

# Report 2

## Question 1: Which market does your idea cater to?

We are focusing on the upper middle class and above and children from the middle class and above who are suffering from diabetes at a chronic stage.

## Question 2: Is there a target segment where you can offer the customer clear and compelling benefits at a price they are willing to pay? Write point-wise about your Target Segments, and value propositions for each of them.

We are targeting children, pregnant women, kidney or heart problem patients having diabetes and chronic stage type 2 diabetes patients in middle class families.

I think at a price range of 30-50 thousand as one time cost upper middle class people will be able to afford it.

Children with type 1 diabetes have to take injections 3-4 times a day which can be very challenging for a child and his parents in terms of pain and healthy diet as a lot of mental health issues arise in the process.

Heart or kidney patients with diabetes already have many complications if atleast diabetes is taken care of. It will reduce their mental stress and they can have a better life. The same argument goes for a pregnant woman with diabetes

## Question 3: How large is this segment, and how fast is it growing? (Try find real data or facts to support your claims)

The segment is around 10 lakhs to 50 lakhs according to the government of India and it is expected to grow 3-5% yearly.

## Question 4: Is it likely that your entry into this segment will provide you the platform to enter other segments that you may wish to target in the future? If yes, then describe these potential segments.

Yes. It will provide a platform to enter into other healthcare devices such as portable ECG, EEG etc. and implants. As India imports 50% to 70% in healthcare devices and which is still not sufficient for such a large population. Also the cost of electronics is decreasing year by year. I see a great opportunity in the health sector.