The Business Model Canvas

Key Partners



- -Supplier of sensors and their parts is a key resource
- -Institutional Researchers who will license the sensor to do medical and other scientific research using the unique pressure sensing capabilities as well as the realtime data feedback
- -Compression socks manufacturers who will integrate the sensor into their products for their customers
- -Doctors and other healthcare professionals who will use this to patients (diabetics in particular) reduce risk of complications or amputation associated with their condition - reducing patient risk

Key Activities



- R&D most sensors today are only physiological sensors, collecting things like vitals, our pressure sensor provides a unique feature
- -The standard compression socks are likely purchased from big-box vendor
- -Production of integrating sensor into socks done locally
- -Likely distributed through doctor's offices for patients and sports companies for high-performance athletes

Key Resources



- -HealthTech VC's
- -Pressure Sensor
- -Patent on the sensor
- -Engineers/Data Scientists/Data Analysts to design the sensor and asses the data it produces

Value Propositions



- More comfort than traditional compression socks
- -Access to your own real-time health data
- -Information about the patient's pain empowers them in medical decision making processes
- -Our Minimum Viable Product (MVP) is a compression sock or sleeve with an integrated pressure sensor to provide real-time data on potential points of discomfort
- -In future decision making, this helps understand specific points of nerve damage and help mitigate future damage or risk

Customer Relationships

customers and establish a

rapport and trust. Can utilize

exisitng customer base with

-Partnership with hospitals for

diabetic compression socks

house data analysis for them

-Customers retained with in

growth hack with additional

features detected and more

additional designs for apparel

accurate models and

companies will help drive new

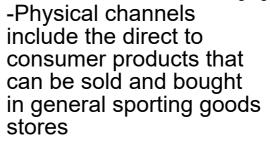


Customer Segments



- -Partnership with big name sports-Compression socks with pressure sensors can help patients with diabetes and subsequent nerve damage to gauge load and damage to feet
 - Sports companies can utilize the textrode to incorporate within apparel for high efficiency athlete performance tracking and data collection
 - -Individuals who would like to research pressure gauges in various aspects can use an alternate form of the sensor for general purpose needs as per request

Channels

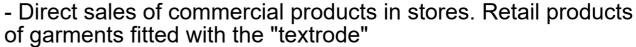


-Customized sensors for researchers, sports companies or high end consumers are online sales or direct sales calls

Cost Structure

- Cost structure will be primarily value driven. We are providing a service for customers to improve sports performance or improve overall health for diabetec patients.
- -Some cost driven can occur based on competetors so we sell a relatively competetive cost but will still rely on value to have a comparitevely more accurate and reliable product
- -We will provide more data and analysis to offset a higher cost to again demonstrate value driven cost

Revenue Streams



-License the "textrode" to established sports attire companies such as Nike and Addidas to incorporate the sensor within their existing products and services

-Value pricing based on features the sensor can detect/analysis not much competetors with as accurate a sensor but need to base off of their price and add value to our better perfmormance













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