

## **DPWH (Developers, Programmers, and Web Hustlers)**

### **1. Potential Distribution Channels**

- To ensure AiDeline and future DPWH products reach both consumers and professional markets effectively:

#### **A. Direct-to-Consumer (D2C)**

- Online Marketplaces – List on Shopee, Lazada, Amazon, and other platforms for broader visibility.
- Social Media Commerce – Use TikTok Shop, Instagram Shopping, and Facebook Marketplace to appeal to younger, health-conscious demographics.

#### **B. Business-to-Business (B2B)**

- Hospitals and Clinics – Partner with healthcare providers for patient monitoring and remote diagnostics.
- Corporate Wellness Programs – Offer AiDeline to companies seeking to promote employee health and reduce absenteeism.

### **2. Target Market**

- DPWH's AiDeline and similar potential technologies and products have to appeal to both consumer and institutional markets:

#### **A. Primary Target Markets**

1. Health-Conscious Professionals (Ages 25–45) – Urban millennials and Gen Zs who want accurate, and intelligent health tracking, making products that are medical grade
2. Patients with Chronic Health Conditions – Individuals managing heart disease, hypertension, or respiratory conditions who need accurate continuous monitoring.
3. Elderly and Caregivers – Families monitoring elderly members remotely through health data synchronization.

#### **B. Secondary Target Markets**

1. Healthcare Providers – Doctors and hospitals looking for a cost-effective and validated wearable for telemedicine.
2. Corporate & Institutional Buyers – Companies, universities, or government offices adopting AiDeline and future products for wellness or health research.

### **3. Potential Partners and Consultants**

- To ensure DPWH achieves innovation, validation, and scalability:

#### **A. Medical and Research Partners**

- Department of Health (DOH) – For medical validation and nationwide health integration.
- Philippine Heart Association (PHA) or Philippine Society of Hypertension – For clinical trials and expert consultations.
- UP College of Medicine / UST Faculty of Medicine – Academic partnerships for R&D, medical calibration, and field testing.

#### **B. Technological and Industry Partners**

- Philippine Council for Health Research and Development (PCHRD-DOST) – R&D grants, technology validation, and product incubation.
- DICT / DOST – For digital health innovation grants and IoT development support.
- Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI) – For manufacturing and hardware prototyping collaborations.
- Telecom Companies (Globe, Smart, Converge) – For integrating cloud connectivity and remote health monitoring features.