

DEVELOPERS, PROGRAMMERS, WEB HUSTLERS (DPWH)

KEY PARTNERS

- Personalized AI-driven experience
- Health community engagement
- 24/7 virtual assistance
- Subscription and loyalty programs

KEY ACTIVITIES

- R&D and sensor calibration
- Manufacturing and QA
- Software development
- Marketing and branding
- Customer support and data handling

KEY RESOURCES

- Skilled developers and engineers
- Sensor and hardware technology
- Cloud infrastructure
- Brand IP and design patents
- Partner networks

VALUE PROPOSITIONS

- Medical-grade accuracy
- Seamless, fashion-forward design
- AI-driven health insights
- Data privacy and transparency
- Interoperability with hospitals
- Affordable and sustainable health tech

CUSTOMER RELATIONSHIPS

- Health-conscious professionals (25–45)
- Individuals with chronic conditions
- Fitness and tech enthusiasts
- Elderly and caregivers
- Healthcare providers and hospitals
- Corporate clients for wellness programs

CHANNELS

- Official DPWH website & app
- Online marketplaces (Shopee, Lazada, Amazon)
- Social media commerce (TikTok, IG, FB)
- Hospitals, clinics, pharmacies
- Corporate partnerships
- Exhibits and tech expos

CUSTOMER SEGMENTS

- Health-conscious professionals (25–45)
- Individuals with chronic conditions
- Fitness and tech enthusiasts
- Elderly and caregivers
- Healthcare providers and hospitals
- Corporate clients for wellness programs

COST STRUCTURE

- R&D and Prototyping Costs – Sensor calibration, software development, medical validation.
- Manufacturing & Assembly – Hardware sourcing, production line setup, quality testing.
- Marketing & Distribution – Online ads, packaging, logistics, influencer campaigns.
- Staff Salaries & Operations – Developers, engineers, designers, and support teams.

REVENUE STREAMS

- Product Sales – Direct sales of AiDeline units via online and retail channels.
- Subscription Plans – Premium access to analytics, doctor integration, and cloud data storage.
- B2B Contracts – Corporate wellness packages and healthcare institution partnerships.
- Licensing & API Integration – Allow third-party platforms to integrate AiDeline’s health data analytics.