

## **Name: Eyerusalem abiy**

**Name of your Innovative Business Idea:** **Midplus** is a mobile health app that helps individuals track menstrual cycles, manage pregnancy and post-pregnancy child care, and monitor hormonal health.

### **Executive Summary**

Midplus is a mobile health app that helps individuals track menstrual cycles, manage pregnancy and post-pregnancy child care, and monitor hormonal health. app provides comprehensive tools for tracking menstrual cycles, pregnancy milestones, hormonal fluctuations, and post-pregnancy child care, while delivering personalized wellness and nutrition recommendations.

Many women struggle to track menstrual cycles and ovulation accurately, affecting fertility planning and overall health. Hormonal imbalances, caused by conditions like PCOS and endometriosis, lead to unpredictable symptoms that require proper monitoring. Expecting mothers often miss essential check-ups and struggle with prenatal nutrition, while postpartum recovery and child development tracking remain inadequate. Additionally, a lack of real-time maternal health data limits effective healthcare planning. Emergency response delays during pregnancy complications can be life-threatening, and limited access to educational resources leaves many uninformed about reproductive health.

To develop this, project the developer team uses different kinds of programming language like Python, HTML, CSS, JavaScript, Django framework and PostgreSQL database command and for app dart programming language flutter framework, rest API for connecting to the server(backend); and designing tools like Painting and Visual Paradigm to design the system sequentially.

Midplus app incorporates specialized content from the **MideWifer Expert** and **Child Care Expert** teams to offer comprehensive support for pregnancy and child care. These teams provide detailed tutorials on pregnancy stages, labor preparation, newborn care, and breastfeeding, as well as symptom analysis to help users understand and manage common pregnancy and postpartum symptoms. The app also offers educational content on family planning, menstrual cycles, and child development milestones. Additionally, legal information related to health rights and medical check-ups is provided to ensure users are informed about their rights and health needs.

The purpose of developing This app is designed to address critical healthcare challenges by providing a comprehensive solution for reproductive health, pregnancy care, and postpartum support. The **Personalized Health Tracker** simplifies menstrual cycle and ovulation tracking, aiding in fertility planning and overall health awareness. For those managing **hormonal imbalances** like PCOS or endometriosis, the **Symptom Logging and Health Insights** feature helps users monitor patterns and seek timely medical support. Expecting mothers benefit from **Pregnancy Milestone Tracking, Prenatal Nutrition Guidance, and Medical Check-up Reminders**, ensuring both maternal and fetal well-being.

Postpartum recovery and newborn care are streamlined through the **Postpartum Recovery Tracker and Child Development Tracker**, supporting new mothers in their health and their child's development. Healthcare providers gain access to **Real-Time Maternal Health Data** through **Data Analytic and Reports**, improving research and decision-making. The app also enhances emergency response systems with **Real-time Ambulance Dispatch and GPS Tracking**, ensuring quick medical intervention when needed.

To combat limited access to **educational resources**, the app provides an **Educational Content Library** covering family planning, pregnancy, postpartum wellness, and mental health support. Recognizing the need for **privacy and security**, the platform ensures **encrypted data storage and user-controlled access** to safeguard sensitive health information. Additionally, the app prioritizes **user-friendly navigation and accessibility**, incorporating features like speech-to-text, text-to-speech, and color-blind modes for an inclusive experience.

### **Company Description**

Midplus is start to establish in the year 2016 E.C by the innovator Eyerusalm abiyy, Yebletal Mesfin , Teshome

M. and friends. Our company is dedicated to revolutionizing maternal and reproductive healthcare through an innovative digital platform. By leveraging modern technology, we aim to provide individuals, especially women and mothers, with a user-friendly solution for managing reproductive health, pregnancy, and postpartum care. Our app serves as a comprehensive health management tool, offering menstrual tracking, pregnancy monitoring, emergency response, and child development tracking—all in one place.

Our business addresses key challenges in reproductive health, pregnancy care, and postpartum

wellness. Many women struggle to track menstrual cycles and ovulation accurately, affecting fertility planning and overall health. Hormonal imbalances, caused by conditions like PCOS and endometriosis, lead to unpredictable symptoms that require proper monitoring. Expecting mothers often miss essential check-ups and struggle with prenatal nutrition, while postpartum recovery and child development tracking remain inadequate. Additionally, a lack of real-time maternal health data limits effective healthcare planning. Emergency response delays during pregnancy complications can be life-threatening, and limited access to educational resources leaves many uninformed about reproductive health. To address these, we offer features like menstrual tracking, symptom logging, pregnancy milestone tracking, emergency response integration, and educational resources, ensuring better health management, timely interventions, and improved maternal and child care.

### **Mission**

- Enhance reproductive health through personalized tracking secure health data, and real-time emergency response.

### **Vision**

To become a leading global platform in reproductive health management, providing innovative, Midplus solutions that empower individuals to take control of their health. By 2029, we aim to improve the health outcomes of millions of users worldwide, making reproductive healthcare accessible, personalized, and proactive through technology.

The key members of the company and their roles are as follows:

Role	Name	Responsibilities	Experience
CEO	Yibeltal Mesfin	Leads the company, sets vision and strategy, and oversees overall operations.	Assistant Professor & Researcher in Maternity and Reproductive Health 6+ years in healthcare solutions
Health & Wellness	Teshome Mesfin	Provides expert advice on reproductive health and ensures	6+ years in midwifery and

Expert		the accuracy and relevance of the content within the app.	maternal health research.
Developer	Eyerusalem and Frainde	Manages backend and frontend infrastructure, including databases, server-side logic, and user interfaces.	3+ years in software development, specializing in Python, Django, Flutter, and PostgreSQL.

### Legal structure

Taxation system, we will organize in the form of partnership because is legal business structure consisting of an association of two or more people who contribute money, property, or services to operate as co-owners of a business. When discussing partnerships as a form of business ownership, the term person can refer to individuals, corporations, or even other partnerships.

We will register in VAT system since Implementing the VAT may be simple for a variety of reasons. It can simplify exports and imports because a uniform tax percentage applies to a wider population. Additionally, it's imposed on many businesses, so it presents a system that universally taxes people the same amount, compared to other types of tax. And we will register copyright protection and development in Ethiopian Intellectual Property

Authority

### Market Analysis

Provide detailed information to show that you have a solid understanding of the industry within which your business will operate. If you have further questions about your prospective industry, it may be useful to talk to a mentor who can offer you specific guidance. The key elements of the market analysis should:

- Midplus operates within the **digital health and wellness technology** industry, specifically focusing on **reproductive health**, **pregnancy tracking**, and **postpartum care**. The global **digital health market** has seen significant growth due to increasing adoption of **mobile health apps**, **wearable health devices**, and the growing trend of self-care. Advances in **artificial intelligence (AI)**, **machine learning (ML)**, and **big data**

**analytics** have also driven innovation in the industry, improving the personalization of healthcare solutions. As healthcare continues to move towards more **patient-centered** approaches, the digital health sector is poised to see continued growth, particularly in the areas of **maternal health, women's health, and healthcare accessibility**.

- Target Customers
  - **Women (Aged 18-45)**
  - **Expecting Mothers**
  - **Healthcare Providers (Doctors, Nurses, Clinics)**
  - **Maternity Care Centers**
  - **NGOs focused on women's health and maternal care**
  - **Government health agencies and organization**

### **Competitor analysis**

In Ethiopia, the market for health-related mobile applications is still developing, and while there are not many direct competitors focusing specifically on maternal health, pregnancy tracking, or reproductive health, there are a few players in the broader health and wellness tech space. Some competitors in the Ethiopian market could include:

- A health and wellness platform offering health consultations, wellness advice, and fitness tracking.
- A telemedicine app providing online consultations and medical advice, focusing on general health services.
- A health tech solution providing services like appointment booking and medical advice, but not focused on maternal health or pregnancy tracking.

### **Key Differences and Competitive Advantage for Midplus**

- **Specialized Features:** Midplus focus on **personalized health tracking** (for menstrual cycles, ovulation, pregnancy milestones, and postpartum recovery) offers a significant edge over general health apps in Ethiopia.
- **Real-Time Emergency Response:** The integration of **real-time ambulance dispatch** and **GPS tracking** offers unique value, especially in rural areas where emergency services may be harder to access.
- **AI-Driven Insights:** Using **artificial intelligence** for personalized health recommendations and early detection of potential risks provides added value to users, setting Midplus apart

from competitors.

- **Educational Content:** Midplus can stand out by offering **reliable and comprehensive resources** on reproductive health, family planning, and mental wellness, which are not widely available through local apps.
- **USSD & Call-Based Access** – Enables users in rural areas without internet access to use health tracking features and emergency services.
- **Localization:** By providing content in local languages (Amharic and regional languages), Midplus can offer better accessibility and reach among a diverse population
- **USSD Menstrual & Pregnancy Tracking** – Users can dial a short code to log their menstrual cycle and receive reminders via SMS.

#### **Service or Product Line**

Our app, **Midplus**, offers a comprehensive platform to manage reproductive health, track menstrual cycles, predict ovulation days, monitor pregnancy milestones, and support postpartum recovery. The app also provides real-time ambulance dispatch and emergency response services, along with educational content focused on reproductive health, family planning, and mental wellness. The app's key features include:

- **Personalized Health Tracking:** Users can track their menstrual cycle, symptoms, ovulation, and fertility windows, providing them with personalized insights to improve their health and fertility awareness.
- **Pregnancy Milestone Tracking:** Expecting mothers can monitor pregnancy progress, milestones, prenatal nutrition, and important medical check-ups to ensure maternal and fetal health.
- **Postpartum Recovery:** Midplus offers tools to track postpartum health, including recovery progress and child development milestones.
- **Real-Time Emergency Response:** The app provides access to ambulance services and emergency medical assistance, offering quick GPS-based responses for users during pregnancy-related or other emergencies.
- **Educational Content:** Midplus includes a library of educational resources covering reproductive health, family planning, mental wellness, pregnancy care, and postpartum support, helping users make informed health decisions.
- **Comprehensive Health Management:** Midplus offers a holistic approach to reproductive and

maternal health, covering menstrual health, pregnancy tracking, postpartum recovery, and emergency support.

- **Real-Time Support:** The integration of real-time emergency services ensures that users receive prompt medical help during urgent health situations.
- **Personalized Insights:** Using user data, the app offers personalized health recommendations, symptom tracking, and fertility predictions, empowering users to take charge of their health
- **Data Security:** With encrypted data storage and user-controlled access, Midplus ensures that all sensitive health information is securely handled.
- **USSD & Call-Based Access** – Enables users in rural areas without internet access to use health tracking features and emergency services.
- **USSD Menstrual & Pregnancy Tracking** – Users can dial a short code to log their menstrual cycle and receive reminders via SMS.

## Pricing Structure

### 1 Freemium Model

**Basic Plan:** Free or minimal cost access to basic features such as pregnancy tracking, Basic Health Insights, and educational content. Etc

**Premium Plan:** Monthly or yearly subscription for access to more personalized services like expert consultations, advanced tracking tools, and access to exclusive content.

Price Range: 100-1000/month ETB depending on the features offered.

### 2 Healthcare Providers and Maternity Care Centers:

**Professional Subscription:** A subscription for clinics or healthcare providers to access the platform's full database, manage patient profiles, offer consultations, and monitor maternal health progress.

Price Range: 2000 - 5000/month ETB (saleable based on the size of the clinic or organization)

### 3 Government Health Sector:

- **Bulk Licensing Agreements:** The government can integrate Midplus into public hospitals, maternal health programs, and rural clinics through subsidized contracts.

## **4 NGOs & International Health Organizations:**

- **Grant-Based Access:** NGOs can sponsor free access for vulnerable communities, particularly in rural areas and underserved populations.

## **Pay-Per-Service Model**

### **Consultations with Experts (e.g., MideWifer Expert, Child Care Expert):**

- Users can pay for individual consultations on topics like pregnancy symptoms, stages, and childcare tips.
- Price Range: 500 - 5000 ETB per consultation depending on the service type and length.

### **Courses or Training Modules:**

- Users can pay for specific courses related to prenatal care, childbirth, or postnatal care.
- Price Range: 500 - 1000 ETB course depending on the depth and content.

### **Advertising Revenue:**

Display non-intrusive, targeted ads from health and wellness brands for free-tier users, based on their preferences, generating additional revenue.

### **Affiliate Marketing:**

Partner with health-related brands (maternity products, supplements, fitness equipment) to offer discounts and earn commissions from referrals within the app.

## **Midplus life cycle**

**Midplus** is currently in the **development stage**, individual modules are being developed separately. This modular approach ensures flexibility, scalability, and easier integration with government, private healthcare, and NGO systems.

### **Current Modules Under Development**

- **Pregnancy & Maternal Health Tracking** – Monitors pregnancy milestones, prenatal care, and postpartum recovery.
- **USSD & Call-Based Services** – Enables access for users without internet through USSD codes and call centers.
- **Emergency Response & Ambulance Management** – Provides real-time ambulance dispatch and emergency assistance.

## **Marketing and Sales**

To grow MidPlues, we will implement a multi-channel approach focused on customer acquisition, retention, and long-term loyalty. Here's how we plan to achieve these goals: Our growth will be driven by a combination of targeted marketing efforts, strategic partnerships, and user engagement. We will focus on **digital marketing** (social media ads, content marketing, influencer collaborations), and collaborate with **healthcare providers**, **NGOs**, and **government agencies** to increase brand visibility and credibility. We will also focus on expanding our **user base** through **referral programs**, offering incentives for users who invite friends and family. Additionally, we'll introduce **partnerships with hospitals and clinics** to embed Midplusin to routine healthcare services for pregnant women and new mothers.

### **Customer Communication**

We will engage with customers through various channels:

- **In-app messaging** for personalized health tips and reminders.
- **Email newsletters** to provide educational content, updates, and app features.
- **Social media** (Facebook, Instagram, Twitter) to share health tips, community stories, and app updates, creating a direct communication line with users.
- **Customer support** through chatbots and live customer service representatives to address any inquiries or issues in real-time.

### **Sales Strategy**

Midplus will be primarily available through **app stores** (Google Play and Apple App Store), where users can download it for free with in-app purchases. We will adopt a **freemium model**, providing basic features for free while offering premium features like personalized consultations, advanced health tracking, and emergency response integration through **subscriptions**. Additionally, we'll target **health organizations** and **NGOs** with customized solutions tailored to their maternal health initiatives, offering licenses and corporate partnerships. We will also sell the product through **direct partnerships with healthcare providers**, who can offer Midplus as part of their maternity and child care services.

By using this approach, we aim to generate sustainable growth, build a strong community, and

ensure Midplus impact in improving maternal and reproductive health.

## Funding Request

### Cash Requirement for Midplus Business Establishment and Operation

The total required funding for Midplus to establish, commence operations, and support liquidity during the early years is 536,600 Birr. The funding will be sourced from equity contributions and external bank/sponsor/seed funding.

#### Funding Breakdown:

- Equity (20.25%): Shareholders will contribute 108,500.50 Birr, which will help cover initial operational costs and setup.
- External Funding (79.75%): This portion, 428,099.50 Birr, will be secured from a bank loan, sponsor contributions, or seed funding. It will help support the ongoing establishment and operations of the business
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## Detailed Fund Allocation

Item	Cost (Birr)	Description
PC Costs	44,000 (for 5 years, 8,800/year)	Purchase of essential computers and technology required for running the business.
Server and Domain Rent	5,400 (for 1 year)	Annual cost for server hosting and domain registration.
Cloud Storage	95,000 (for 1 year)	Cost for cloud storage to back up data and support business operations.
Office Rent	72,000 (6,000/month for 1 year)	Rent for office space for the first year.
Office Furniture (Tables and Chairs)	3,000 (for 5 years, 600/year)	Basic office furniture costs to create a functional workspace.
Internet Rent (4mb/s)	12,000 (for 1 year)	Monthly internet costs necessary to maintain business operations.
Tester Costs	5,400 (for 8 days at 700/day)	Payment for a tester during the product development phase for quality assurance.

<b>Sales and Promotion</b>	100,000	Funds dedicated to marketing, customer acquisition, and promotional activities.
<b>Agenda (Planning)</b>	1,000	Administrative costs for planning, business meetings, and development.
<b>Legal and Copyright Costs</b>	2,524	Costs related to legal matters, including copyright registration and compliance.
<b>Maintenance and Survival Costs</b>	97,276	Ongoing maintenance and operational costs to ensure business continuity.
<b>Employee salary</b>	100,000	Compensation for employees
<b>Total</b>	536,600	

The external loan of 428,099.50 Birr will be repaid in three equal phases over a period of three years. In Year 1, an amount of 142,699.83 Birr will be repaid, followed by the same amount in Year 2 and Year 3. This structure ensures that the loan is fully repaid within three years, with each annual payment serving as a portion of the total loan repayment.

## Financial Projections

The most important indicators in our case are monthly seating and yearly sales numbers. Our project to perform at one year project from those out of which one would be a small scale and others would be of an intermediate implementation. The source of sales would be the fees for the feasibility studies.

Our startup expense is 536,600 birr to establish Midpluscompany

Expense Type	Monthly Cost (Birr)	Annual Cost ()
Office Rent	6,000	72,000
Internet Rent (4mb/s)	1,000	12,000
Cloud Storage	7,917	95,000
Office Furniture	50	600
Tester Costs	One time cost	5,400

PC Costs	733.33	8,800	
Server and Domain Rent	One time cost	5,400	
<b>Maintenance and Survival Costs</b>	One time	5,400 (for 1 year)	
<b>Legal and Copyright Costs</b>	One time	97,276	
<b>Sales and Promotion</b>	One time	100,000	
<b>Employee salary</b>	8,333	100,000	
<b>Agenda (Planning)</b>	83.33	1000	

**Annual Revenue:** 2,880,500 Birr

### *Expenses*

**Total Annual Expenses:** 536,600 + 2000 Birr = 736,000 Birr

### *Net Profit Calculation*

- **Profit** = Revenue - Expenses

**Profit** = 2,880,500 Birr - 736,000 Birr = **2,144,500 Birr**

### **12-Month Cash Flow Statement for MidPluses: Cash In (Revenue)**

Revenue Item	Feb 2025	Mar 2024	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Yearly Total
App Sales	0	0	0	50,00	50,00	100,00	100,000	150,000	150,00	200,00	250,00	250,00	1,200,00
Advertise ments	0	0	0	0	0	10,00	12,000	11,00	10,000	20,00	30,000	45,000	138,000

<b>Pay-Per-Service Model</b>	0	0	0	10,00	20,0	30,00	40,000	50,0	60,000	70,0	80,000	90,000	450,000
<b>Freemium Model</b>	0	0	0	5,000	5,00	10,00	15,000	20,0	25,000	30,0	35,000	40,000	185,000
<b>Affiliate Marketing</b>	0	0	0	0	0	5,000	7,500	10,0	12,500	15,0	17,500	20,000	87,500
<b>Government and NGO sector</b>	0	0	0	20,00	30,0	50,00	70,000	90,0	120,00	130,	150,00	160,00	820,000
<b>Total Revenue (Cash In)</b>	0	0	0	85,00	105,	205,0	244,500	331,	377,50	465,	562,500	605,000	2,880,50

### Cash Out (Expenses)

Expense Item	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Yearly Total
Promotion for Inviter	0	5,00	5,00	5,00	5,000	10,0	10,0	10,0	10,000	10,00	15,00	15,000	100,000
Salaries	0	5,00	5,00	10,0	10,00	10,0	10,0	10,0	10,000	10,00	10,00	10,000	100,000
Total Expenses (Cash Out)	0	10,0	10,0	15,0	25,00	20,0	320,	20,0	20,000	20,00	25,00	25,000	200,000

This cash flow statement outlines the projected revenue, expenses, and net cash flow for **Midplus** over the course of 12 months. The table accounts for various revenue streams like **app sales, advertisements, pay-per-service, freemium, and affiliate marketing**, as well as major expenses like **promotion and salaries**.