

Real Bedtime Champs

iPREVENT

(PRODUCT SOFT INNOVATION)

WHAT IS iPREVENT?

A kit that test for allergens in food. The kit comes with a vial of allergy liquid. You take a sample of your food and add a few drops of the allergy liquid. If the food changes a specific color, it tests positive for your allergy. There are separate liquids for each allergy (peanut, wheat, shellfish, etc.)

Business Model Canvas

Key Resources

What do you need?

Our product will be sold mainly through third party distributors so it is important to build relationships between businesses. We hope to have our product sold in doctors' offices, drug stores, pharmacies, etc.

We also need contracts with business to supply the vials for the liquid, and the case to contain them.

Key Activities

How do you do it?

We hope to deliver a reliable product that gives the user ease of mind and ease of use. Living with a food allergy is difficult and restricting. Our product aims to help make things easier. With the use of social media and advertisement, we will grow a large consumer base. Clients will see the practicality of our product and it will become a common item for people with severe food allergies.

Unique Value Proposition

What do you do? How is it unique?

It is estimated that up to 15 million Americans suffer from food allergies. 1 in 13 children deal with these potentially deadly allergies. iPREVENT was designed to reduce the risk of accidentally consuming food that may contain your allergen. How? A special serum (that is engineered to different allergies) can be dropped onto your food. If it changes color then that allergen is present in the food and it is not safe to consume. This process is quick and simple! It helps give you peace of mind when you or a loved one consumes food you have not prepared.

Our product is unique in its ease and speed. It only requires you to put a few drops on your food and wait a few minutes to see if a color change occurs.

Distribution Channels

How do you reach them?

Social media - facebook, twitter, instagram

Website / newsletter

Advertisements in doctors' offices, schools, grocery stores, etc.

Customer Relationship

How do you interact?

Customers can contact us through our website, email, or phone call. Our product will be distributed through a third party (such as doctors, drug stores, etc.) so there will not be as much direct interaction between us and the customer.

Customer Segments

Who do you help?

People with food allergies.

Parents with children with food allergies.

Schools / Organizations who must test food for allergens.

Customer Segment



Who do you help?

- People with food allergies.
- Parents with children with food allergies.
- Schools / Organizations who must test food for allergens.

People with food allergies will benefit from this product, but so will parents and organizations who have charge over minors. Many times children do not know to check food for allergies. It is important that students or schools/organizations have a way to check if food is safe to a child to consume.

Customer Relationships



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Distribution Channels



How do you reach them?

- Social media - Facebook, Twitter, Instagram
- Website / newsletter
- Advertisements in doctors' offices, schools, grocery stores, etc.

Our business will utilize these resources to distribute information about our product to customers. We will use these to interact and develop relationships with our customers.

Key Activities



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