



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

LEAN START-UP MANAGEMENT

MGT1022

PROJECT REPORT FILE

**Under the guidance of
Dr. VIJAYKUMAR D**

goAM : Committed to serve



Committed to serve

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CERTIFICATE

We hereby declare that the report file titled “goAM: Committed to serve ” submitted by our team for the course – LEAN START-UP MANAGEMENT to VIT university, Vellore as a record of bonafide work carried out by us under the guidance of Dr. VIJAYKUMAR D. We further declare that the work done for this project work has not been used earlier and shall not be used further for any other courses in this or any other university.

SIGNATURE

(Dr. VIJAYKUMAR D)

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be impossible without the mention of the people who made it possible, whose constant guidance and encouragement crowned our efforts with success.

Our team from the SELECT School have great pleasure in expressing our deep sense of gratitude to our faculty, Prof. Dr. VIJAYKUMAR D, SELECT for providing the necessary infrastructure, information and creating good environment as well as guiding us with his immense knowledge throughout the course of this project work. Finally, we would extend our note of gratitude towards the other non-teaching staff of SELECT for cooperating with us during the completion of this project.

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ABSTRACT

In India, ambulances are essential due to a large population and inadequate medical infrastructure in many areas. Timely medical intervention can often make the difference between life and death in emergency situations, making ambulances crucial for transporting patients from their homes or accident sites to medical facilities for urgent care. Ambulances also play a vital role in patient transport, particularly for those with chronic illnesses or disabilities, and their availability has improved access to medical care in rural areas.

Ambulances in India are equipped with advanced medical equipment and trained medical professionals, making them an important part of the healthcare infrastructure, and their role in providing timely medical care and transport services is crucial in saving lives and improving healthcare outcomes.

Every time the clock strikes, someone dies in India, when a traffic accident happens on the road network or in the event of any medical emergency where it is necessary to save a human life, ambulances play a very important role. In times of urgency, manually booking an ambulance can eat up valuable time because it is a laborious process, so we have suggested an application that will give the patient access to emergency medical care. The primary goal of this initiative is to close the time gap between the patient's call and the ambulance's arrival. The use of ambulances is essential to medical emergency assistance. Patients typically have a limited number of ambulance contacts, making emergencies challenging for them. With this initiative, it is suggested that the patient be able to reserve a ride to the hospital through the application. The patient can use the application to locate themselves or upload both their present and desired locations. The patient can then select the most appropriate rides by comparing the costs and distances of each journey across a region after the system has displayed all nearby available ambulances.

On the other hand, the patient's registration would be prompted to the ambulance driver. The application will direct the ambulance driver to the location after the driver confirms the reservation has been made. The administrator would have access to all of the primary data and would be in charge of the calling and inquiry functions.

INTRODUCTION

LOGO :



The name **goAM** clearly indicates the purpose of this app and our business . “go” in the name means to move and “AM” in the name means ambulance . So our business is provide ambulance service to people with this application .

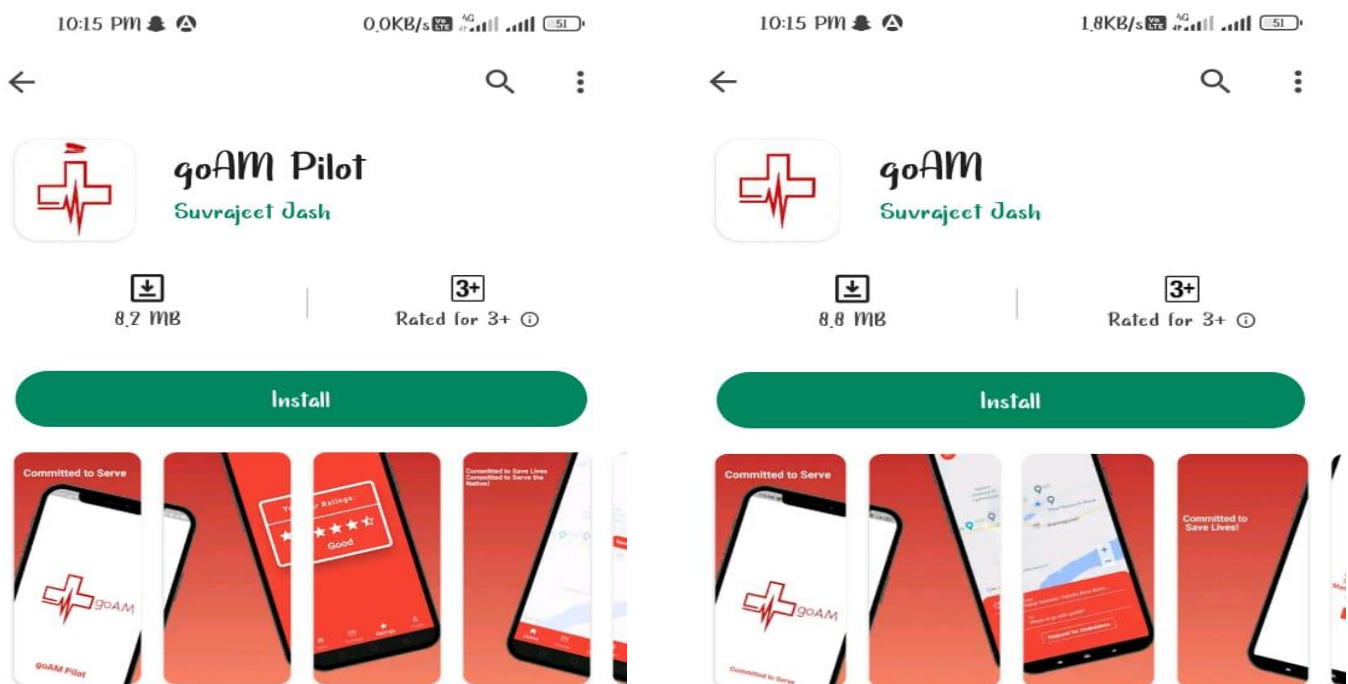
Catchphrase : “Committed to serve” : This gives a proper justification about the motivation of our team behind this project . We want to serve people in order of which we are presenting this app which can prove to be asset in future and we strongly believe that it will surely build trust between the people and make its place in every smartphone .

PRODUCT DETAILS

The main idea behind this business idea is to bring the ambulance driver and patient online and connecting patient's medical history on cloud so that doctor can have the basic detail about patient beforehand .

This project or the business is divided in launching two applications :

1. User application.
2. Pilot application.



User app will be for public, anyone can download and book the ambulance whereas the other pilot app will be for the ambulance drivers through which they can reserve the booking .

The app will have different key features like ;

Quick Response : having a big network of ambulance driver online in smartphone will surely bring quick response from drivers that eventually will save lots of lives .

SOS SERVICE: user can book nearest ambulance in case of any emergency or accidents , driver will directly take patient to nearest hospital .

High tech solution : this app come with high tech solution for the problem faced by people when they need ambulance in emergency in the form of GPS support which will provide user and its relative access to track their dear ones .

Pre-booking service : Pre booking facility is required for the patients who schedule regular visit to the same doctor from a long time , this app will provide them a feature in which they just have to mention their basic details and on the day pf their visit an ambulance will be on their pick-up point .

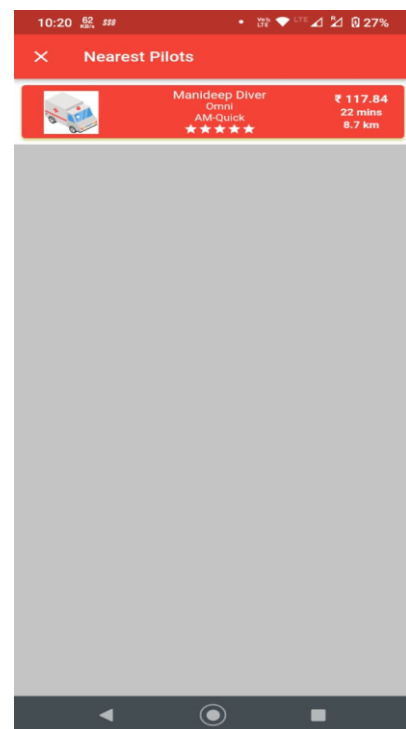
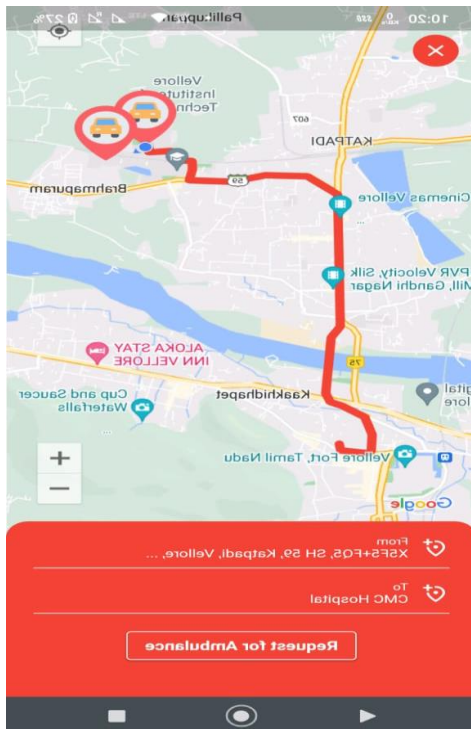
Variety of ambulance : As this app will individually connect to different ambulance owners and drivers so that user can get a variety and can book the required type of ambulance from basic ambulance to advanced ambulance having life support system fixed in it .

The above application is the key of income in this business , but to grow this business a lot more background work , organizational structure , market and finance plan is needed which is discussed in later stages . also there are some hindrance in this long race in form of government obligations , approval from concerned authority and permission related work .

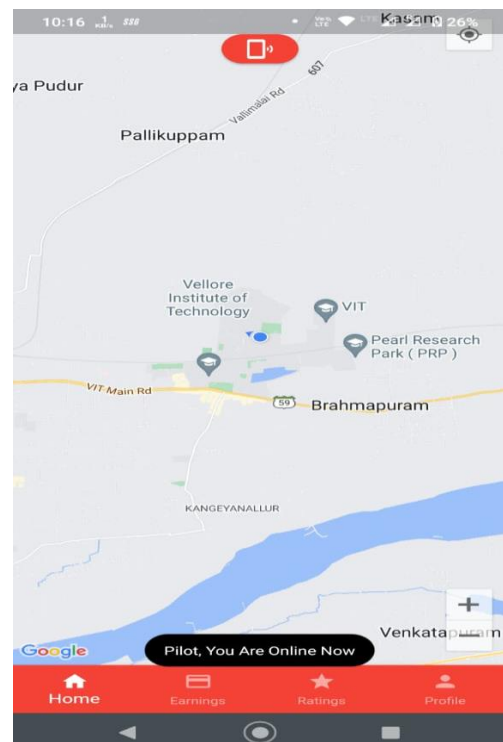
Country like India , where population is increasing at a rapid rate such apps can save lots of live and having all online there is easy reason to trust on the app that it will save the life of people .

GLIMPSE OF THE APPLICATION

USER APP:



PILOT APP:



BACKGROUND AND RESEARCH WORK

The Gap Between Demand and Supply :

According to various study conducted it is found that Delhi has more than 160 state run ambulance.

Out of all these Ambulances only few have Advanced life support(ALS) which provide facility of defibrillation and there is a paramedic on it along with other doctors, and only 10 vehicles have facility of basic life support(BLS) along with a stretcher it just contains some basic things like oxygen support and few emergency drugs. It was found in the study that the around 30% of the emergency calls for ambulance received between March 2016 and May 2017 in Delhi were not filled due to shortage of Ambulance.

If we look some years ago then Ambulance services was de centralized and there were not any fixed vehicles for ambulance, generally commercial vehicles were used as an Ambulance.

Then Government has formed an emergency medical service number 108 to provide the Ambulance facility.

According to Standards fixed by World Health Organization for Emergency Services there should be at least a minimum of 1 Ambulance for 1 Lakh of the population, and for less habitable area like hill regions these number lower down to the 50 Thousand to 70 Thousand of the Population.

For a developing country like India and with such a huge population it is difficult to provide Ambulance facility to all our population with current system.

Therefore, due to lack of Availability of government run Ambulances common people have to reach private service provider which is costly for a medial class family therefore many people in rural area are unable to use Ambulance services in critical conditions such as Heart Attack, Pregnancy etc. These force the people to use public vehicles such as Buses, taxi to take patient to the Hospital and these many times lead to Death of the patient.

According to a survey conducted by a news outlet it is found that almost 30% of the deaths which happens in road accident are due to not proper availability of the Ambulance services to take patient to the Hospital.

Recently Minister of State for Health Ministry of Government of India informed in the Lower House of the Parliament that there are 25,851 total Ambulance are there in the Country which is very less for a country of over 135 Crore People, and is below par the standards fixed by WHO.

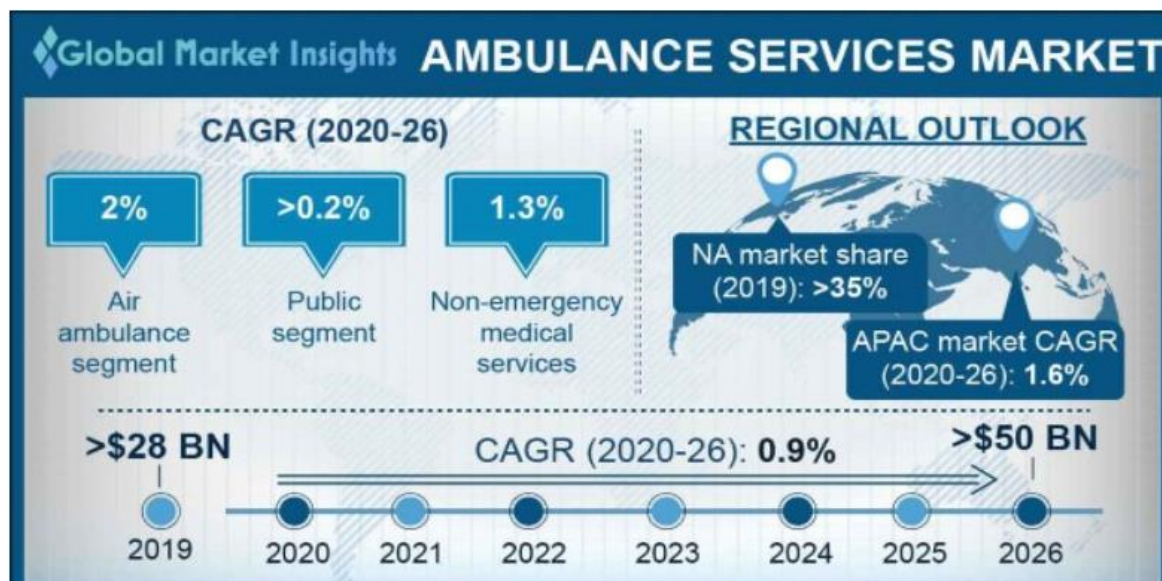
The state-wise data indicates that Dial 108 services are not available in about 10 states and Union Territories which includes

- a) West Bengal
- b) Bihar
- c) Jammu and Kashmir
- d) Arunachal Pradesh
- e) Manipur
- f) Mizoram
- g) Nagaland
- h) Tripura
- i) Andaman & Nicobar Islands
- j) Dadra & Nagar Haveli
- k) Lakshadweep.

According to research conducted by some Think tank it was found that some highly densely populated states like Bihar has a total of 1102 ambulances, Rajasthan has 1317, Uttar Pradesh has 4008 and West Bengal has 4073 ambulances operated under the National Health Mission (NHM) which not meet the requirement of any of these states considering population of Bihar as 13 crores, Rajasthan 9 crore, Uttar Pradesh 24 crore and West Bengal 10 crores.

FUTURE ESTIMATION:

As per the research carried out by Economic times and various other Economic Think tanks it was found that valuation of Market of Ambulance service is around 30 Billion USD in the year 2020 and it was expected to grow at a CAGR of 0.9 till 2026 and reach the valuation of 50 Billion USD by 2026.

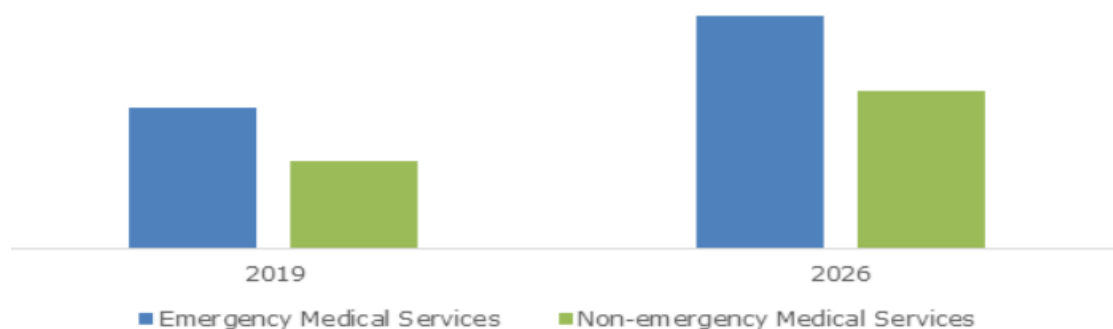


The demand of the Ambulance services is highly increased in the recent years due to rising incident of people suffering from various kind of the diseases. According to a research each year around 5 million people die due to various injuries globally.

It was also found that around 20 million people in India are hospitalized to due injuries such as road accidents, burns, and falls.

Rise of such incidents and also many types of diseases are happening among the young children which were not happening earlier so it increases the demand of medical services.

Global Ambulance Services Market, By Services, 2019 & 2026 (USD Million)



As per a UK based think tank it was found that around 2 Lakhs people visit hospital Globally every day due to the heart attacks so we can say almost 9000 people visit every hour which increase the demand of Ambulance services to a large extent.

Rising incidence of Cardiac diseases is a main factor behind the increased demand of the Ambulance. A large percentage of population is above 50 years of age which have less immunity to protect themselves from various diseases such as cancer or other neurological problems, so it keeps the forecast of demand of Ambulance services at a high level.

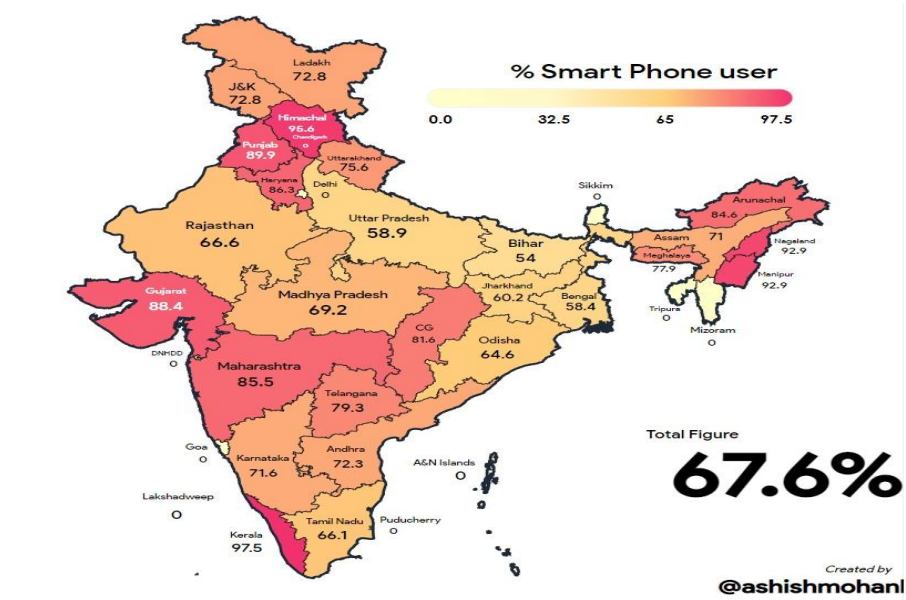
Rise of Medical Tourism in India :

India is a top place for a medical tourism as treatment cost of various diseases is very less compared to the Western Countries.

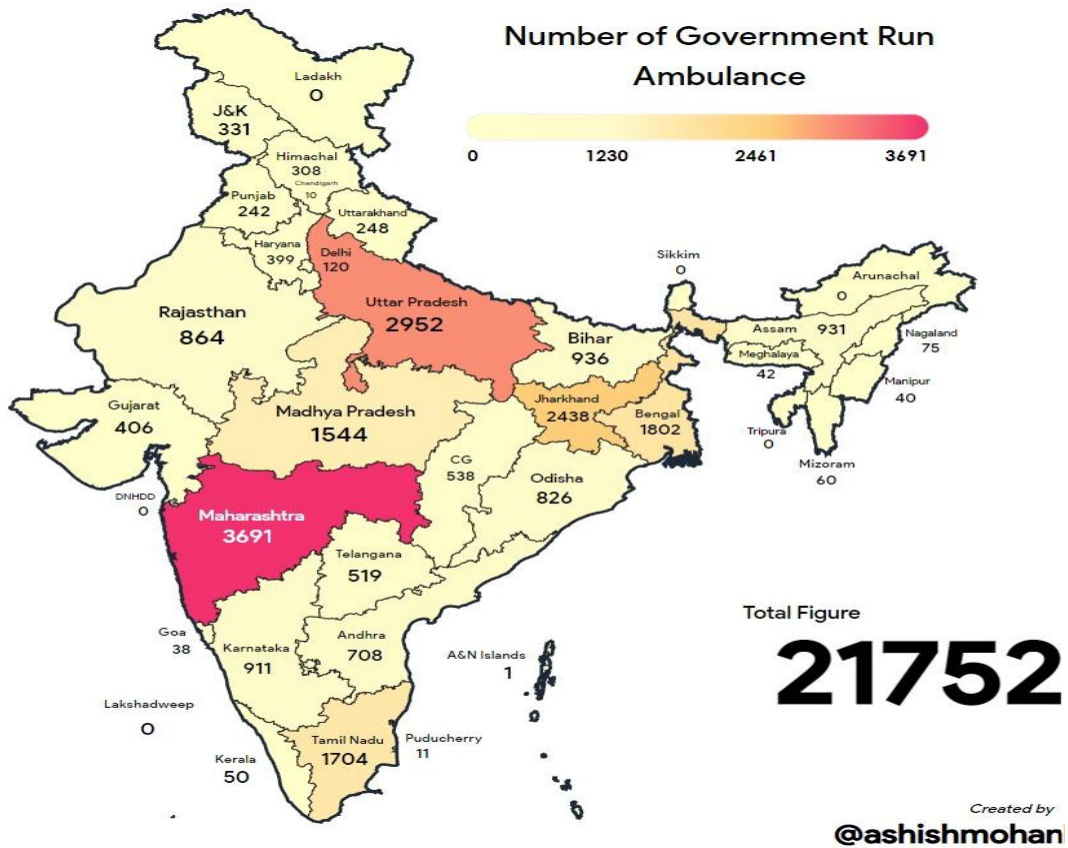
Therefore, peoples from India's Neighbourhood like Pakistan, Nepal, Bangladesh, Sri Lanka prefer to come to India for their treatment. These not only limited to our Neighbourhood but people from Middle East and ASEAN countries also come to India for cheaper Treatment. These people required Air Ambulance services as well as Ground Ambulance services so it increase the demand of Ambulance in India.

DATA COLLECTED

We collected data from certified sites about the no. of smartphone users which gives us a idea about how much our app will be able to penetrate the common people and what sector of people will not be able to use our app due to lack of smartphone .

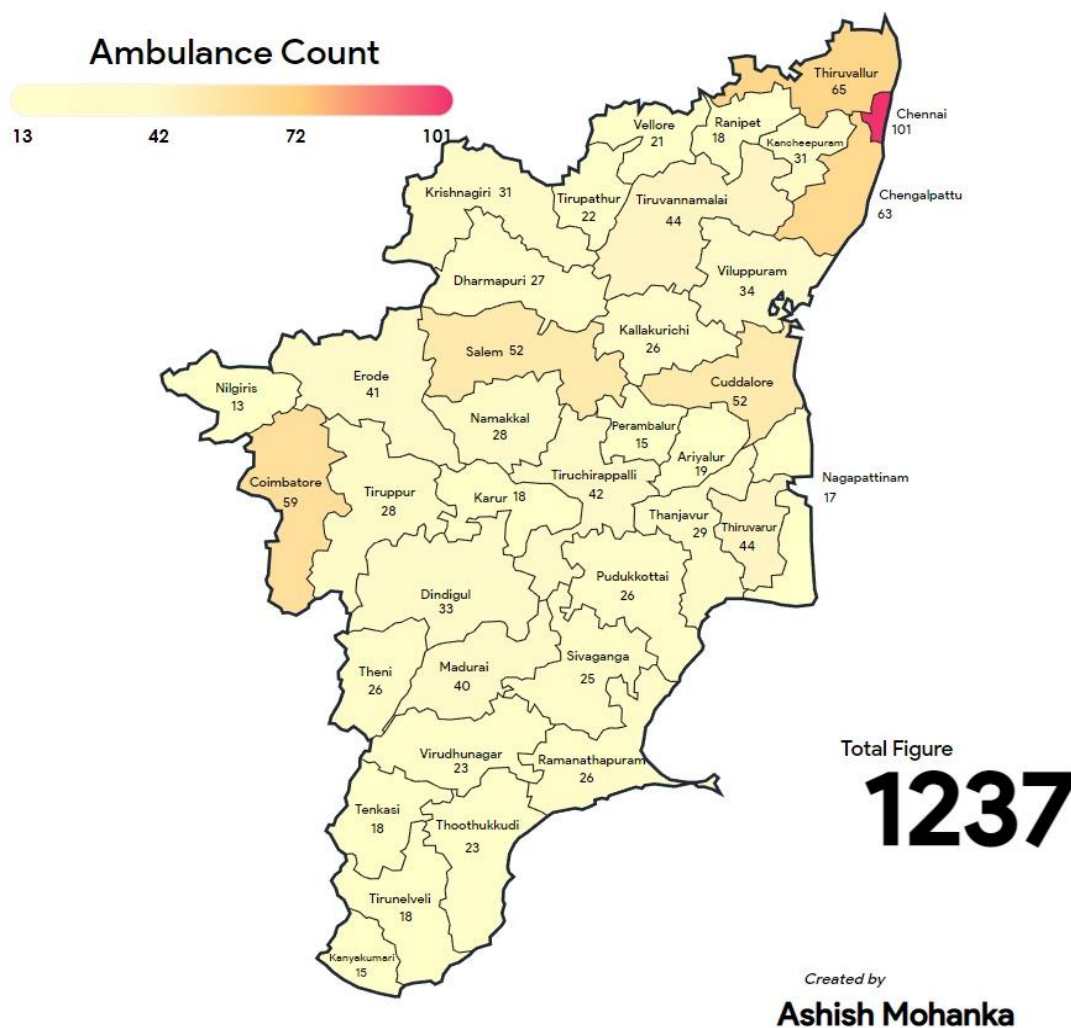


Also we have collected data about number of ambulances run by government so that in future if we are able to collaborate with gov. how they can benefit us in the form of providing a big network of ambulance all over the india .



Some other research and data collection :

Ambulance count in tamil nadu :



Now, the below data is collected from “Tamilnadu Health Systems Project” about how much 108 emergency ambulance service helped in saving lives which actually was the first concern of our business .

Since September 15, 2008, till 30th April, 2010, 108 ambulance service has provided emergency care and saved the lives of 4,11,288 persons. Of these :

- ✓ 1, 26,942 were accident and trauma cases
- ✓ 1,10,480 were pregnancy cases
- ✓ 21,782 were cardiac cases
- ✓ 15,660 were poison cases
- ✓ 21,185 critical cases
- ✓ 6, 930 Tribal beneficiaries

BUSINESS STRUCTURE

A business structure is usually defined as a category of organization that is legally recognized in a given jurisdiction by the legal definition of that category. To put it in simple, it just defines how a particular business idea is structured.

1) Types:

There are mainly 4 types of Business organization:

- Solo Business or Solo proprietors
- Partnership
- Private Limited
- Limited Liability Company

2) Description:

- Solo Business: It can be defined as an unincorporated business run by a solo owner.
- Partnership: It can be defined as a business equally contributed by a set number of owners , with each sharing the profits and losses of the business.
- Private Limited/ Corporation: These business are run on the stakeholder concept. A stakeholder provides funds or asset or both to the business in return for a small share in the company's stocks or the end product or both.
- Limited Liability Company: A business run by rules defined by the state statute or according to the regulations of the state is a Limited Liability Company.

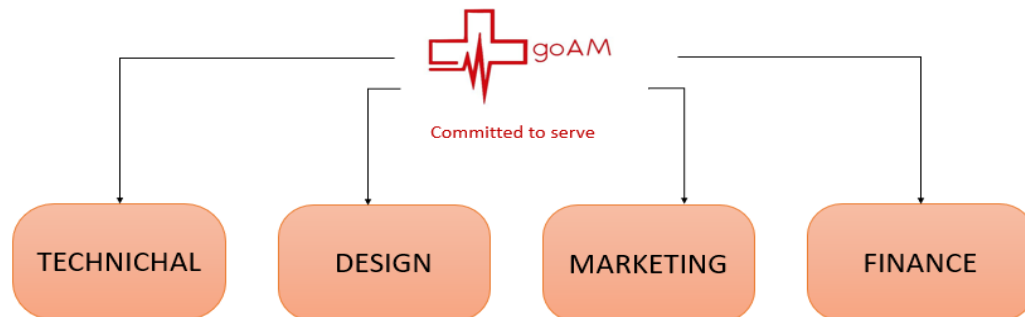
3) Our Business Structure:

We categorize our business structure as a Private Limited or Corporation. As an app based business, we need assets like app hosting platform and gps services. Also , access to a network of ambulance drivers can be considered as an assets. The idea would be seek investments either monetary or asset based from a stakeholder who can provide the similar resources , while offering a small share of the return or services from the app.

For example: In return of hospital giving us the network of its ambulances , we can put it in the top priority of nearest hospital recommendation during emergency situations , that is if the incident is close to the Hospital's location.

This would also be beneficial in marketing perspective , since the stakeholder can also pride themselves as the part of this organization and can promote them in one way or the other.

4) Basic Organizational Structure:



goAM as a company consists of 4 main teams :

A) Technical Team: The technical team is responsible for making the app and providing necessary updates. This includes both the mobile applications or the backend of go AM's website.

B) Design Team: Design Team is responsible for designing the overlook of the applications . Basically , the design team makes the UI more user appealing and also design the posters for helping marketing team to increase the reach of the product.

C) Marketing Team: One of the most important teams in any organization, Marketing team strives to increase the reach of the product. This includes advertising , word of mouth fame etc. This team has the Lion's share in the profit of any organization , since the sales of the organization entirely depends upon its reach .

D) Finance Team: Finance Team is treasury of the organization. It keeps the record of all the funds , credited and debited . It also keeps the record of salary and convertibles of the associates or the employees of the organization. Finance team is like the heart of the organization and it's directly involved in helping the other teams in the organization.

MARKET PLAN

❖ Target Customers :

The target customers for our application would typically include people in different age groups mainly those who needs emergency medical assistance and required quick, reliable and convenient access to ambulance services.

These could include:

1. Individuals who have medical emergency such as heart attack, stroke or severe injury.
2. Elderly individuals or those with chronic health conditions who may require frequent medical assistance.
3. Healthcare providers that require ambulance services to transport patients to and from their facilities.

❖ Strategies for attracting customers :

The following are some key strategies for advertisement and promotion of the App:

1. College and Universities: For the promotion of app launch, young generation can be targeted who are familiar with android mobile phones and functionalities of different applications mainly GPS Technology, User Registrations and app stores. Since, all these features are required in the app to process the request and track the ambulance drivers. Finally technical session can be taken through the permission of college authorities in order to familiarize students with the app.

2. Digital Media: In this Digital World, most of the population are addicted to social media apps and acquire knowledge through various social platforms. So, There are many social handles with million followers promotes paid services and organizations by taking minimal amount of money

3. Special Discounts and Offers: Price Discount can be given for the people taking subscription for the first few months. If one installs this app by referrals, they can get additional discount based on the number of uses.

4. Partnership with Local Hospitals and Medical Centers: This can be done for the people having emergency medical assistance. All the medical Equipment's can be provided in ambulance. In order to get pre-medical history of patient, local hospitals assistance is very much required.

5. Attending Health and Business Fairs: This can benefit the application in increasing brand awareness. This can help to build brand recognition and increase the likelihood that individuals will remember the app when they require emergency medical services. The other factors includes feedbacks and insights to identify the area of improvement, networking and partnerships to collaborate and expand the reach.

6. Demonstration video of application: Using paid ads on YouTube can be effective way to promote an ambulance service app to a wider audience. This can also be helpful in increasing brand recognition and awareness of the app among potential users.

7. Word of Mouth: To promote the application, This can be powerful way. When individuals share information about a product or service with their closed ones, this builds trust and credibility of an app. Hence, It might be trustworthy and credible than traditional advertising methods. For the feedback purpose and better meet the need of users, it is an essential way.

Alternative Sources for products and services:

Big Healthcare platforms like Meddco can start this venture.

They already have huge MNC funding with already setup marketing, delivery system, service system, portals etc. For the alternative source we can collaborate with them as they are already established.

By default, if the service fails to meet the public demand the alternative source of the product will help to meet the public demand.

The alternative source for application team is helpful if application shutdown or don't work properly.



FINANCE PLAN

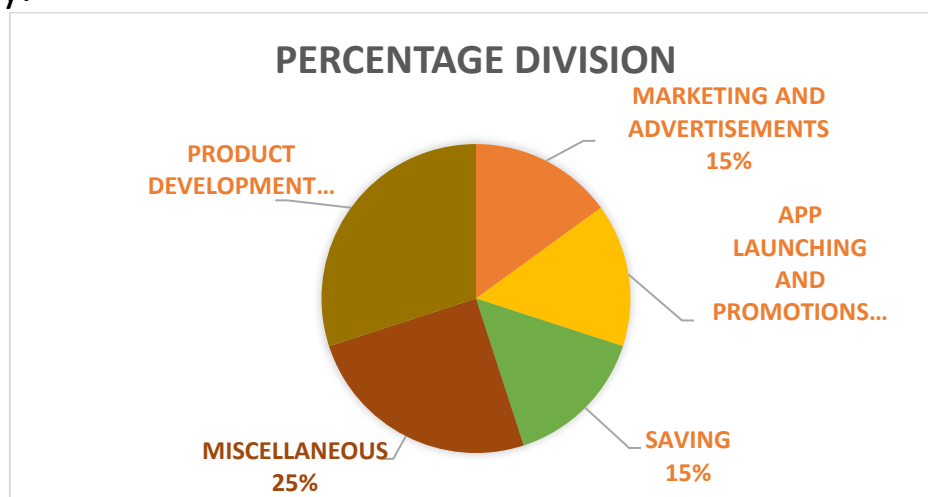
The healthcare industry has seen tremendous growth in recent years, with the introduction of technology making healthcare services more accessible and efficient. One such area that has seen a significant improvement is ambulance services. The introduction of mobile applications has made it possible for patients to access ambulance services more quickly, and for ambulance providers to improve their response times. Our company, goAM, is a startup that aims to provide communication services between ambulance services and patients. The app provides patients with an easy way to call for an ambulance and enables ambulance services to respond more efficiently. This report aims to provide a technical overview of goAM, including the financial plan, revenue generation, and future projections.

Financial Plan:

The financial plan of goAM consists of three main areas: initial expenditure, running expenditure, and maintenance expenditure. The initial expenditure is the cost of developing and launching the app. The running expenditure includes expenses incurred in operating the app, such as marketing, product development, hosting, launching, media promotions, and miscellaneous expenses. Maintenance expenditure includes the cost of maintaining the app, including updates, bug fixes, and technical support.

Initial Expenditure:

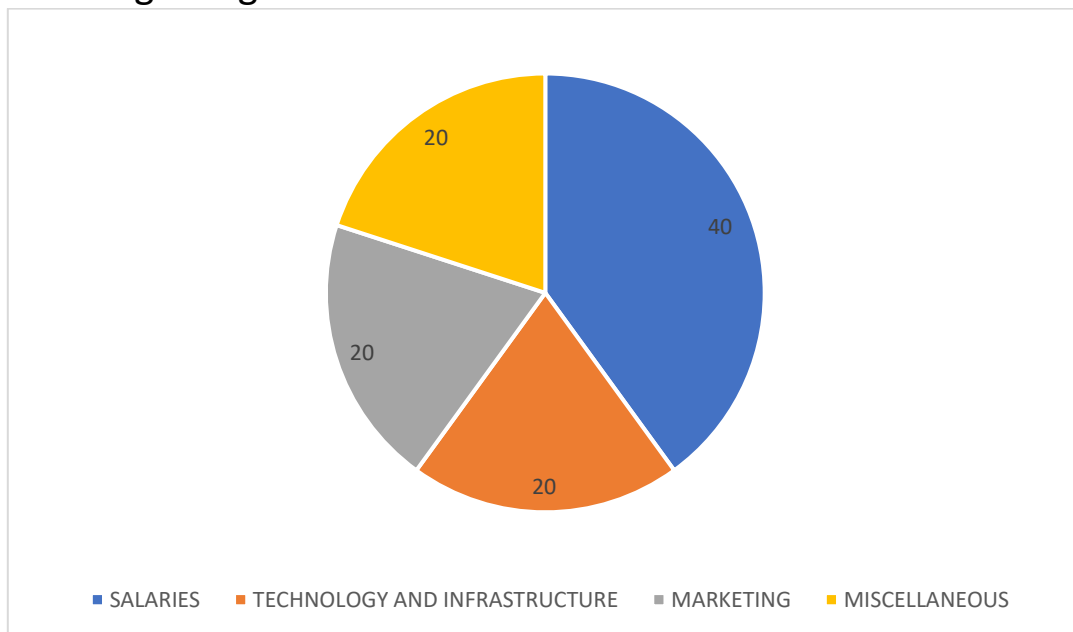
The initial expenditure for GoAM will be divided into four categories: marketing, product development and hosting, launching and media promotions, and miscellaneous expenses. The following table summarizes the expected costs for each category:



Marketing expenses will include advertising and promotional activities to attract users to the platform. Product development and hosting expenses will cover the cost of developing the app and hosting it on cloud servers. Launching and media promotion expenses will include events, press releases, and other activities to generate buzz around the platform's launch. Miscellaneous expenses will include legal and administrative fees, salaries, and other operational costs .

Running Expenditure:

After the initial expenditure, the running expenditure for GoAM will be divided into the following categories:



Salaries and benefits will be paid to the employees of GoAM, including developers, marketers, and administrative staff. Technology and infrastructure expenses will include the cost of maintaining servers, updating the app, and other technical expenses. Marketing expenses will include ongoing advertising and promotional activities to attract and retain users. Miscellaneous expenses will include legal and administrative fees, office rent, and other operational costs.

When going in detail framework Running expenditure can be broken down into two categories: Fixed costs and variable costs. Fixed costs refer to expenses that are constant and do not vary with the level of production. Examples of fixed costs for goAM include the cost of the office space, salaries of employees, and software license fees. Variable costs, on the other hand, refer to expenses that vary with the level of production. In your case, variable costs would include the commission paid to private and hospital ambulance services,

the cost of fuel and maintenance for the ambulances, and any other variable expenses associated with running your business. To calculate our running expenditure, you will need to calculate your fixed costs and variable costs separately.

Fixed Costs:

- ✓ Office Space Rent
- ✓ Salaries of Employees
- ✓ Software License Fees

Variable Costs:

- ✓ Commission Paid to Private Ambulance Services
- ✓ Commission Paid to Hospital Ambulance Services
- ✓ Fuel and Maintenance Costs for Ambulances
- ✓ Other Variable Expenses

Maintenance Expenses:

The maintenance expenses for goAM include repairs and maintenance of the ambulances, software and hardware upgrades, and website maintenance. These expenses will be funded through the revenue generated from the app-based services. The following table summarizes the maintenance expenses:

- ✓ Ambulance Maintenance
- ✓ Software and Hardware Upgrades
- ✓ Website Maintenance

Revenue Generation:

goAM has a revenue generation plan that includes commission from hospitals, private ambulances, and hospital ambulances. The commission from private ambulances is 10% of the total fare charge, while the commission from hospital ambulances is based on the total amount of business generated. The commission rates for hospital ambulances are as follows:

Total Fare Charged	Commission
Up to 10 lakhs	1.2%
10-25 lakhs	2%
Above 25 lakhs	20000 + 1%

Additionally, GoAM plans to purchase its own ambulance fleet to provide services to patients. This will allow us to generate revenue by charging patients directly for ambulance services. We will also generate revenue by allowing hospitals to use our platform to book ambulance services, thus enabling them to utilize their ambulances more effectively and generate additional revenue.

Future Projections:

Based on our analysis, we estimate that goAM will generate big revenue in its first year. This revenue is based on conservative estimates of the number of ambulance services that will be registered on the platform and the number of patients that will use the app. However, we expect the revenue to increase significantly in the following years as the app gains popularity.



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GOVERNMENT OBLIGATION:

Taxes:

As per the Indian Government regulations, all companies must comply with the Goods and Services Tax (GST) obligations. GST is a comprehensive tax levied on the supply of goods and services across India, and it is mandatory for companies to register under the GST regime if their annual turnover exceeds INR 40 lakhs (INR 10 lakhs for Northeastern states).

The GST is levied at various rates, ranging from 0% to 28%, based on the type of goods or services being provided. The GST slab rates for different goods and services are given below:

- 0% GST slab: Items such as fresh fruits and vegetables, unprocessed milk, and newspapers fall under this slab.
- 5% GST slab: Items such as transportation services, packaged foods, and textiles fall under this slab.
- 12% GST slab: Items such as medicines, processed foods, and mobile phones fall under this slab.
- 18% GST slab: Items such as AC hotels, financial services, and telecom services fall under this slab.
- 28% GST slab: Items such as luxury cars, tobacco, and aerated drinks fall under this slab.

goAM must comply with the GST obligations and charge the appropriate GST rate on the services it provides. The GST rate applicable to ambulance services is 5%, which means that goAM must charge a GST of 5% on the communication services it provides between ambulance services and patients.

Governmental Obligations that goAM must comply with:

As per Indian laws, goAM is required to pay various taxes, including Goods and Services Tax (GST), Income Tax, and Professional Tax. The applicable tax rates and slabs for goAM are as follows:

- **GST:** GST is a value-added tax that is applicable on the supply of goods and services. The GST rate applicable for goAM is 18%, which is the standard rate for most services in India.
- **Income Tax:** Income Tax is a direct tax that is levied on the income of an individual or a company. As per the Income Tax Act, 1961, goAM is required to pay income tax on its profits. The current income tax rate for companies

in India is 25% for companies with a turnover of up to Rs. 250 crore and 30% for companies with a turnover of more than Rs. 250 crore.

- **Professional Tax:** Professional Tax is a state-level tax that is applicable on individuals who are engaged in any profession or trade. As goAM is a company, it is required to pay professional tax on behalf of its employees. The rate of professional tax varies from state to state, and in some states, it is applicable only if the monthly salary of an employee exceeds a certain limit.

Corporate Social Responsibility (CSR):

As per the Companies Act, 2013, all companies with a net worth of INR 500 crore or more, or a turnover of INR 1,000 crore or more, or a net profit of INR 5 crore or more, must spend at least 2% of their average net profits from the preceding three years on CSR activities.

goAM is a startup and may not meet the above-mentioned criteria, but it is important to note that CSR is not just a legal obligation but also a moral obligation. CSR activities can include a wide range of initiatives such as promoting education, healthcare, and environmental sustainability.

As a healthcare-related startup, goAM can consider CSR activities such as sponsoring medical camps, providing free ambulance services to underprivileged sections of society, or partnering with NGOs to provide healthcare services in rural areas. While these activities may not be mandatory for the company, they can help establish a positive brand image and contribute to the overall welfare of society.

The CSR activities that goAM can undertake include:

- Providing medical assistance to needy patients
- Conducting health camps and awareness programs
- Supporting ambulance services in rural areas
- Donating medical equipment to hospitals and clinics

Standards:

As a healthcare-related startup, goAM must comply with various standards and regulations to ensure that the services provided are safe, efficient, and effective. Some of the key standards and regulations that goAM must comply with are given below:

- **ISO 13485:** This is a standard that specifies the requirements for a quality management system for medical devices. Compliance with this standard ensures that the medical devices and services provided by goAM are safe and effective.

- **National Accreditation Board for Hospitals and Healthcare Providers (NABH):** NABH is a national-level accreditation body that assesses healthcare facilities based on various parameters such as patient safety, infrastructure, and service quality. Compliance with NABH standards ensures that the services provided by goAM meet the highest quality standards.
- **The Motor Vehicles Act, 1988:** This is an act that governs the operation of motor vehicles in India. Ambulance services are also covered under this act, and it specifies various rules and regulations related to ambulance services, such as the equipment that should be carried in an ambulance and the qualifications of ambulance drivers.
- **The Clinical Establishments (Registration and Regulation) Act, 2010:** This act specifies the requirements for the registration and regulation of clinical establishments such as hospitals, clinics, and diagnostic centers. Ambulance services are also covered under this act, and it specifies the minimum standards that ambulance services must comply with, such as the qualifications of ambulance staff and the equipment that should be carried in an ambulance.

Government technicalities and obligations that goAM should be aware of:

- **Data Protection and Privacy Laws:** goAM will be collecting and processing sensitive personal information of patients, such as their health condition, medical history, and location. Therefore, goAM must comply with data protection and privacy laws to ensure the confidentiality, integrity, and security of patient data. In India, the primary legislation governing data protection is the Personal Data Protection Bill, 2019, which is yet to be enacted. However, companies are expected to comply with the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, which prescribe the minimum standards for the protection of sensitive personal data.
- **Labour Laws:** goAM will hire employees to provide its services. Therefore, it must comply with various labour laws, such as the Employees' State Insurance Act, 1948, which requires employers to provide social security benefits to employees, and Minimum Wages Act, 1948, which requires employers to pay minimum wages to employees. Additionally, goAM must ensure that it complies with the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, which requires employers to provide a safe and harassment-free workplace for women.

- **Intellectual Property Rights:** goAM may develop software, applications, or other technologies that are subject to intellectual property protection. Therefore, it must take steps to protect its intellectual property rights, such as obtaining patents, trademarks, or copyrights. Additionally, goAM must ensure that it does not infringe on the intellectual property rights of others.
- **Emergency Medical Services Regulations:** In India, emergency medical services are regulated by the National Health Mission (NHM), which sets the standards for ambulance services and provides guidelines for their operation. Therefore, goAM must comply with the NHM guidelines to ensure that its ambulance services meet the required standards.
- **Disaster Management Act:** During times of disaster or emergencies, ambulance services are crucial in providing immediate medical assistance. Therefore, goAM must comply with the Disaster Management Act, 2005, which provides the legal framework for disaster management in India. Compliance with this act ensures that goAM can provide its services effectively during times of disaster or emergencies.
- **Telemedicine Guidelines:** With the advent of telemedicine, the government has issued guidelines for the regulation of telemedicine services in India. Therefore, goAM must comply with the Telemedicine Guidelines, which prescribe the minimum standards for the provision of telemedicine services in India.

WHY GOAM ???

CSR Activities: goAM can highlight its Corporate Social Responsibility (CSR) activities to showcase its commitment to social welfare. The company can partner with non-profit organizations to provide free or subsidized ambulance services to underprivileged communities. Additionally, goAM can conduct health awareness campaigns, blood donation drives, and other community outreach programs to demonstrate its social responsibility.

Transparent Financial Reporting: goAM can provide detailed financial reports that are audited by a reputed accounting firm. The reports can include the company's revenue, expenses, profits, and losses, as well as the use of funds raised from investors. This will demonstrate goAM's transparency and honesty in financial reporting.

Quality Assurance Certifications: goAM can obtain quality assurance certifications such as the International Organization for Standardization (ISO) certification or the National Accreditation Board for Hospitals & Healthcare Providers (NABH) certification. These certifications demonstrate that goAM's ambulance services meet the highest standards of quality, safety, and reliability.

Feedback and Testimonials: goAM can showcase positive feedback and testimonials from patients who have used its ambulance services. This will demonstrate the effectiveness and efficiency of goAM's services and instill confidence in potential investors.

Awards and Recognition: goAM can highlight any awards or recognition it has received for its services, such as recognition from the government, healthcare industry, or non-profit organizations. This will demonstrate goAM's credibility and excellence in the ambulance services industry.

CONCLUSION

In summary, goAM is a startup company providing an app-based service for facilitating communication between ambulances and patients.

The app we've discussed in this report has the enormous potential to completely change how people interact with ambulance drivers. With just a few clicks on a smartphone, patients can easily book an ambulance, and the many other features the app offers, like live tracking of the ambulance's location and expected arrival time, can greatly enhance their overall healthcare experience. This app can also assist ambulance drivers in better time management and route optimization, which will result in quicker reaction times and better patient outcomes. Overall, the app has the potential to revolutionise the healthcare sector, and we eagerly anticipate observing its effects in the years to come.

Based on our research , ambulances are there in market but there is a lack of proper channel of communication between patients and ambulance drivers .

Any product or service's marketing strategy plays a major role in determining its performance. We have identified the target audience for our ambulance booking application, which primarily consists of people who need emergency medical treatment and healthcare professionals. Additionally, we have provided a number of customer-drawing tactics, including collaborations with neighbourhood hospitals and clinics, participation in business and health expos, and special discounts and promotions. In addition, we've offered substitute suppliers for goods and services, like working with well-known healthcare platforms like Meddco, which can help satisfy demand from the public and guarantee service continuity in case there are problems with the application.

Our finance plan includes initial expenditure, running expenditure, and revenue generation strategies. We aim to generate revenue through commission fees from hospitals and ambulance services, as well as by purchasing our own ambulance fleet to provide services directly to patients. We believe that our platform has the potential to revolutionize the way ambulance services are provided and look forward to a successful future for our company.

As a responsible company, goAM must comply with various Governmental Obligations, such as taxes, CSR, and Standards. Compliance with these obligations not only ensures that the company operates legally but also contributes to the overall welfare of society. Therefore, goAM will ensure that it complies with all the applicable regulations and standards to provide safe, efficient, and effective services to its customers.

Overall , we strict to our catchphrase “Committed to serve ” i.e serving people is our first priority along with honest business policies .

In Future , goAM will come up with regular updates in app where disesase predicting interface will be provided to the users , basic sugar and cholesterol testing with their smartphone only and many more . These services will be limited to our subscribed users and they can avail these benefits as long as their subscription is valid . with the help of these machine learning algorithms people will have idea about possibility of disease based on their symptoms so that they can have a booking with appropriate doctor and can have full test there only , which will save their time and some time life .



Committed to serve