BLG 442E

Technology and Innovation Management

Homework #3

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Team Members

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Task-1

1. How do you acquire customers?

We plan to create catchy ad campaigns that our costumers can interest. We create a website and announce our project on it, also try to inform people about our application on the forums or Facebook pages which contain our costumer types. Our application will have "Share on Social Media" button, so that costumer can advice the application easily their friends.

2. After you have landed a new customer, how do you plan to relate to that customer and manage the relationship (if at all)?

We assume that our costumers always like to know about their heartbeats due to the some health concerns. As soon as, they do not give up these concerns, we should not do anything else to keep alive this relationship. We can keep our costumer's attentions alive about these concerns with informing about how important knowing heartbeats and meaning of his or her private heartbeats.

3. How do you charge your customers? What is your revenue model?

Our major sources of income are ads on the application and professional health advices users. Application has two different version, one of them is free to download, it has ads and no advice option; and the other one is $1 to download, it does not have any ads and it has advice option.

4. How much do you charge your customers? Can you calculate your revenues for the next month, quarter and year?

If we completed our application, and put the Google play our presences are like that:

Next month: 700 users download free version, 100 user download non-free version. 200 of them is actively use application. Since this day, we plan to earn daily $7.

Next quarter: 2800 users download free version, 400 user download non-free version. 600 of them is actively use application. Since this day, we plan to earn daily $30.

Next year: 10000 users download free version, 1200 user download non-free version. 2500 of them is actively use application. Since this day, we plan to earn daily $100.

5. What assets are available to you or under your control?

Our enterprise needs most knowledge of android application developing. Despite of this knowledge, we need money only for advertisement. Our money needs is about $150 per month.

6. Who are your key partners?

Google, Facebook, Twitter, Internet forums about health, doctors and maybe hospitals.

8. What are your fixed costs?

Only advertisement costs are our fixed costs.

9. What are your variable costs? Can you calculate your total cost for the next month, quarter and year?

We do not have any variable cost. For next month our cost is $150, next quarter $600 and year $1800.

Task-3

. Does it work? Do the revenues outweigh the cost? Try estimating revenues and cost for the next month (or the first month of sales, if you are without revenue for now)

It does.

. What are the risks to your business model? What parts of your business model are most critical for your business to grow in a profitable manner?

Most critical parts of the business model can be accept in two major issue. First of them is contacting and contracting failures for associations, support teams, federations, doctors, hospitals and biomedical stores, and the second of them is failure on advertising.

. Are there things that can or should be changed to strengthen the business model or reduce its risk?

Team does not have any full of network member or advertising member. If we strengthen our team with a member like this, it will significantly reduce the risks.

Task-3

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Doctors, hospitals and biomedical stores Associations, Federations and Support Teams Doctors and hospitals Google Play	Taking with Google Adsense Contacting and contracting with associations, federations and support teams Contacting and contracting with doctors and hospitals Developing and selling application	They can advertise about their products or companies to their potentially costumers. They can read some advices about their health conditions from professional doctors. They can learn about and share their health status according to their pulses.	Help of telephone or email Help of the doctors they took from advice Help of the contact page of the application	Advertisers People who like to do support People who care about their health

Key Resources

Advertiser

Doctors

Android developer team

Channels

Google Adsense, Doctors, Hospitals, Biomedical stores

Contacting with associations, federations and suppor teams

Internet Forums, Internet Advertisiments and Social Media

Cost Structure

6 months to contacting and contracting with doctors, hospitals and biomedical stores

6 months to contacting and contracting with support teams, associations and federations

monthly $150 to advertisiments

3 months to develop application

Revenue Streams

Based on clicks or show

Help of contracts with associations, federations and support teams

Federations, associations or support teams pays application price per their professionals

Clicking or seeing advertisements on the application

Task-4

No	Question	Fact	Assumption
1	Downloaded numbers of users		Based on our best competitor application
2	The advertisement daily income		Based on some Google Play statistics

Task-5

- They can measure heartbeats for free
- They can measure heartbeats even while doing supports
- They can share their heartbeats with friends
- They can get health advice based on heatbeats cheaper

Products & Services

Gain Creators

- Just an application

Pain Relievers

- Free to know heardbeats
- Almost a piece of cake to know heardbeats while doing supports
- Easy to share heartbeats knowledge with friends
- Cheaper and easy to get health advices based on heartbeats

Gains

- It would be good to measure heartbeats for free
- It is good to know while doing supports
- It can be good to share heartbeats with friends
- If getting health information based on heartbeats are cheaper, this is good.

Customer Job(s)

- Just use the application

Pains

- Expensive to know heartbeats
- Almost impossible to know while doing supports
- Hard to share heartbeats knowledge with friends
- Expensive and hard to get health informations based on heartbeats