

Team Riot



Project: iBaBy

Happy Baby, Happy Mother

Happy Baby, Happy Mother
March 19, 2018.
Microsoft Young Bangla Internship
Subject: Submission of the "Internship Report".
Respected Sir,

We feel immense pleasure in presenting to your good self, the term report as a part of our course requirement. We found this report to be truly challenging in many aspects, indeed very interesting in relation to the various interpretational and engrossing exercises. Writing this report itself was truly comprehensive learning experience. The report mainly revolves around some core management functions of Planning, Organizing, Leading, Controlling and Technology that are being practically.

We have tried our level best to complete the report with respect to the desired requirements. However, if any explaining is required, we would be honored to oblige. Kindly accept this humble effort of bringing forward our research and findings on the subject matter.

Sincerely yours,

Tariqul Islam
Mohammad Ibrahim
Riadul Islam Nasim

Abstract

The goal of this project starts a new service through technology. We will develop a self-help Android and web application to aid pregnant women in achieving healthy weight gain during pregnancy. This application empowers women to take their health into their own hands and has the potential of reducing short-term and long-term health risks associated with gestational weight gain for both mother and child. This application is an example of continued advancement of mobile technologies in healthcare, which drives the shift from a reactionary to preventative treatment paradigm. And we also provide All kind of necessary accessories what needs for baby and it's mother like baby items, medical service and medicine.

Summary

Every 4 minutes in Bangladesh, a child less than 1 month old dies because their mother didn't have access to proper postnatal and antenatal care. The majority of these deaths can be prevented by providing children and their mothers with access to proper nutrition. By providing nutritional supplements to pregnant mothers, their newborn babies, and young children, we can drastically reduce child mortality.

Healthcare has been, and continues to be one of the most pressing concerns facing the World Wide and the rest of the world in the 21st century. Healthcare providers and experts in the field have been looking for ways to provide quality healthcare at affordable rates. One such way has been through the use of technology, which has been rapidly evolving over the past years. Mobile technologies, in particular, have been gaining traction in recent years and making their way into a great number of industries, revolutionizing the way business is done in these industries. The use of mobile technologies in the healthcare field, also known as Mobile Healthcare, is relatively new and unexplored. Hence our goal with this project was to design and develop a smartphone application to empower patients with the ability to self-manage their health.

Today mothers are tensed about their children. We will develop a mom community by which one mother can share experience with other.

Acknowledgements

First of all, we would like to thank to almighty Allah for letting me finish my Internship report and Intern timely. We also like to thank Microsoft Bangladesh and Young Bangla for giving us this internship opportunity. We would like to take this opportunity to express my gratitude to our Internship supervisor, Ashikur Rahman Rupok, the trainer of Microsoft YoungBangla Internship program. For his continuous inspiration, instruction, supervision and patience. Without his guidance and support it would not have been possible to come this far.

Table of Contents

<u>TOPIC</u>	<u>PAGE</u>
1. Cover Page: Team Name, Logo, Tagline.....	01
2. Abstract: summary of your work throughout the internship program.....	03
3. Acknowledgements.....	04
4. Statement of the problems.....	07
5. Solution Benefits.....	08
6. Solution Description.....	09
7. Technological Aspect.....	15
8. Market Opportunity.....	17
9. Market Strategy.....	17
10. Acquisition Plan.....	17
11. Marketing Strategy: Partnerships, Marketing plan.....	18
12. Projected Timeline: Time line of your plan.....	18
13. Requirements: Things you need.....	20
14. Financial Strategy.....	20
15. Revenue Model.....	21
16. Team Introduction.....	22
17. Project Overview.....	23
18. Justify The Terms Basis of your solution.....	23
19. Scalability.....	23
20. Quarterly Plan.....	24
21. Overall Impact.....	25
22. Possible Risk Management.....	25
23.Overall Impact: National, technological, social, economical, etc. impacts due to your project.....	25
24.Possible Risk Management: Possible Risks, Ways to Overcome.....	25
24. Statement of Integrity.....	26
26. Thank You Page.....	27

Table of Figures

<u>TOPIC</u>	<u>PAGE</u>
1. Solution Benefits pie chart.....	08
2. Solution Description.....	09
3. Record menstrual cycle frequency	10
4. Ovulation Calculator.....	11
5. Ovulation Symptoms.....	12
6. Healthy Food.....	12
7. Product and gear.....	13
8. Medicine, doctor and hospital.....	13
9. Blood Bank.....	13
10.Vaccine Routine.....	14
11.Tetalus Toxoid(TT) Vaccine Schedule	15
12.Architecture our solution.....	16
13.Market Strategy	17
14.Break even analysis	21
15.Sales.....	21
16.Timeline.....	22

Statement of the problems: Describe an image of people suffering from the problem without our product.

During pregnancy 14% women are in Danger in Bangladesh. Proportion of women aged 15-49 who were married before age 15 is 33%. And Proportion of women aged 20-49 who were married before age 18 is 74% .Report by Unicef.

Bangladeshi women lack basic life saving drugs in pregnancy and childbirth. Global health organization PATH and a local NGO SERAC-Bangladesh recently joined together to highlight the fact that many Bangladeshi women lack access to the life-saving medicines that can prevent the two leading causes of death during pregnancy and childbirth — postpartum hemorrhage and eclampsia. Besides some of the major problem for pregnant women in Bangladesh are:

- Medicine
- Nutrition
- Doctor
- Transport
- Healthy Food
- Blood
- Ambulance
- Baby Care
- Autism Baby Care Problem
- Pre-service
- Post-delivery services

In our country there is lots of problem. We will try to solve as a problem. We want to launch a service, which will make our daily life easier and faster. Our service is for pregnant women and their baby. Most of the rural women and some urban women don't concern about pregnancy. They don't know what should do during pregnancy period such as nutrition, food and treatment. For rural people and Residential area it is challenging to get medicine and necessary accessories. And during pregnant and after pregnant they need midwife or any nurse or assistance, if need we will provide that for them.

Around 5,200 women in Bangladesh die each year due to pregnancy and childbirth related problems, making up eight percent of the total deaths among women of reproductive age.

“Currently, 5,200 maternal deaths occur annually in the country making up eight percent of total deaths among women of reproductive age,” according to a United Nations Population Fund (Unfpa) report disclosed in Dhaka recently.

The Unfpa representative in Bangladesh, Argentina Matavel Piccin in the report put emphasis upon midwifery in the country for ensuring safe birth of children and good health of mothers during delivery. “83,100 babies are stillborn and there are 76,000 neonatal deaths every year. Skilled birth attendance at delivery is 42%, institutional delivery is 38%,” she added.

In terms of maternal health, global evidence shows that midwives deliver the most effective sexual reproductive, maternal and newborn health interventions, and are able to avert over 80% of the maternal deaths in countries like Bangladesh.

It is too much difficult to purchase something for pregnant women and newborn baby's mother to go abroad and buy something for her and her baby. Prenatal care is important for pregnant women. But in all condition, it is not possible to reach all care to a pregnant woman. Everyone want their healthy baby but it is not possible for Unconsciousness. In our project we give them total support During Pregnancy Period, After Pregnancy Period, General Problems by our apps. Overall care of the child before and after pregnancy. We also make a Mom Community For their sharing experience.

Solution Benefits: Describe an image of people using our product and leaching the benefits from your solution

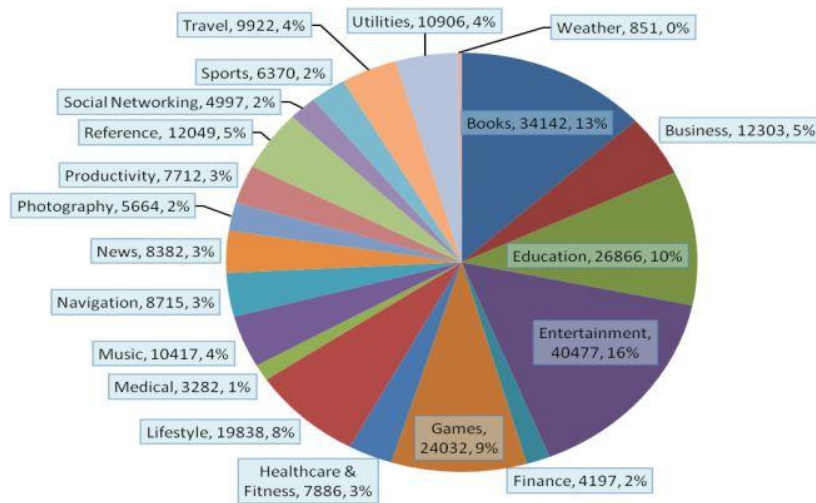


Figure 2-1: Distribution of Available Applications on the Apple AppStore for iOS by Category Source: (uquery AppStore Search Engine, Oct. 2010)

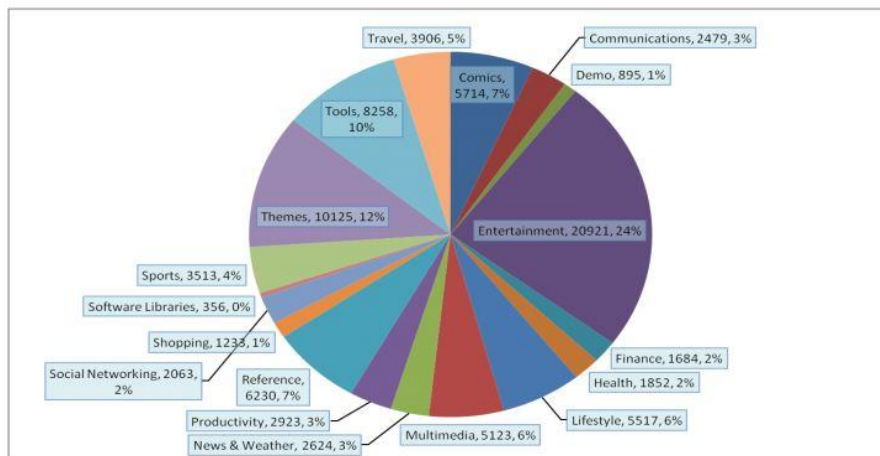


Figure 2-2: Distribution of Available Applications on the Android Market for Android OS by Category (Androlib Android Market Search, Oct. 2010)

Solution Description

The desire to have healthy children can encourage some women to make healthier lifestyle choices when they want to get pregnant. Women may become more conscious of the food, beverages and drugs they are putting into their bodies and set aside time to exercise.

To optimize women's fertility, taking better care of their bodies is a good first step. What else can women do to improve their odds of having a baby?

The most important advice for a woman who wants to get pregnant is to get to know her body, specifically her menstrual cycle, said Dr. Mary Ellen Pavone, a reproductive endocrinologist and infertility specialist and medical director of the IVF program at Northwestern Medicine's Fertility and Reproductive Medicine in Chicago.

"It's important to know how far apart her cycles are so she can more accurately time intercourse to try to get pregnant," Pavone said.

Here are many tips are going in our application. All kind of data we are collect to our application database and optimize our solution. That may help increase a healthy woman's chances of becoming pregnant, assuming that neither she nor her partner have a known fertility problem.

Firstly ask the women what is your category?



- I'm Trying to Conceive
- I'm Pregnant
- I'm Parent (So i need baby care)

iBaby	iBaby	iBaby
Family planing	Newly Pregnant	Is It Normal?
Ovulation Calculator	Prenatal Care and Tests	Nutrition and Weight
Ovulation Symptoms	Pregnancy Safety	Baby Names
Getting Pregnancy	Vaccine Routine	Medicine Guide
Fertility conditions - treatment	Due Date Calculator	Baby Sleep and Fitness
Infertility - Trouble Conceiving	Pregnancy To-Do List	Sleep and Feeding Schedules
Healty Food	Pregnancy Weight Calculator	Vaccine Scheduler
Product and Accessories	Products and Gear	Baby Problem
Medicine, Doctor and Hospital	Medicine, Doctor and Hospital	Baby Training
Tips Or Suggestion	Tips Or Suggestion	Well-Baby Checkups
Blood	Blood	Medicine, Doctor and Hospital
Any Questions ?	Any Questions ?	Products and Gear
		Any Questions ?

Record menstrual cycle frequency

A woman who wants to have a baby should monitor whether the first days of her periods tend to come the same number of days apart every month, which is considered being regular. Conversely, her periods may be irregular, meaning her cycle lengths vary from month to month. By tracking this information on a calendar, a woman can better predict when she might be ovulating, the time when her ovaries will release an egg every month.

A woman's egg is fertile for only 12 to 24 hours after its release, according to the March of Dimes. However, a man's sperm can survive in a woman's body for about 6 days, notes Planned Parenthood.



Monitor ovulation

Women with regular cycles generally ovulate two weeks before the arrival of their periods, Pavone said. It's harder to predict ovulation in women with irregular cycles, but it usually occurs 12 to 16 days before the start of her next period.

There are several methods women can use to help determine their most fertile days each month.

Home ovulation-prediction kits can take some of the guesswork out of figuring out when a woman is ovulating. They're good to use for this purpose, Pavone said, but she suggested reading the instructions before using the products, since each kit can be a little different.

Sold at drug stores, the kits test urine for luteinizing hormone, a substance whose levels increase each month during ovulation and cause the ovaries to release an egg. The three days right after a positive test result is the best time for couples to have sex to increase their odds of becoming pregnant, reports the American Pregnancy Association.

Other clues to ovulation include the basal body temperature method, in which a woman takes her temperature before she gets out of bed every day and charts this on a graph for at least three menstrual cycles. After a woman ovulates, her basal body temperature typically increases less than half a degree Fahrenheit (0.3 degrees Celsius). A woman is most fertile during the two to three days before this slight rise in body temperature, reports the Mayo Clinic.

A second method is tracking cervical mucus, which involves a woman regularly checking both the amount and appearance of mucus in her vagina. A study published in the journal *Fertility and Sterility* found that women who checked their cervical mucus consistently were 2.3 times more likely to get pregnant over a six-month period.

Strive for a healthy body weight

Being too heavy can reduce a woman's odds of conceiving, but being too thin can make it even harder to have a baby.

Research has shown that a woman who is overweight (her body mass index, or BMI, is greater than 35) can take twice as long to become pregnant than a woman whose BMI is considered normal, Pavone said. A woman who is underweight (her BMI is less than 19) might take four times as long to conceive, she said.

Having too much body fat produces excess estrogen, which can interfere with ovulation. Losing 5 to 10 percent of body weight before a woman starts trying to get pregnant could improve her fertility, according to the American Society for Reproductive Medicine.

A study done in 2017 found that couples in which both partners are obese may take from 55 to 59 percent longer to become pregnant, compared with couples who are not obese.

Women who are too thin might not be getting regular periods or could stop ovulating.

Take a prenatal vitamin

Pavone recommends that women who are attempting to conceive start taking a prenatal vitamin even before becoming pregnant. This way a woman can find one that's more agreeable to her system and stay on it during pregnancy, she said.

Another possibility is to take a daily multivitamin, as long as it contains at least 400 micrograms (mcg) per day of folic acid, a B vitamin that's important for preventing birth defects in a baby's brain and spine, Pavone said.

The Centers for Disease Control and Prevention urges women to take 400 mcg of folic acid every day for at least one month before getting pregnant to help prevent birth defects.

Getting a head start on folic acid supplementation is a good idea because the neural tube develops into the brain and spine 3 to 4 weeks after conception occurs, before many women may realize they're expecting.

Family Planning

- Clinics
- Advice
- News
- Products
- Courses
- Resources

Ovulation Calculator


We need some information

First day of your last period

March

18

2018

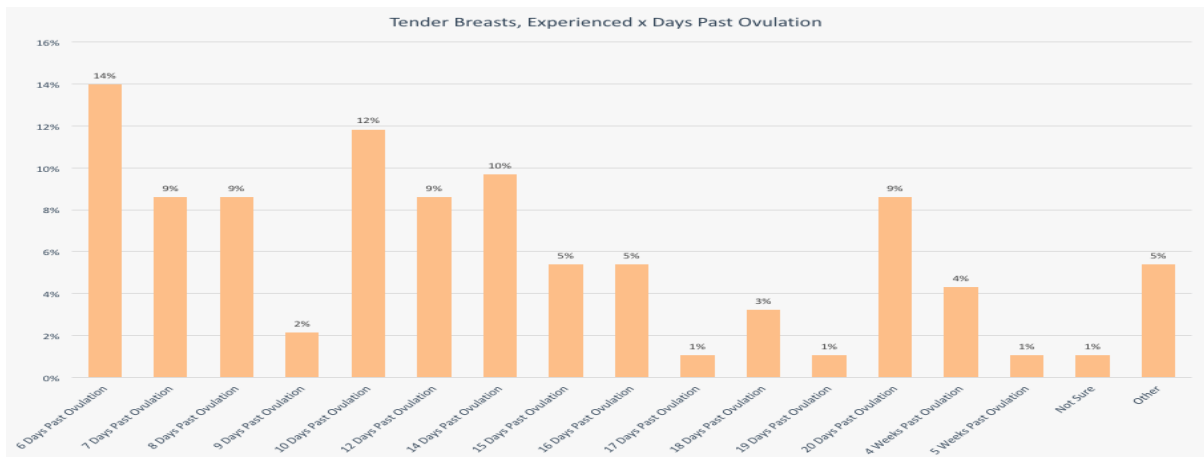


Length of your cycle

28

Submit

Ovulation Symptoms



Healthy Food

We service provide the all kind of healthy food.



Product and Gear

Product and Gear all kind of helping by mother and bay

Easy to Use



Chicco KeyFit 30 Infant Car Seat
\$199.99

ADD TO BABYLIST

BUY NOW

♥ Babylist

\$199.99

The Convenient Co-Sleeper



Arm's Reach Concepts Mini Ezee 2-in-1 Bedside Bassinet - Natural
\$159.99

ADD TO BABYLIST

BUY NOW

Amazon

\$159.99

Great for Breastfeeding



Kiinde Twist Breastfeeding Gift Set
\$99.00

ADD TO BABYLIST

BUY NOW

♥ Babylist

\$99.00

The Sous Chef



Beaba Babycook
\$149.95

ADD TO BABYLIST

BUY NOW

♥ Babylist

\$149.95

Every user connected our network and give our service in push notification on the android and windows user.

Medicine, Doctor and Hospital

- All kind of medicine supply for the mom and baby on the problematic solution and medicine guide.
- Doctor serial and chamber are all kind of service by the iBaby.
- Hospital and ambulance are collected our solution and going to be of our service.



Blood Bank

We are collected to blood donor in the hole bangladesh many time many criteria problem. We all service in the blood problem solution for pregnant baby in the iBaby.



Vaccine Routine

Vaccination Schedule for Child in Bangladesh:

Disease	Cause of infection	Vaccine	Route	Number of Doses	Age of Administration
Childhood TB	Bacteria	BCG	Intradermal	1	Soon after birth
Poliomyelitis	Virus	OPV	Oral	4	OPV0: Soon after birth OPV1: 6wks OPV2: 10wks OPV3: 14wks
Diphtheria	Bacteria	Pentavalent vaccine (DTP+ Hep B+ Hib)	Intramuscular	3	Penta1: 6wks Penta2: 10wks Penta3: 14wks
Tetanus	Bacteria				
Pertussis	Bacteria				
Hepatitis B	Virus				
Hib pneumonia and Meningitis	Bacteria				
Pneumonia and Meningitis due to S. Pneumoniae	Bacteria	Pneumococcal Conjugate Vaccine (PCV10)	Intramuscular	3	Pneum1: 6wks Pneum2: 10wks Pneum3: 14wks
Measles	Virus	Measles	Subcutaneous	2	Measles-1: 09 months Measles-2: 15 months

Goal of Expanded Program on Immunization in Bangladesh:

- Immunization should provide all children less than one year of age throughout the country.
- Immunize all women of childbearing age including pregnant women throughout the country.
- Help to lead healthy both mother and child.
- Extend service delivery point up to the community to cover all target population.
- To eliminate maternal and neonatal Tetanus.
- Eradicate Poliomyelitis and reduce disability from Poliomyelitis.
- Control of Rubella Syndrome.
- Reduction of measles incidence by 90% and mortality by 95% compared to pre immunization period.
- Control hepatitis B infection by sero-prevalence of HBsAg to less than 2% among children under five years old.
- Improve and maintain vaccine, immunization and injection safety.

Tetanus Toxoid (TT) Vaccination Schedule for Women in Bangladesh:

Tetanus Toxoid (TT) is a routine vaccination activity under Expanded Program on Immunization (EPI) in Bangladesh. The women of reproductive age (15 -49 years) are the target population for five doses of TT vaccine to protect them from tetanus in rural community of Bangladesh.

Vaccine	Minimum age/interval	Percent protected	Duration of protection
TT1	First contact after 15 years age old to 49 years	0%	Protection for the mother for the first delivery
TT2	At least 4 weeks after TT1	80%	Infant born to the mother will be protected from neonatal tetanus Gives 3 years protection to mother
TT3	At least 6 months after TT2	95%	Infant born to the mother will be protected from neonatal tetanus Gives 5 years protection to mother
TT4	At least 1 year after TT3	99%	Infant born to the mother will be protected from neonatal tetanus Gives 10 years protection to mother
TT5	At least 1 year after TT4	99%	Gives lifetime protection to mother All infants born to that mother will be protected.

Technological Aspect: Product architecture overview Key technologies & platforms, integration with other products/services, security, strategy of value delivery.

Next, we look at the product backlog for the project. These components were designed to deliver the functionality we agreed upon with the customer. For details on the system request and specifications.

1. Android Application UI component

This component consists of all the screens and UI elements that the user interacts with.

2. Notifications / Reminder component

This component is used to generate notifications to remind the user to input his/her weight, food, or activity data.

3. Weight Monitoring component

This component is for the users to input and keep track of their weight and get feedback based on their gestational weight gain.

4. Dietary Information component

This component is for the users to input and keep track of the food that they eat on a daily basis and get feedback on whether they are eating a balanced and healthy diet.

5. Activity Monitoring

This component is for the users to input and keep track of their sedentary, active and exercise times to make sure that they are exercising enough.

6. Google Health component

This component is used to interface with the Google Health service in order to log the user's weight, dietary, and exercise information into their Google Health profile.

7. Feedback component

This component is used to generate feedback for the user based on his/her weight, food, and activity input.

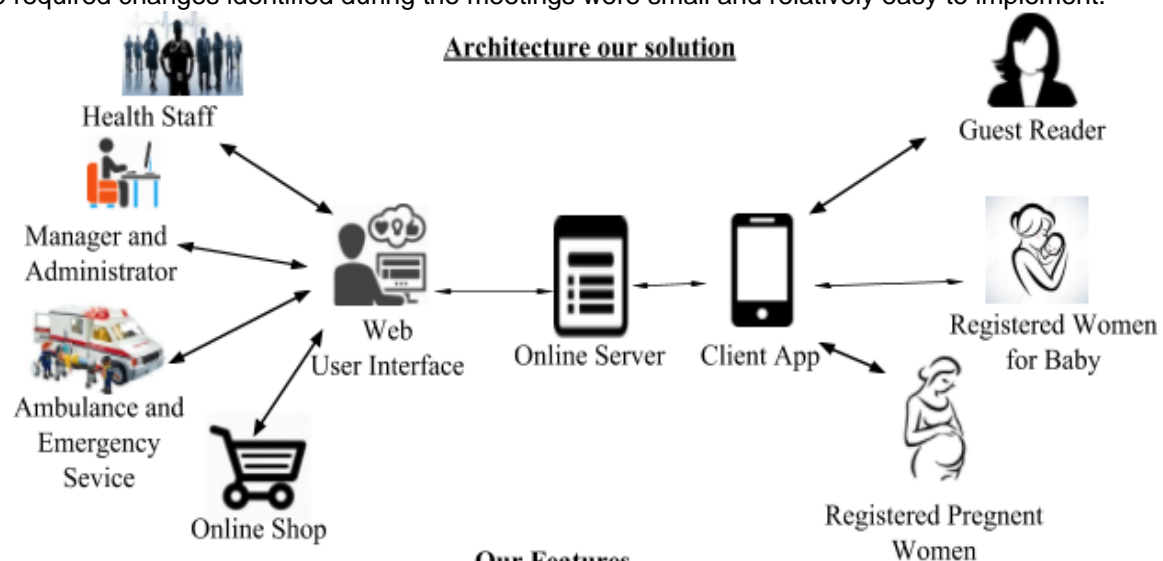
8. Information library

This component contains all the text for the help screens, information on serving sizes, food information, suggestions for users, and textual feedback for the feedback component.

9. User manual

This component consists of a comprehensive guide on how to use the application.

This is where we started to deviate from the original scrum process. Our artifacts only include the product backlog and the sprint backlogs for each sprint, which we will talk about when we cover the sprints later in the chapter. We decided not to create a scrum burn down chart because the scrum master had to focus more on the development tasks, and therefore had no time to assess the progress daily. Additionally, our product backlog did not evolve much during the development cycle. The required changes identified during the meetings were small and relatively easy to implement.



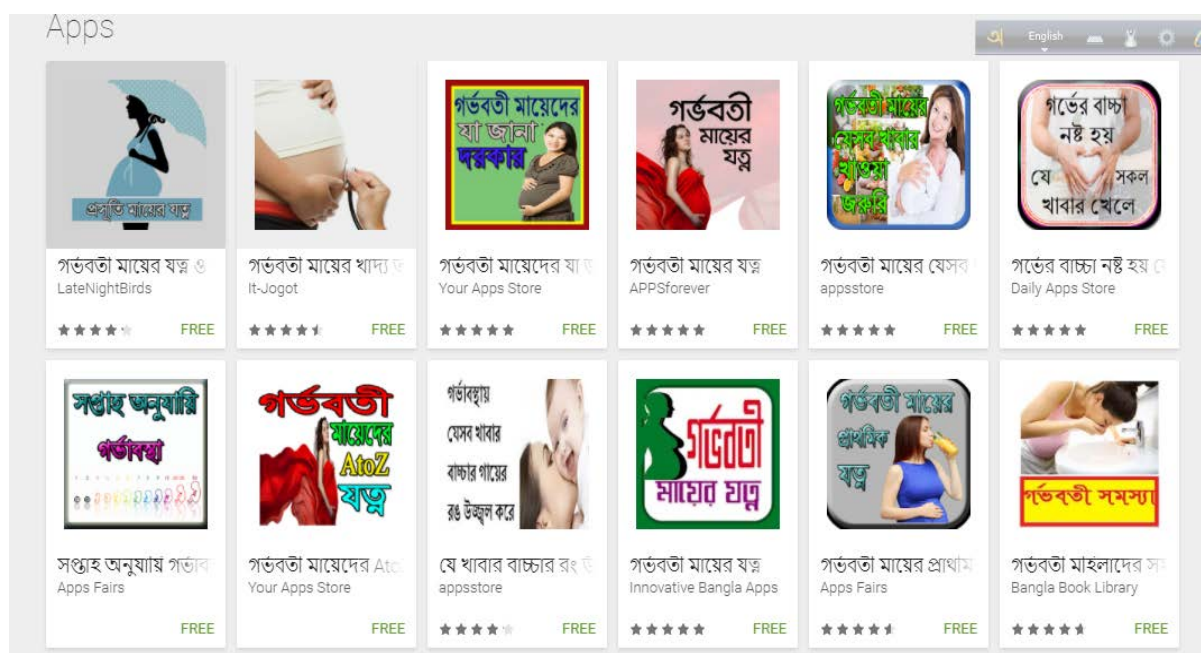
- Azure App Service
- Microsoft .NET, ASP .NET
- Microsoft SQL Server
- Android Programming
- Web Technology

Market Opportunity: the target market, the total market size , the market share that the company will target.

Every 45 minutes, a woman in Bangladesh dies from complications in pregnancy or childbirth. Every 4 minutes, a child less than 1 month old dies because their mother didn't have access to proper post-natal and ante-natal care. We provide basic health knowledge services to pregnant women and their newborns. Our Target market is pregnant women and newly pregnant women. In Bangladesh a keyword "pregnancy" searches on Google BD 600,000 times monthly. Our targeted client is female .We have 4.05 Core Female Internet User is in Bangladesh 2018 Report by BTRC.Women are 62% more active on Facebook.Total Internet user of Bangladesh is 8.0829 core source by BTRC .Total market size of our apps is 1 million.

Market Strategy: will it be a monopoly? Justify! Direct or Indirect Competitors, Ways to overcome/why you're better/your competitive advantages.

Yes it will be a monopoly idea. Our service have no competitors in market Directly but some indirectly competitors in market. Our differences with our competitors are services. Our service is unique .Some of competitors in They are in screenshot:



Acquisition Plan: Implementation Steps.

Methods to inform the mobile app development include lessons learned from the first phase, interviews with health experts, a literature review, and integration of health behavior and sociological theories. Our team used classic project management guidelines for completing the first phase of the project, that included lessons learned as the integral last step of the class project that set the stage for the next phase.

Marketing Strategy: Partnerships, Marketing plan
(web/social/electronic/print)(online/offline), Sales plan
(direct/indirect/channels).

Marketing strategy

Our marketing strategy is help people through service and start a new startup business. We have some marketing strategies. There are two types

1. Online:

1. Use social media:

Social media as facebook, linkedin and twitter and are now important platform for marketing. we can't ignore social media. That's where all the so-called magic is happening. Some businesses have been built solely on the backs of social media. It can be intimidating at first. Sure. But as we build momentum, we'll find posting on social media to get easier and easier over time.

2. Creating video:

One of the most effective ways to get the word out on our business is to create video tutorials. YouTube is another way of marketing. By creating a video we can share video. Teach people something useful. Walk them through it. Hold their hands. Step-by-step tutorials are all the rage. The better we are at this, and the more value we provide, the quicker we can boost our visibility, and ultimately, our sales.

3. Blogging:

Writing blog is another important way of marketing. We can write blog and promote our business

4. Search engine optimization:

This is an area of marketing that I'm incredibly passionate about. But it's also an area that many people are deathly frightened by. But it can also be powerful.

Another is,

2.offline:

offline boot camp, seminar, and workshop.

Projected Timeline: Timeline of your plan.

The timeline for our project is split into 12-week terms. For details on the dates and duration of each term. The following sections go over the details of our work plan for each of the terms.

a) **A-term**during the first term we conducted initial background research and software development we gathered and documented all the requirements for the software application that we are building, which lead to a technical specifications document. We also started building a small prototype of each of the different components of our application, in order to determine the technical and economic feasibility of building each module in its entirety. The feasibility studies lead to the decision of whether we can build the application, and the time it will take us to do so. Using all this information we then came up with a work plan for the rest of the terms. At the end of this term, we formed our product backlog.

Research Literature review was the primary method of gathering background information for our project. We utilized a variety of sources mainly discovered through the bangladesh marketplace and marketing strategy. Additionally, our

Sponsors provided us with a few background documents and books. Other resources included general web searches and application catalog searches to determine the availability of solutions similar to our project.

Requirements Gathering Before we began development of the application, we gathered the requirements for the application and produced the product backlog. We met our customers for the first time in the third week of A-term. From this meeting, we were able to determine the high-level requirements of the product. We prepared a document detailing our understanding of the product and its requirements and presented it to the customers before the end of the term for feedback. We then used this feedback to finalize the requirements and form our product backlog, and got the sign off from the customers.

We also conducted focus groups to gather feedback on the UI and the usability of the application. Therefore we focused on developing the high priority components, which were the front-end components, such as the UI, weight tracking, food tracking, etc., to use for the focus group sessions.

b) **B-term** During the second term the team concentrated on building the marketing and market analysis. Our goal was to spread the development of the application across both terms. This term was split into 3 two-week development sprints. Each sprint consisted of a sprint backlog with a number of components from the product backlog, which depended on the complexity of said components. The team met with the sponsors once a week to discuss the progress of the project and made changes as needed.

Sprint 1: March 20th – April 20th Sprint backlog: Application UI, Notifications/Reminder component we decided to develop these two components first because our first objective was to demonstrate a prototype of the UI to the customers. During this time, the team focused on designing all the application screens as well as the flow of between the different screens. The user interface design team designed the focus group sessions to be carried out during the second iteration. The research team worked on usability design and testing to make sure that the application was intuitive and user-friendly. The team met with the customers on the following dates:

April 1st: the team discussed the full set of requirements identified by the team and went over the scrum product backlog to make sure that we were not missing any required functionality.

April 5th: the team presented the UI designs and got feedback from the sponsors which allowed the team to finalize the UI designs in order to start building the actual application screens.

Sprint 2: April 20th – April 30th Sprint backlog: Conceive tracking, Nutrition tracking, Family Planning, Product Planning, Activity tracking components During the second sprint we conducted two focus groups get more in-depth feedback about the usage of our system. Therefore the team developed the weight, nutrition, and activity tracking components because these were the main components that the user would be interacting with. In the meantime, the user interface team focused on designing the focus-group protocols.

Focus Groups

Design In order to further the analysis of different user interface (UI) designs, we conducted two focus groups of women. These focus groups have critical meaning to the usability of the application and the evolution of the interface as we continued development because of the feedback gleaned. The people who were included in the focus groups were pregnant women who have varying degrees of experience with smart phones, from a non-user to a power user, between the ages of 18 and 35. The purpose of this was to gather feedback on the usability of our application by allowing the participants to interact with our application running on an actual smartphone. The focus group started with an introduction of the project, gestational weight gain, and smartphone applications. We then distributed phones and demonstrated a walk-through of the important sections we were focusing on, specifically the input screens. Below are the areas of the application that we covered:

- Application UI
- Conceive tracking
- Pregnant tracking
- Parent Baby Care tracking
- Ovulation
- Fertility Conditions
- Product and Accessories
- Medicine, Doctor, and Hospital management connected to our proposal.
- Family Planning
- Activity tracking
- Nutrition tracking

Tools & Resources

- Due Date Calculator
- Ultimate Pregnancy To-Do List
- Pregnancy Weight Calculator
- Mom Community

Reminders/Notification

The subjects were then encouraged to discuss with each other during and after they have the opportunity to interact with the application. This helped generate discussion between non-smartphone and Smartphone users that yielded valuable feedback on not only our current design but also how they expected the application to look and feel. We were able to use this to adjust our interface to accommodate both the experienced user as well as the novice user based on responses and criticisms as well as establish areas for future work. We recorded these discussions to make sure we get every comment from the participants and can relate those to the entry survey responses, taking care to maintain the anonymity of the participants.

Requirements: Things you need.

Basic requirements for this project:

- Funding
- Data
- Developer
- Mentor
- Environment

Financial Strategy: Investment Model(uses of fund), Amount Required, Industry Focused, Monthly Burn rate, Procurement Plan.

- Uses of fund:

Development: 100000/=

Facilities Costs: 50000/=

Information Gathering: 5000/=

Supplies and Advertising: 80000/=

E-commerce Service: 15000/=

Equipment and Vehicles: 100000/=

Other Startup Costs: 50000/=

Total Startup Costs: 400000/=

- Industry Focused:

We are focusing on Medical service and E-commerce service.

- Monthly Burn rate:

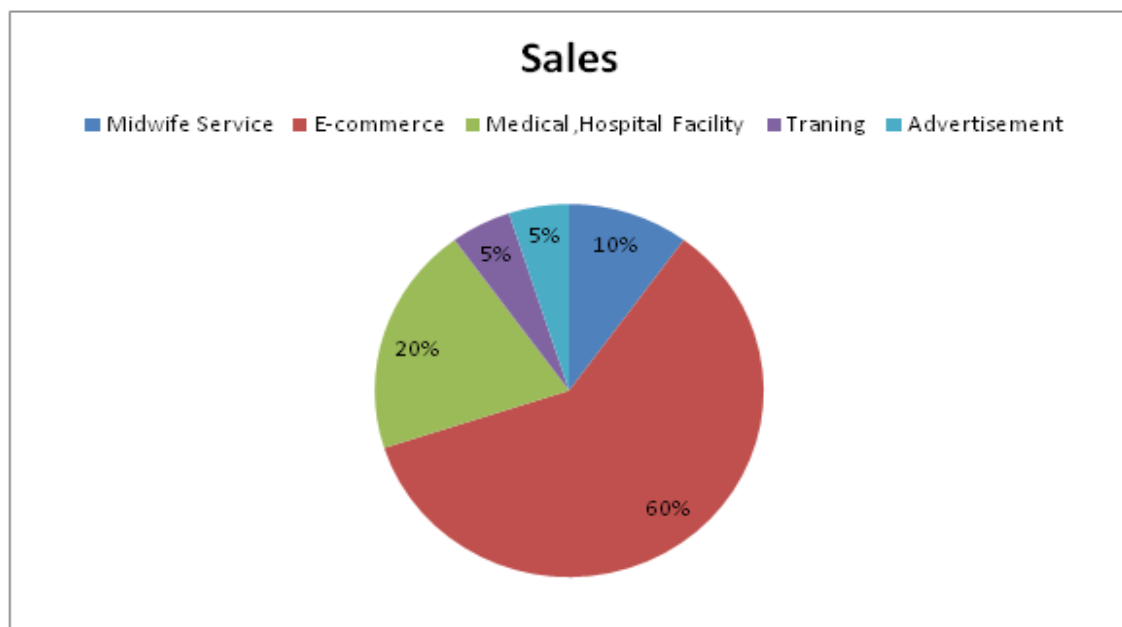
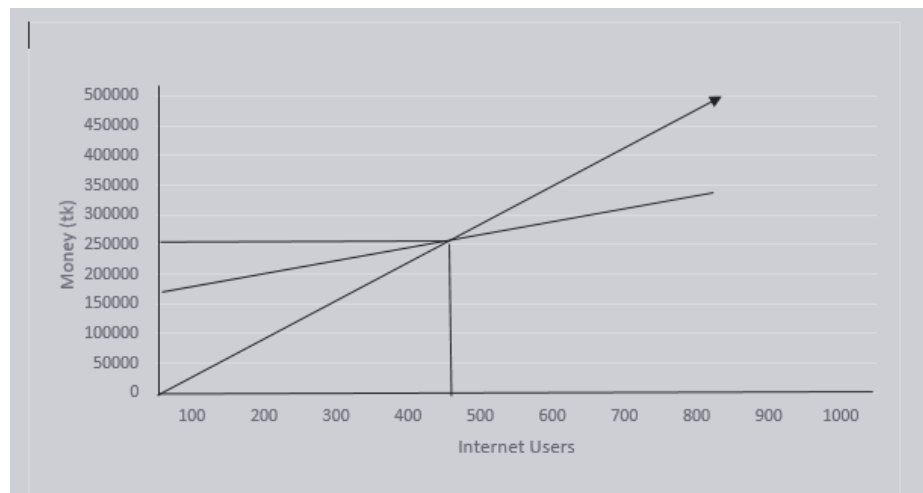
66000 TK

- Procurement Plan:

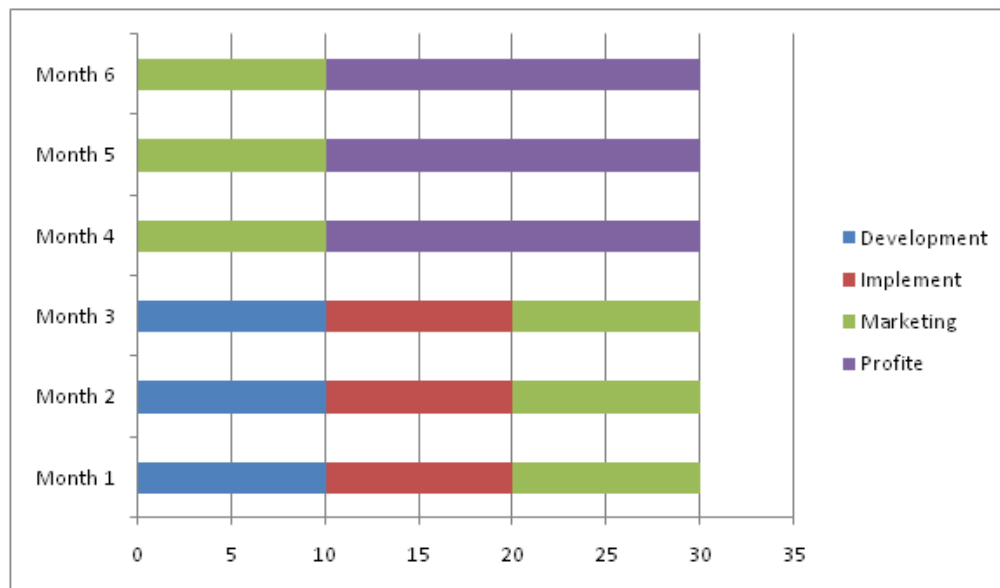
We collect midwife from different type of nonprofit organization and collect our data from medical and clinics during development our service.

Revenue Model: Sources of Revenue, Break Even Analysis, Cash flow projection, timeline to achieve profitability.

Break Even Analysis



Timeline to achieve profitability:



Team Introduction: Team members – names & titles(roles), Relevant knowledge, skills, experience, Advisors, Board members, Investors, Previous Experiences.

Team Name: Team Riot

Advisors: Abu Zafor Nuruzzaman Mohammad Abir

Board Members: Sonia Bashir Kabir, Ashikur Rahman Rupok, Nakib Juris

Investors: Microsoft Young Bangla

Team Members:

Tariqul Islam (Team Leader)

Skills: HTML, CSS, Javascript, C, C#.Dot NET

Experience: Developer Kashfood Website and several website .

Riadul Islam Nasim (Developer)

Skills: HTML, CSS, Java, Python, Android

Experience: Android three projects(Quiz Hunter, Weather Helping, Tourmate)

Mohammad Ibrahim (Team gate man)

Skills: HTML, CSS, Javascript, Php, Bootstrap, SQL

Experience: Toire IT and E-commerce Service.

Project Overview: Mission, Objectives, Future Plans.

Project Overview

Prenatal care is important for pregnant women. But in all condition, it is not possible to reach all care to pregnant women. Everyone wants their healthy baby but it is not possible for Unconsciousness. In our project we give them total support During Pregnancy Period, After Pregnancy Period, General Problems by our apps. Overall care of the child before and after pregnancy. We also make a Mom community For their sharing experience.

Mission

These projects work to incorporate “Core Values” and is designed to address the substance abuse treatment needs of women and pregnant/postpartum women within the context of the family, especially mother/child bond, for improved abstinence; coordinate increased access to prenatal and well child as well as health education for the mothers with the intention of decreasing birth complications and increasing healthy births; enhance the mother's attachment to her infant and provide parenting support to assist in stopping the cycle of child abuse and neglect and to provide for increased family intactness and healthy family functioning; provide case management services and address the co-factors of substance abuse including sexual abuse to assist with development of a safe, stable and economically viable lifestyle for mother and infant.

Objectives

In this projects our main objectives is provide service through giving information, help, medicine ,healthcare, pregnancy product

Future Plan

To run a successful business. Reduce pregnancy death Rate. Developed a social platform for mom and ensure how to raring a baby and make healthy baby.

Justify The Terms Basis of your solution: Sustainable, Feasible, Innovative, User Friendly & Profitable.

Sustainable: Yes this project is Sustainable in the working opportunities.

Feasible: Yes this project is helpful and feasible for bangladeshi mother and baby probabilities.

Innovative: Our service is innovative in Bangladesh and first time we are working in this field.

User Friendly & Profitable: This project is User Friendly & Profitable also.

Scalability: Startup Stage, Expansion Opportunities, Deployment Plan, Secondary products/services.

Here some startup stages.

Stage 1: Seed and Development

This is the very beginning of the business lifecycle, before your startup is even officially in existence. We've got your business idea and we are ready to take the plunge. But first you must assess just how viable your startup is likely to be.

2. Growth and Establishment

If we're at this stage, our business should now be generating a consistent source of income and regularly taking on new customers. Cash flow should start to improve as recurring revenues help to

cover ongoing expenses, and you should be looking forward to seeing your profits improve slowly and steadily.

3: Expansion

At this stage we might feel there is almost a routine-like feel to running your business. Staff is in place to handle the areas that we no longer have the time to manage (nor should you be managing), and your business has now firmly established its presence within the industry.

4: Maturity and Possible Exit

Having navigated the expansion stage of the business lifecycle successfully, your company should now be seeing stable profits year-on-year. While some companies continue to grow the top line at a decent pace, others struggle to enjoy those same high growth rates.

In this digital era we have lots of opportunity to expand this service urban to rural all of the area.

We have a strong Deployment Plan, by which we can deploy our business.

Besides this helping service, we also offer a online shop where you can buy all kind of necessary accessories, medical instrument and medicine.

Quarterly Plan (4 Qtrs.=1 year) : from three perspectives(business, technical, financial)

Fourth Quarter: PLANNING

We are starting with the fourth quarter because this is when the planning for the next calendar year should begin.

Annual goal setting and strategy development for the next year (and even further out). Annual planning shall include operations, personnel, finance and budgeting, growth goals, etc. See more on Strategy here.

Conference planning. Strategically plan the conferences you will attend and don't leave home without a game plan. Whether your plan is to meet new or current team partners, gain more industry knowledge or meet government contracting officials, make sure you have a game plan. See more on creating your conference plan here.

Proposal and bidding database maintenance. Many companies struggle with how to effectively fill a proposal or estimating team's downtime. You probably just completed countless proposals and estimates. October thru December is an ideal time to organize all of the files and information collected during the surge of third quarter bidding. See more on proposal database maintenance here. I still strongly believe well-planned proposal library development and maintenance results in reduced proposal production time – allowing more time for building success strategies and resulting in reduced marketing costs. Update marketing collateral. You won and/or completed projects worth showcasing within the last year. It's important to update your Capabilities Statement(s), online media and other marketing collateral to support your conference and business development efforts that should start in the first quarter of the calendar year. Business Development Planning. The government is likely on vacation and holiday time during significant portions of the fourth quarter. Capitalize on this time to plan your in-person visits with your government clients beginning in the first quarter of the calendar year.

First/Second Quarters: EXECUTION

- Attend planned conferences
- Meet with government clients
- Meet with current and new team partners
- Analyze federal budgets and adjust financial and business development plans accordingly
- Measure progress towards annual goals and make adjustments where necessary to stay on track towards goals
- Ongoing bidding and proposals
- Department projects outside of proposals and bids
- On-going business development and marketing support

Third Quarter: EXECUTION

Focus on managing the surge of proposals and bids. All-hands-on-deck to support winning work.

Overall Impact: National, technological, social, economical, etc. impacts due to your project

- Home care and the social-Ecological model.
- Social Networks, Social Support, and Health
- Recognizing the Key Role of Neighborhoods and Communities
- Commitment to Family Care
- Including Families in Home Care
- Access to Home Health Care Workers and Technologies: A Social Capital Perspective
- Psychosocial Preferences for Care: Dignity, Privacy, Comfort, Trust
- Families and Receptivity to Use of Home Care Services and Medical Technologies
- Health Decision Making
- Communication with Health Professionals

Possible Risk Management: Possible Risks, Ways to Overcome

We want to start the service which is sustainable because our service is not only an important issue for national but also an international issue. Our scalability is too much. We are determined and dedicated to our work. Our system is fully user-friendly. The user can easily use this. It also an innovative. There is no existing service as like us. Our service is fully cover the whole area what is the need for before and after pregnancy.

I, hereby, declare and confirm that the project proposal, relevant idea, survey and no part of it is directly copied from any other sources.

Tariqul Islam
(TEAM LEADER)

Riadul Islam Nasim
(Developer)

Mohammad Ibrahim
(Gate Man)

Thank You All

Tariqul Islam

Cell: +8801521214410

LinkedIn: tariqulislamtoriq

Riadul Islam Nasim

Cell: +8801521305745

LinkedIn: rdnasim

Mohammad Ibrahim

Cell: +8801676520313

LinkedIn: ibrahimkardi