PROBLEM

Missed medications and appointments.

Unclear symptom severity and next steps.

Disconnected health data with no actionable insight.

EXISTING ALTERNATIVES

Phone alarms and calendar reminders.

Generic health apps with limited personalization.

Google searches for symptoms.

Manual notes, WhatsApp reminders, or paper prescription.

SOLUTION

Smart medication and appointment reminders

AI symptom analysis with risk categorization

Unified health profile with actionable recommendations

KEY METRICS

Active users

Symptoms analyzed per user

Reminder engagement rate

User retention

UNIQUE VALUE PROPOSITION

A single AI-driven platform that tracks health, analyzes symptoms, and delivers timely reminders with personalized guidance.

AI-Powered Health Orchestrator

Smart Personal Health Assistant

Real-time actionable insights

HIGH-LEVEL CONCEPT

Personal health manager powered by AI

ChatGPT-style intelligence for everyday healthcare

UNFAIR ADVANTAGE

Context-aware AI using persistent user health data

Integrated workflow combining tracking, AI analysis, and reminders

Lightweight web deployment with low adoption friction

CHANNELS

Web application (desktop and mobile browser)

Developer communities and GitHub

Educational institutions and pilot healthcare partners

CUSTOMER SEGMENTS

Individuals managing medications, appointments, or chronic conditions.

Health-conscious users seeking daily wellness tracking.

Students and working professionals needing lightweight healthcare tools.

EARLY ADOPTERS

Tech-savvy users already using digital health apps.

Patients with recurring medications or frequent doctor visits.

Users seeking AI guidance before clinical consultation.

COST STRUCTURE

AI model usage

Cloud hosting and storage cost (Database and backend)

Email notification services

REVENUE STREAMS

Freemium model with premium AI features

Subscription plans for advanced insights

Licensing or white-label solutions for clinics