremmo gentilmente chiederle di fornirci alcuni feedback per mettere in luce eventuali criticità e migliorare il nostro lavoro.

Molti pazienti affetti da Epilessia (circa il 70% secondo alcune ricerche) potrebbero migliorare le proprie condizioni grazie a migliori diagnosi e un piano di trattamento migliori. Il nostro modello apprende dai dati storici dei pazienti per aiutare i medici a fornire trattamenti più precisi.

Questo strumento mira a supportare i medici e i neurologi delle strutture sanitarie nel trattamento efficiente dei loro pazienti.

Data la sua [esperienza in neurologia], credo che le sue intuizioni sarebbero preziose per garantire il potenziale scientifico e la fattibilità del nostro progetto. Sarebbe interessato ad avere un colloquio per rispondere ad alcune delle nostre domande sul progetto?

Se è interessato, può contattarci con uno dei seguenti mezzi o comunicarci un orario che le sia congeniale per un incontro:

[email]
[telefono]
[calendario per fissare la data]

La ringrazio in anticipo per l'attenzione ed il suo aiuto Cordiali saluti, [nome]