MARKETING PITCH

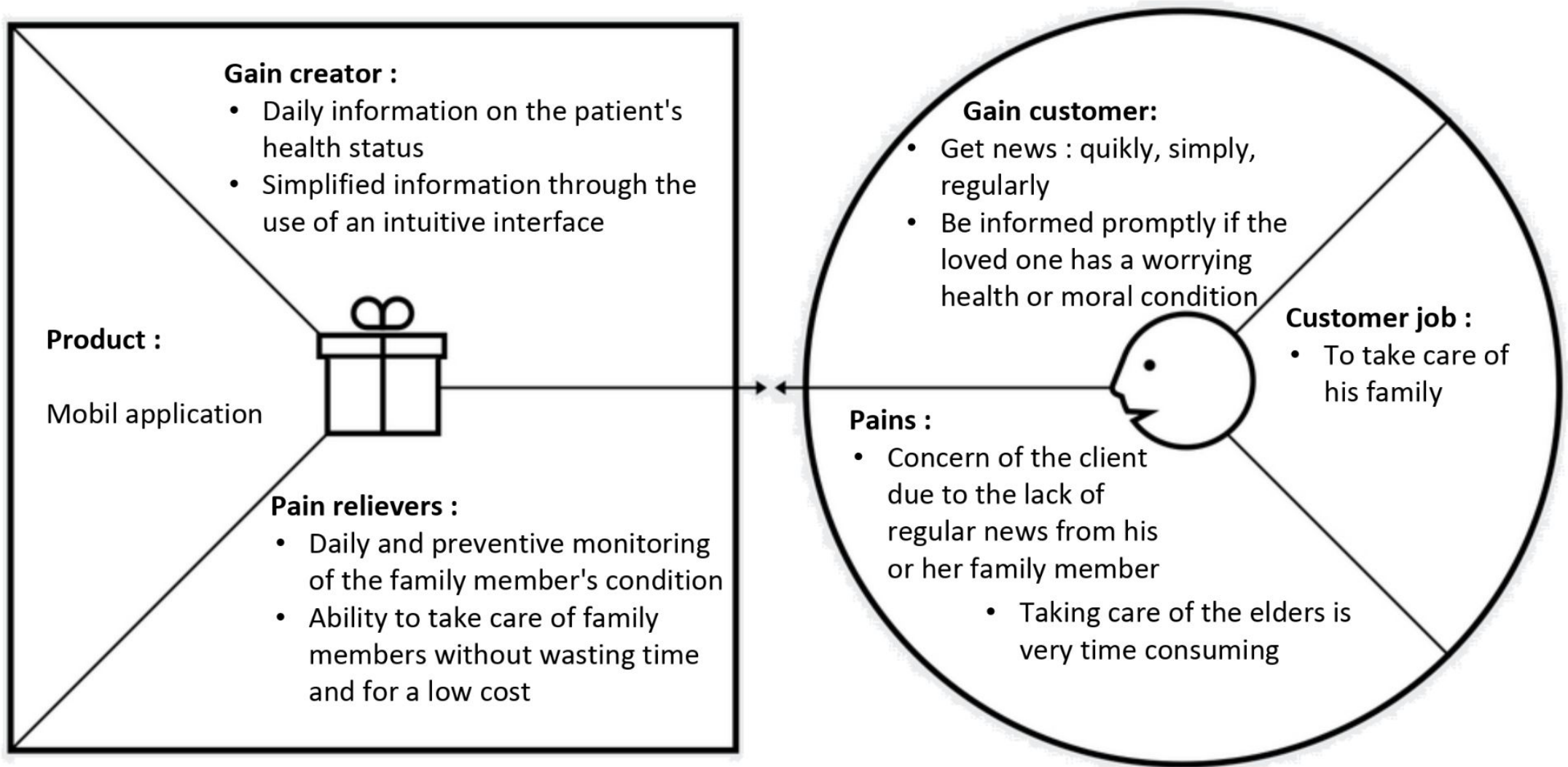# Summary

- BMC

- VPC

- SWOT

- Marketing Mix

- Porter competition

Business Model Canvas

Key partners	Key activities	Value proposition	Customer relationship	Customer segment
• Health profesionnals	• Technological development • Marketing, communication campaign	• Increase communication between family and one patient who's at home • There is no competitors	• After sales service if there is any problem • Tutorial guide of how it works • Subscription	• Family who has one member who's at home and whose they don't have enough news
	Key resources • Financial ressource to pay employees • Intellectual ressource for the creation of the application		**Distribution channel** • Internet, health profesionnal	

Cost structure	Sources of income
• Application development • Employees	• Subscription

Value proposition canvas : Medibook

Gain creator :
- Daily information on the patient's health status
- Simplified information through the use of an intuitive interface

Product :

Mobil application

Pain relievers :
- Daily and preventive monitoring of the family member's condition
- Ability to take care of family members without wasting time and for a low cost

Gain customer:
- Get news : quikly, simply, regularly
- Be informed promptly if the loved one has a worrying health or moral condition

Customer job :
- To take care of his family

Pains :
- Concern of the client due to the lack of regular news from his or her family member
- Taking care of the elders is very time consuming

STRENGTHS	WEAKNESS
- Sentimental aspect, it is a problem that affects people deeply - Our target customers are ready to pay for our service - The technical solution is modern and adapted to the needs of our time - We can provide an additional source of revenue to doctors and home medical staff - Our tool can change attitudes about the problem - We offer a different service compared to existing ones (Libaglyr, DMP)	- This is a problem that people are poorly aware of - It's hard to change the habits of doctors and home medical staff - Our tool will not alone resolve the problem raised - Credibility questioned, there where many attempts of that kind of solution, which didn't work and had bad press among our customers

OPPORTUNITIES

- Disinterest for the elderly, because little power / political presence
- Isolation of the elderly is a growing political issue
- Willingness of the medical profession to generate more money
- Retirement homes and EHPADs are very expensive for families, which tend to want to keep seniors at home
- The aging of the population and social isolation are growing phenomena
- More than 75% of French people have a smartphone
- Forty/fifty-year-olds are becoming more comfortable with modern communication technologies
- Rural exodus and medical deserts
- Uberisation of services in rural areas
- Constant development of communication technologies
- Progressive integration of new technologies connected in different work environments, particularly in the medical field

THREATS

- Increase in the price of consultations
- Home-based services in the countryside are becoming less profitable for doctors
- Progressive disinterest in the maintenance of elders in the family environment, there is a cultural gap between the generations
- The car is not the most suitable and sustainable way in urban areas
- Restriction of the use of the car in metropolitan city centers
- Mistrust of new technologies because of their impact on privacy, especially in the medical field