

GO TO MARKET / SUSTAINABILITY PROPOSAL

Smart Ambulance Service Center (PPAP)

A. BACKGROUNDER

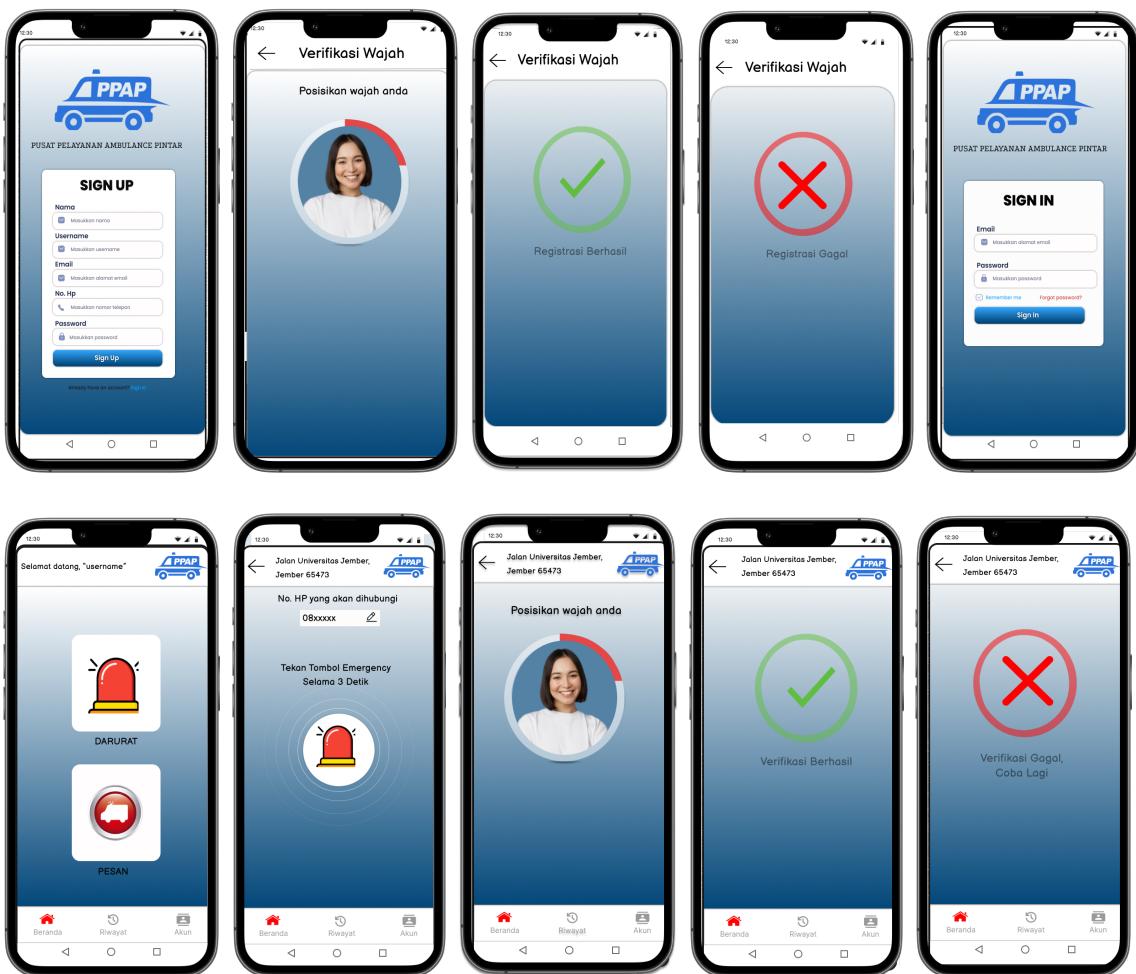
- In making ambulance applications, our main goal is to improve efficiency, fast response, location tracking, face recognition, live location monitoring, ambulance booking and coordination in ambulance service. An effective ambulance service is essential to save lives and provide prompt medical treatment to patients. With the advancement of technology, ambulance apps can be an innovative solution to improve this process.
- The development of ambulance applications in Indonesia has started in the last few years. Some examples of ambulance applications that already exist in Indonesia are JakAmbulans, an application developed by the DKI Jakarta Provincial Health Office. This application can be used to call an ambulance in the DKI Jakarta area, Q-Care, an application developed by ITS Surabaya. This application can be used to call an ambulance in the Surabaya area and Pesamline, an application developed by BSI University. This application can be used to call an ambulance in the West Java area. These applications already have basic features needed for ambulance booking, such as ambulance booking feature and ambulance tracking feature. However, there are still some features that can be improved to improve the quality of ambulance services, such as ambulance information features and payment features.
The ambulance application that we want to create will be equipped with features such as ambulance location tracking with patient distance, face recognition to minimise the occurrence of fake orders, live monitoring location to be able to see the position of the ambulance when departing and also ambulance reservations to more easily order ambulances within a certain period of time.

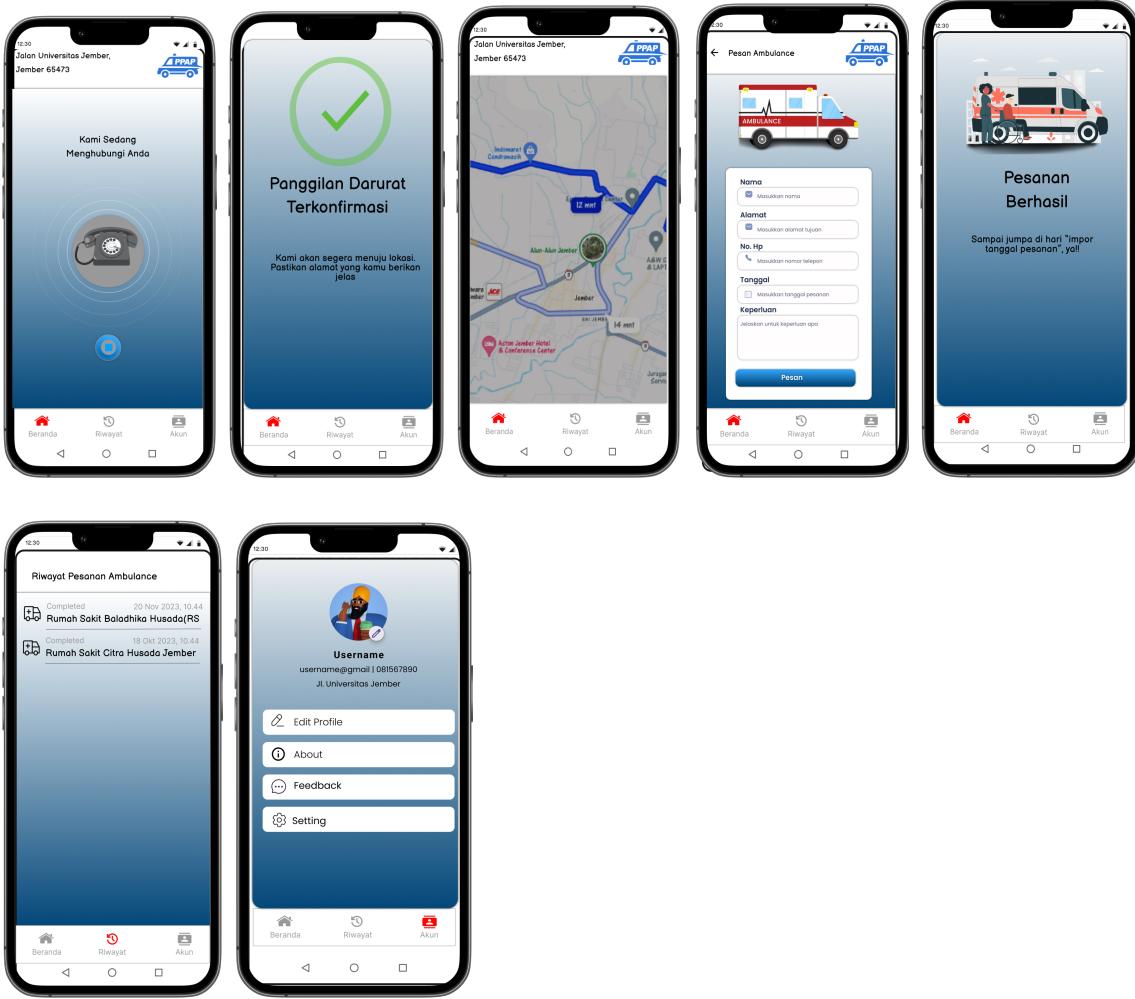
B. PROJECT INTRODUCTION

- An ambulance is one of the things that are important when an emergency situation occurs, especially in the medical services to ensure that patients receive timely and appropriate care during critical situations. The existing ambulance call system still relies on conventional methods, namely by making emergency phone calls. However, this approach has several disadvantages. Firstly, the lack of accessibility as the patient has to access the conventional phone call conventional phone to contact the emergency operator. Secondly, lack of visibility as the emergency operator may not provide accurate information about the patient's location. Lastly, the lack of convenience as patients have to explain their condition to the emergency operator, which may lead to potential time-consuming and translation errors. Therefore, our team wants to develop an online ambulance booking application to improve emergency medical response. With this plan,

we hope to shorten the ambulance response time, provide faster medical assistance, and ultimately, save the lives of patients in urgent medical circumstances.

- Our app "PPAP" is built to address the weaknesses in conventional ambulance call systems. With a focus on improving accessibility, visibility, and convenience, our main goal is to shorten ambulance response times and increase the efficiency of emergency medical response. In the face of life-threatening delays in traditional ambulance calls, our online ambulance booking app aims to provide a modern and fast solution. Through this platform, patients can easily and quickly summon an ambulance, overcome existing obstacles, and provide more accurate information about their condition. By utilising technology, our hope is to create an efficient solution to save the lives of patients in urgent medical circumstances.
- Screenshot of your app





C. TARGET MARKET

- Age range, Profession, Roles, Specific attributes or linkings, hobbies, Etc.
1. General Public
 - Families with members who require special care or medical supervision.
 - Older people who need emergency assistance.
 - Individuals who need emergency medical assistance for themselves or others.
 - People who may find it difficult to access conventional emergency phone calls.
 - Younger generations who are used to using mobile apps for various needs.
 - Individuals who value ease and speed in summoning medical assistance.
 2. Local Regional Authorities
 - Local government
 - Hospital
 - Regional health office

- Data shows that there is a high demand for ambulance services in Indonesia. According to data from the Ministry of Health, by 2022, there will be around 1.5 million emergencies in Indonesia. Of these, only around 50 per cent will receive treatment at a hospital. This shows that there are still many people who do not have access to adequate ambulance services. The Indonesian government is committed to improving people's access to health services. One of the efforts made by the government is to provide affordable and quality ambulance services. The online ambulance booking app provides a quick and efficient solution for people who need emergency medical assistance. With easy booking, location monitoring, initial medical information, and technology support, the app not only speeds up ambulance response but also optimises health resources. In addition, the booking history and ease of communication ensure smooth coordination between users, ambulances, and hospitals, providing timely and coordinated health assistance. Our app also provides a face recognition feature to avoid fake orders by irresponsible people.

D. MARKETING STRATEGY

Marketing Strategy for Online Ambulance Booking Application with the aim to increase awareness and usage of the application in the community, as well as to increase the number of ambulance partners who join the application. The target market of our application is the general public, especially people who need ambulance services, such as patients, patients' families, and medical personnel. The marketing strategy that will be carried out with our App will be to cooperate with local governments, regional health offices, and hospitals to promote the app. This cooperation can be done in various ways, such as:

- Providing the app free of charge to underprivileged communities.
- Socializing the app through mass media and social media.
- Providing special facilities for ambulance partners who join the application.

We also take a digital approach such as social media, search engine optimization (SEO), search engine marketing (SEM) and using local government social media. Taking an offline approach such as conducting promotions, educating about our application and holding events and seminars.

E. COMPARISON WITH SIMILAR SERVICE/APPS (if any)

- 90 % better
- Based on machine learning testing, Cloud Computing and Mobile Development. Face Recognition, Tracking Location, Real Time Monitoring
- Based on Our Application : 24/7 Service, Ambulance bookings and service with free of charge

F. POSSIBLE PILOT/TRIAL IN THE NEXT 6 MONTHS

Phase 1: Planning and Analysis (1 months)

- Market and User Needs Analysis (2 weeks): Identify market needs and trends in the emergency healthcare sector. Conduct surveys or interviews with potential users to understand their expectations.

- Concept and Feature Design (2 weeks): Design the app concept with a focus on key features: quick booking, location monitoring, real-time monitoring, and face recognition. Create an initial mockup to get initial feedback.

Phase 2: Development (2 months)

- Prototype Development (1 month): Build an app prototype with an intuitive user interface. Implement key features such as face recognition, location tracking, and real-time monitoring.
- Technology Integration (1 month): Implement face recognition technology and ensure smooth integration. Integrate location tracking and real-time monitoring systems with high accuracy.

Phase 3: Launch and Marketing (1.5 months)

- Beta Launch and Feedback Collection (1 month): Release the beta version to limited users. Conduct internal trials and obtain user feedback.
- Marketing and Promotion (2 weeks): Build an online and offline marketing strategy to raise awareness of the app. Engage potential partners such as hospitals and other healthcare institutions.

Phase 4: Further Development and Evaluation (1.5 months)

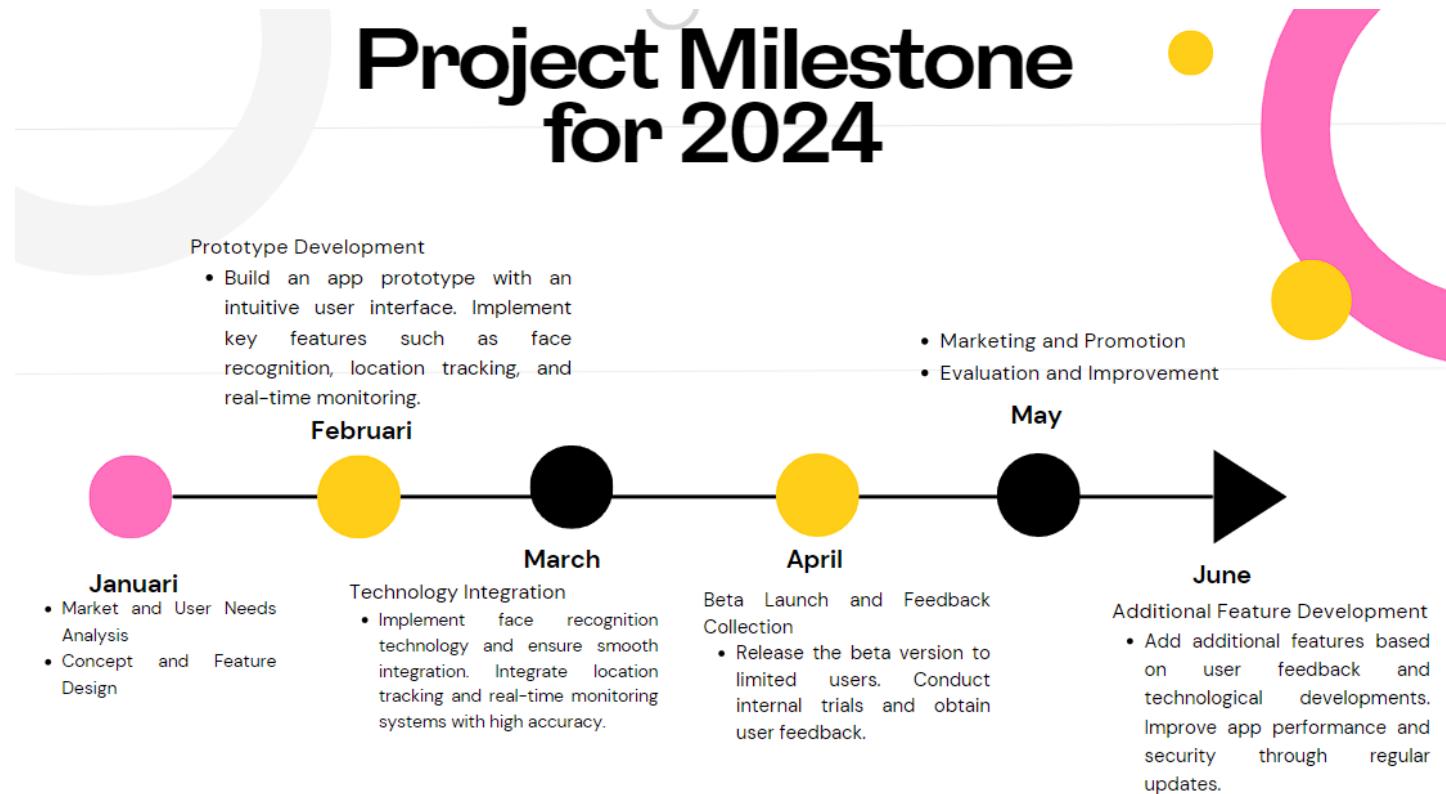
- Additional Feature Development (1 month): Add additional features based on user feedback and technological developments. Improve app performance and security through regular updates.
- Evaluation and Improvement (2 weeks): Monitor app performance through user data analysis and feedback. Perform regular evaluations and quick fixes if needed.

Structural/ Member's

1. CEO
 - Define the business vision and strategy, make strategic decisions, and provide the overall direction of the company.
2. CMO
 - Responsible for technology development, system architecture, and application security.
3. CTO
 - Responsible for technology development, system architecture, and application security.
4. COO
 - Run the daily operations of the company, optimizing business processes and ensuring efficiency.
5. CFO
 - Handle company finances, plan budgets, and provide financial analyses to support decision-making.
6. CSO
 - Formulate and implement the company's long-term strategy, including development and expansion.
7. Head Of Customer Experience

- Handling customer experience, designing customer support policies, and ensuring user satisfaction.

G. PROJECT MILESTONE



H. BUDGET PLAN

- Budgeting - USD 10k / IDR 140m

No	Description	Total
INCOME		
1	Cash	\$10.000/Rp. 140.000.000
Total Income		
EXPENSES		
A	App Development and Team Salary	\$6000/Rp. 84.000.000
1	Development cost of location tracking feature	\$1.000/Rp.14.000.000
2	Face recognition feature development cost	\$1.000/Rp. 14.000.000
3	Development cost of real time monitoring feature	\$1.500/Rp. 21.000.000
4	Ambulance booking feature development cost	\$1.000/Rp. 14.000.000
5	Team Salary	\$1.000/Rp. 14.000.000
B	Research and Planning	\$1.000/Rp. 14.000.000
1	Market research fee	\$500/Rp.7.000.000
2	User needs analysis fee	\$500/Rp/7.000.000
C	Market Research, Marketing Campaign, and Sales	\$1000/Rp. 14.000.000
1	Social media promotion	\$500/Rp. 7.000.000
2	Website creation	\$500/Rp.7.000.000
D	Future App Development / R&D, partnership Expenses and Other Expenses	\$2.000/Rp. 28.000.000
	functionality testing	\$500/Rp 7.000.000
	Security testing Usability testing	\$500/Rp.7.000.000
Total Expenses		\$10.000/Rp.140.000.000

- Summary

No	Description	Total
1	App Development and Team Salary	\$6000/Rp. 84.000.000
2	Research and Planning	\$1.000/Rp. 14.000.000
3	App Development and Team Salary	\$1000/Rp. 14.000.000
4	Future App Development / R&D, partnership Expenses and Other Expenses	\$2.000/Rp. 28.000.000
Total Expenses		\$10.000/Rp.140.000.000

- **Sustainability: Profit Projection per Year**

No	Description	Total
INCOME		
1	Cash	\$10.000/Rp.140.000.000
2	Estimation of revenue that can be obtained from cooperation with local governments, regional health offices, and hospitals	
A	Hospital partners who cooperate with our application will be charged a platform fee	Rp 20,000 per order x 500 = Rp 10.000,000 per month. 10.000,000 x 12 months = Rp. 120.000.000 per year
B	Annual corporation fee - for the first 3 months we will provide free cooperation but for the next will be charged annually	Rp.5.000.000 per partner(Year). 5.000.00 x10 Our Target Partner= 50.000.000 Year
C	insurance	Rp 6,000 per booking and 15% of users choose this service, Rp 6,000 x 15% x 500 bookings = Rp. 450.000 per month. 450.000 x 12 month = Rp. 5.400.000
Total Income (A)		\$22.528/Rp. 315.400.000
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D	Future App Development / R&D, partnership Expenses and Other Expenses	\$2.000/Rp. 28.000.000
	functionality testing	\$500/Rp 7.000.000
	Security testing Usability testing	\$500/Rp.7.000.000
Total Expenses (B)		\$10.000/Rp.140.000.000 (6 Month). 140.000.000 x 2= \$20.00/Rp. 280.000.000
Total Revenue (A-B)		\$2.528/Rp. 35.400.000

I. SWOT Analysis The Project

Strengths

- Innovative Solutions: Offering innovative solutions by utilising technology to quickly call an ambulance through a mobile app and tracking the distance between the ambulance and the patient.
- Emergency Response Optimisation: Able to speed up ambulance response and provide faster medical assistance, which can save patients' lives.
- Ease of Use: Intuitive user interface to make it easier for patients to book an ambulance and provide important information.
- Ambulance Booking Optimisation: Offering an application with the lowest possible fake order rate.

Weaknesses

- Dependence on Technology: Reliance on internet connectivity and mobile devices can be a drawback if there are network disruptions or technical issues.
- Accessibility: Not everyone may have access or skills to use mobile apps and Depending on the telecoms infrastructure in a region, which may affect the availability of services
- FaceRecognition: Slightly long in verifying faces

Opportunities

- Digital Health Market Growth: The growing trend in adoption of digital health solutions provides opportunities for greater market penetration.
- Partnership with Medical Parties: Collaboration with hospitals, healthcare institutions, or ambulance providers to increase service reach and effectiveness.
- Development of Additional Functionality: Adding additional features such as real-time mapping, face recognition and tracking to increase added value.

Threats

- New Competitors: Possible emergence of new competitors in the online ambulance booking app market which may reduce the market share.
- Regulations and Compliance: Changes in rules and regulations in healthcare and technology may impact the operations and compliance of the app.
- Data Security Issues: Potential threats related to user data security can be detrimental to reputation and public trust.