

The Blood Group

Team Members:

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 **EMERGENCY** 
REQUIRED 2 UNITS OF ANY BLOOD GROUP
(B+VE, IF POSSIBLE)

NAME : PRIYANKA (24Y FEMALE)
HOSPITAL :- GANDHI HOSPITAL, HYDERABAD
PURPOSE : PREGNANT LADY

CONTACT NO:- 9949305950 (HUSBAND -
PRAVEEN)

DATE OF REQUIREMENT: 11/08/2022 BY 3PM

Share & Help

Abstract

The Covid-19 pandemic took a huge toll on all of us. We were all severely affected by it in one way or another. One specific aspect which stands out is how people required blood urgently and such messages of patients requiring blood were circulated in many social media sites, like WhatsApp and Instagram. The urgency and necessity of blood donation proved to be of utmost significance during this period. even before the pandemic situation we usual see the requirement of blood in our surroundings as social media sharings.

WHO ARE WE?

- Our goal is to " SAVE LIVES ".
- Observing our surroundings, we see emergency requirements of different blood groups and sometimes the patient might not be able to get blood on time.
- Starting to think about this situation we came up with a service idea that satisfies the customer/patient need of blood on time.
- Therefore, we are a start-up aiming to meet the needs of delivering blood pints to various hospitals and patients.
- We are providing service for a cause, rather than only for cash.

PRAdaaNAM

Saving lives



BUSINESS MODEL

- We are a service based start-up which comes under the category "MARKET PLACE" model.
- A market place model is defined as a business that charges a transaction fee via a platform for buyers and sellers.
- In our case, we collect transaction fee / delivery charges only from the buyers.
- We do not hold inventory, we just mediate between supply and demand.

WHAT WE DO?

- The base idea of this service model is to deliver blood to the ones who are in need, on time.
- To deliver, we get blood pints from blood banks or hospitals, so here we form a network connection with them, and choose the fastest way to deliver blood on time.
- We follow safety measures while the delivery is being done.
- We plan on expanding our start-up based on the responses and success rate where in we aim to act as a mobile blood bank.

CONCEPTS USED

Creativity and Design thinking:

- Creativity is a phenomenon whereby something new and valuable is formed. The created item may be intangible or a physical object, or ability of coming up with an idea that is new and valuable.
- Design thinking : This process consists of different steps that are, identifying the problem, defining the problem, ideation, prototyping, implementation, evaluation.

STATISTICS

- There is no substitute for human blood. Every two seconds someone needs blood. More than 38,000 blood donations are needed every day. A total of 30 million blood components are transfused each year.
- Mostly the blood is essential for surgeries, cancer treatment, chronic illnesses, and traumatic injuries. Whether a patient receives whole blood, red cells, platelets or plasma, this lifesaving care starts with people donating blood.
- The public and not-for-profit sector each owned 38% of the blood banks in the country and the private sector owned approximately 24% of blood banks.

- Only 7 percent of people in India have O-negative blood type. O-negative blood type donors are universal donors as their blood can be given to people of all blood types.
- It is estimated that if one per cent of the population donates blood voluntarily even once a year, all blood requirements can be fulfilled.
- In recent times, the Ministry of Health and Family Welfare reported a donation of 10.9 million units against a requirement of 12 million units.

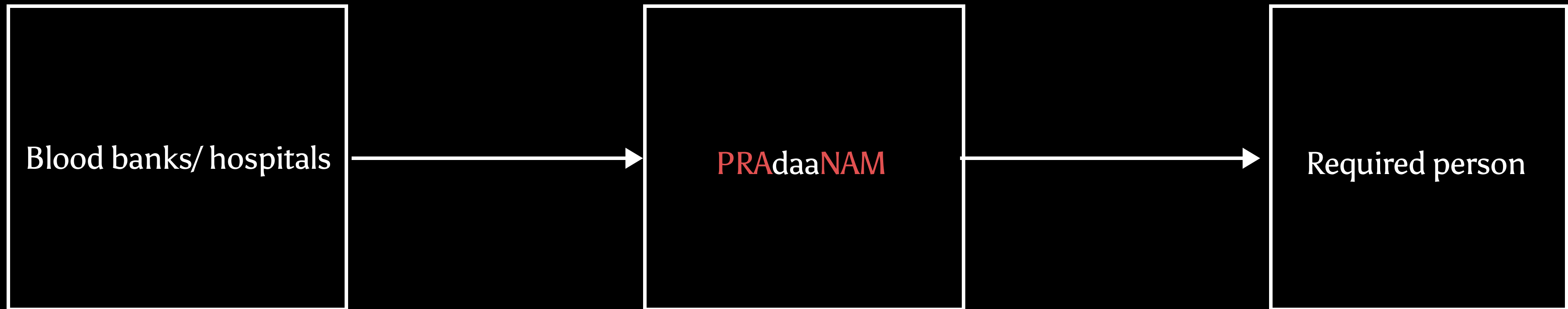
Differentiators

Different from the conventional way ;

- The conventional way of collecting blood is going to the blood bank in person and get the required blood type.
- This consumes more time of the person as he travels to different places if blood is not available at one place.
- Our service models cut short the effort and deliver the blood to the required place in time and helps in saving lives.

Describing solution:

Compared to this conventional way our idea acts as a bridge between the blood-banks or the hospitals to the person in need, as we build a network between the blood-banks and hospitals we can get the information about where the required blood group is available or not and deliver.



PROBLEMS WE MAY FACE

- Co-ordination with blood banks : In general, until a voluntary donor comes forward people need to purchase blood from the blood banks if they need, in any emergency case and asking those blood banks to form a network with us, which might or might not work as they may not agree to tie-up with us thinking their business might be affected.
- Government regulations and permissions : As per government rules, people should not offer money for donation of blood until it is taken from a blood bank , that will be considered illegal.

- Donating period of blood : Considering facts , the male should not donate blood for 3 months after donating once and that period vary to women and they should wait for 4 months to donate after giving it one time.
- Gaining customer trust: This is the crucial part, When customers trust your business, they find you credible and want to do business with you. This means greater advocacy, loyalty, and engagement from customers. This sets the tone for your business, and as customers advocate, businesses will be able to attract more customers .

SOLUTION

- Creating awareness among people and blood banks about the need of blood that our country has by stating all the facts, statistics and sharing all other required information with people through any medium possible such as physical campaign, online platforms, advertisements, such that this can demolish the problem of both government regulations and the co-ordination of blood banks.
- India being one of the most populated country with an high number of youngsters in it, the problem of donating period might be solved as the donated blood i.e. one pint which is approximately 480ml can save three lives (1:3)
- As discussed customer trust is the crucial part, this can also be achieved by certain steps such as, following the norms that we set up, coming up with strategies such as delivering fruits for first time users, so that they get more indulged.

Execution

- Contact the local blood banks, Hospitals, NGO's
- Enquire about the blood demands.
- Gather information about the difficulties in obtaining and securing blood from donors.
- Estimate the duration to transport blood from various blood banks to the hospitals.
- Estimation of cost

Difficulties we may face

- To gather information and contact details of all the local (eg. Chennai) blood banks, NGO's, and hospitals.
- Lack of specific blood types and also donors.
- Trustworthy Employees.
- Difficulties in transportation.
- Connecting all the gathered information to form a systematic network.
- Engagement of Volunteers.
- Government regulations and policies.

Our plan:

- To maintain a proper and secure database of all the information and contact details
- To gain government support to access all the databases of the local blood banks and hospitals.
- Partially recruit any degree pursuing students to deliver, and MBBS students to handle the donation of blood.
- To involve and collaborate with college clubs to take part.
- Collaborate with transportation-related start-ups to meet our needs for delivery.
- We will collaborate with consumer-products brands to provide incentives in the form of coupons etc to our volunteers to establish engagement.

Who we contacted

- Rainbow children hospital, Chennai
- Rajeev Gandhi Government hospital, Chennai
- Chennai Blood centre, Chennai
- Cross Blood Foundation, Chennai

Roles Undertaken

1. CEO & Founder – Charan Roy G
2. CTO (Chief Technology Officer) – Tejaswi Padala
3. Transportation Head – R Jai Shankar
4. Operations and Marketing Head – S. Abhiramalakshmi
5. Chief Financial Officer – Basava Pavan Sri Ram

Roles

Founder: Founder of the Start-up. Potential CEO. Responsible for conceiving, creating and building the business from scratch.

Chief financial officer : Responsible for maintaining and keeping track accounting activities with regulations. Involved in risk assessment and creating strategies to improve financial status.

Transportation Head: In-charge for regulating matters related to transportation. Managing and coordinating transportation following safety regulations.

Operations & marketing Head: Oversees operational activities of the business and ensures productivity of the workforce.

Chief technology officer: Developing and maintaining an organisational system that stores and organises data for the company

Cost Analysis

- Delivery costs
- Startup capital
- ESOP
- cost required in maintaining the database
- convenience charges
- Toll fee

one time expenses	on going expenses
There are nearly 50 blood banks and to maintain the data about the blood types and these are stored in cloud and the cloud storage solution is about Rs.2000/- per user and for 50 blood banks it charge around 1 lakh in rupees	We will be hiring 50 people to work with the deliver and we will be paying them on daily basis
App design, here this design will be undisturbed for years and it costs between 8-15 lakh and the duration for developing is 2-6 months	Fuel expenses and all other miscellaneous work expenses (such as bike repair, equipment repair etc...)
The amount that we spend on the vehicles on that we use for transportation and here we take 10 two wheeler's and 5 four wheeler's and an total it costs about 18.5 lakhs	Updating the app features and design on on going trend
The equipment that we use to preserve blood while transportation such as freezers and other holding cells and these costs about (10 for two wheeler's and 5 in 4 wheeler's) 6.5 lakhs	Updating the data in cloud about the stock in the blood banks

FUTURE DEVELOPMENTS

On successfully getting into this business we are going to expand our domains such as

- Maintaining a mobile blood bank and from that growing up to hold and act as a blood bank
- Starting up with organ donations so it would be easy to people to find it in the app and very helpful in the time of emergency
- So giving blood , saving life is not where we stop but to move further we will be providing life insurance policies to the user

THANK YOU