BUSINESS MODEL CANVAS

CUSTOMER SEGMENTS

Primary Users:
Cardiologists, hospitals, and cardiac surgery departments.

Secondary Users:
Post-surgery cardiac patients and their families .

Institutional Stakeholders:
Hospitals and healthcare centers providing long-term patient care

VALUE PROPOSITION

For Physicians: Intelligent, data-driven decision support through AI-based predictions.

For Patients: Continuous, personalized monitoring improving safety and life quality.

For Hospitals: Reduced emergency readmissions and optimized care management.

For Partnership: Healthineers: Expands the Connected Health portfolio with predictive, AI-driven monitoring.

CHANNELS

Integration within hospital systems.
Secure, interactive web dashboard for real-time access.
Wearable biometric sensors linked to cloud servers.
Strategic partnerships with medical technology providers.

CUSTOMER RELATIONSHIPS

Personalized technical and clinical support.

Training sessions and workshops for doctors and medical staff.

Real-time communication through notifications and reports.

KEY RESOURCES

Technical: AI engine, cloud computing infrastructure, secured data storage.
Human: Software engineers, data scientists, healthcare professionals.
Hardware: Heart rate, BP, temperature, and SpO_2 sensors.
Partnerships: Siemens Healthineers, hospitals, and cloud providers.

KEY PARTNERS

Siemens Healthineers: Technology and integration partner.

Hospitals / Cardiac Centers: For clinical trials and validation.

Universities / Labs: AI development and algorithm optimization.

Cloud Providers: Hosting and data scalability.

REVENUE STREAMS

(For sustainability and potential scalability)
Subscription model for hospitals and clinics.

Bundled solutions with Siemens Healthineers medical devices.

Research funding and innovation grants.

SaaS model for predictive healthcare analytics.

KEY ACTIVITIES

Designing and training predictive AI models.
Integrating wearable devices with the monitoring platform.
Ensuring security, privacy, and compliance (HIPAA/GDPR).
Conducting pilot testing with hospitals.
Updating and improving system performance continuously.

COST STRUCTURE

Development (AI models, hardware, software).

Operational (servers, maintenance, data storage).

Research and testing (clinical validation, feedback).

Equipment procurement (sensors, devices).

Cybersecurity and compliance costs.