

# Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Startup Name

Name1, Name2, ...

DD/MM/YYYY

X.Y

## Key Partners

Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:  
Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

## Key Activities

What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

CATEGORIES:  
Production, Problem Solving, Platform/Network

## Key Resources

What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships  
Revenue Streams?

TYPES OF RESOURCES:  
Physical, Intellectual (brand patents, copyrights, data), Human, Financial

## Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

CHARACTERISTICS:  
Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

## Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

## Customer Segments

For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

## Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

## Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

# Business Model Canvas

*Designed for:*

Healthza

Designed by:








Team 15

Date:

2022-02-06

*Version:*

1.0.0

<div><div>Key Partners</div><div></div></div> <div><div>Key Suppliers:</div><div><div>- Doctors,</div><div>- Refugies,</div><div>- New Immigrants.</div><div>- Indigenous Communities.</div><div>- General Population.</div><div>-Quebec's Health system: hospitals, clinics..ect.</div><div>- Engineers.</div><div>-Quebec's Gov.</div></div></div>	<div><div>Key Activities</div><div></div></div> <div><div>-Application maintainance</div></div>	<div><div>Value Propositions</div><div></div></div> <div><div>- Decrease wait times to schedule . an appointment with a health professional.</div><div>-The project encourages sustainability</div><div>Devices (sensors) are given to patients, once they no longer use them, they give them back to the Hospital so that others could benefit from them.</div><div>- Project is more inclusive, everybody in the society should be able to benefit from this product.</div></div>	<div><div>Customer Relationships</div><div></div></div> <div><div>- Patient would easily contact their doctor.</div><div>- Doctors could collaborate together by posting the diagnosis of their patients without disclosing their personal info and on forum available on the application that's explicitly visible to doctors only.</div><div>-</div></div>	<div><div>Customer Segments</div><div></div></div> <div><div>- Targeted market: a diverse society that consists of different propotions of society, and cultures.</div><div>- Doctors.</div></div>
<div><div>Cost Structure</div><div></div></div> <div><div>- Cost to develop the product.</div><div>- A fixed cost which consists of labour cost(employees salaries).</div><div>- Variable cost such as material cost.</div></div>	<div><div>Revenue Streams</div><div></div></div> <div><div>- Healthcare in Canada is publicly funded, the product would be sold to public hospitals or generally to Ministry of Health of every province.</div><div>- Patients would only have to pay a nominal amount (no more than \$5/month for maintenance.))</div></div>			