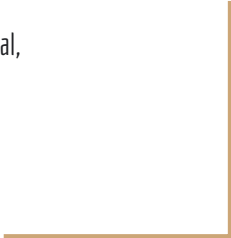




# #Health

Team: roster

Iain Ross, Jiahao Xu, Ravneet Dhaliwal,  
Amelia Wheaton, Tanmayi Pagadala,  
Priyanka Lavan



# Problem

Problem

Existing alternatives



# Our solution

Unique proposition



blood  
pressure,  
heartbeats,  
food intake

.....



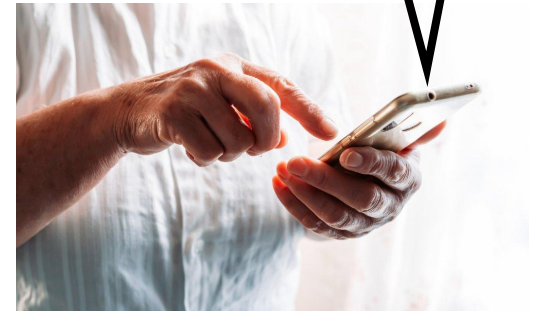
#health

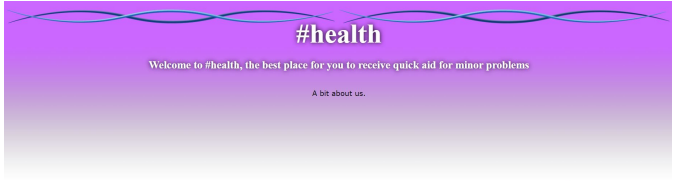
Welcome to #health, the best place for you to receive quick aid for minor problems

A bit about us.

I am patient

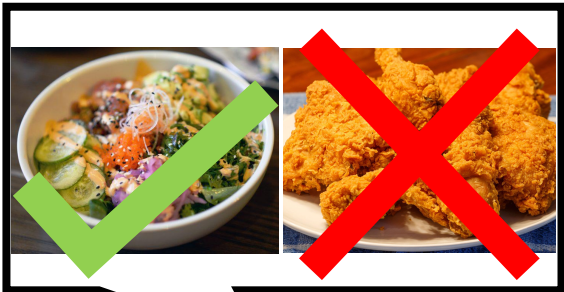
I am doctor



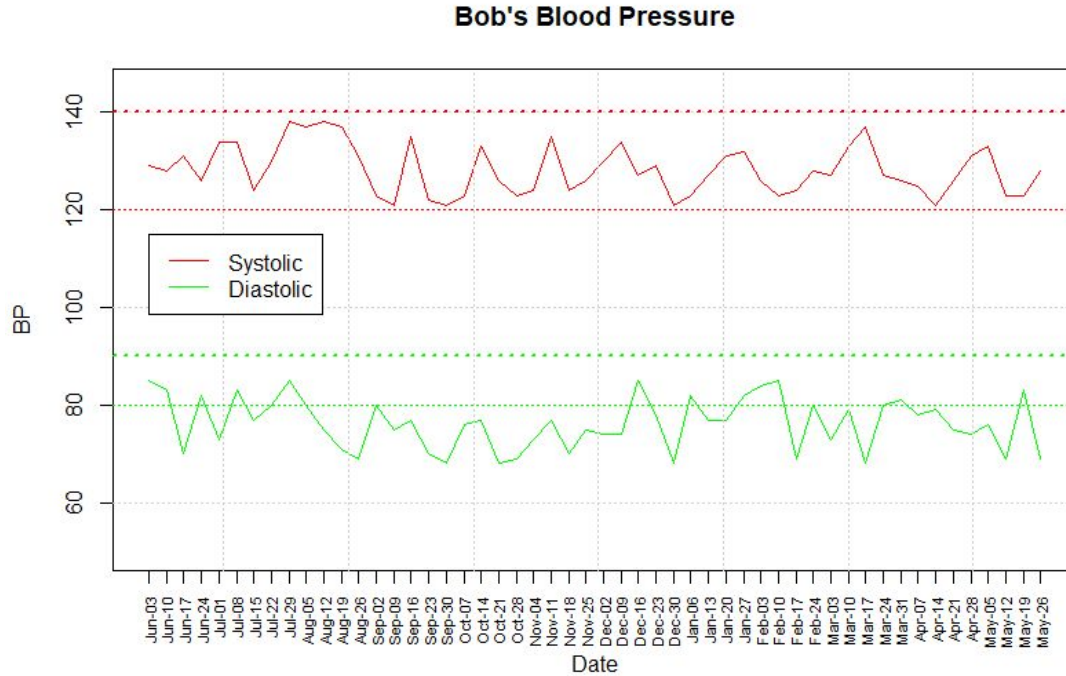


I am patient

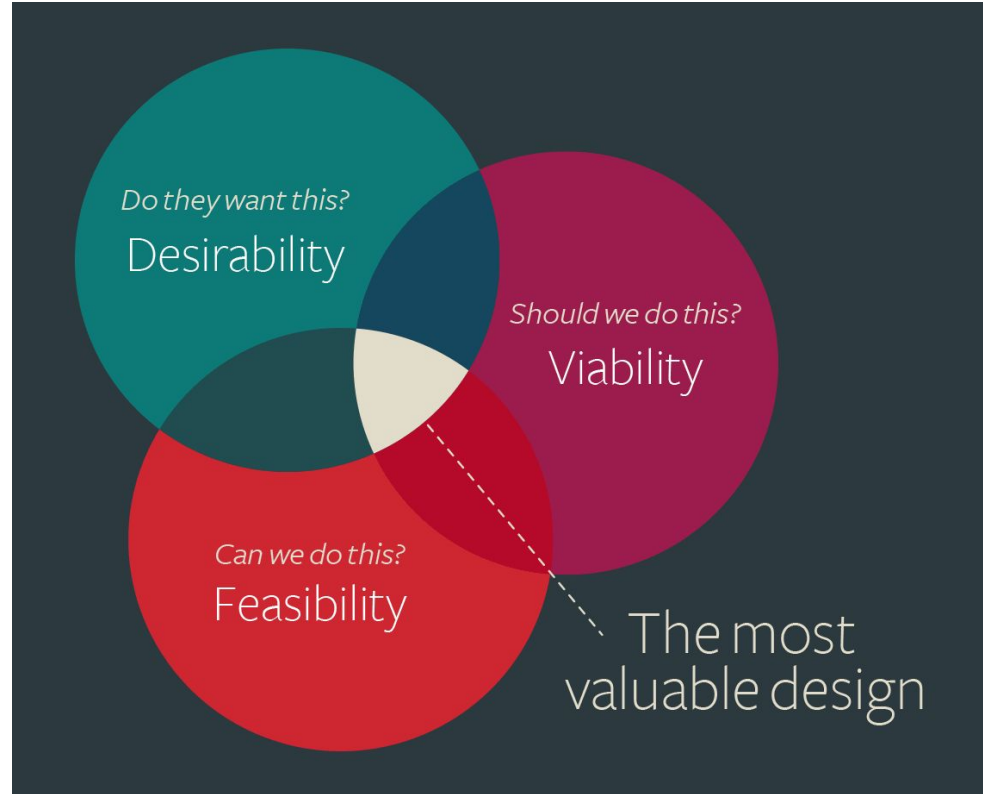
I am doctor



# Live data example



# Unfair advantage and customer segments (viability)



# Cost structure and Revenue streams



## Cost components:

Advertising, software engineers, app development (\$50k), medical researchers, publishing costs

## Service costs:

maintenance, upgrade costs, software engineers, publishing on app stores, trademarks and patents

## Primary income source:

Doctor subscription fee, patient subscription fee

## Additional revenue streams:

Ads, government funding, collaboration with device manufacturers



# Thank you



[http://news.bbc.co.uk/olmedia/1805000/images/\\_1808749\\_oldlady.jpg](http://news.bbc.co.uk/olmedia/1805000/images/_1808749_oldlady.jpg)

[http://1.bp.blogspot.com/-0teyIVZswfY/VNFtaFGN3ml/AAAAAAAAAGE/w\\_TDZy6Bh1g/s1600/metakognitif.jpg](http://1.bp.blogspot.com/-0teyIVZswfY/VNFtaFGN3ml/AAAAAAAAAGE/w_TDZy6Bh1g/s1600/metakognitif.jpg)

[https://www.iamexpat.de/sites/default/files/sitefiles\\_2020-12/older-woman-using-phone\\_0.jpg](https://www.iamexpat.de/sites/default/files/sitefiles_2020-12/older-woman-using-phone_0.jpg)

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<https://th.bing.com/th/id/OIF.F4rLkj4TfJIY5miy7YWGAW?rs=1&pid=ImgDetMain>

[https://s.abcnews.com/images/Health/GTY\\_doctor\\_phone\\_laptop\\_jt\\_150101\\_16x9\\_992.jpg](https://s.abcnews.com/images/Health/GTY_doctor_phone_laptop_jt_150101_16x9_992.jpg)

<https://th.bing.com/th/id/R.cb182248100eedb0482c648c52fdd112?rik=LZ6TBSlgTXyU7w&riu=http%3a%2f%2fstatic3.businessinsider.com%2fimage%2f56be399e2e526558008b7091-1333-1000%2ffried-chicken.jpg&ehk=7yk5YorCaCrCBwdJS8plwF2onEYnPIUxKKZXhpSj2NU%3d&risl=&pid=ImgRaw&r=0>

Project references github [iros084/Summer-labs-project-2023 \(github.com\)](https://github.com/iros084/Summer-labs-project-2023)