

Pitch Deck

MediCare App and Website



Problem

Why MediCare?

Problem

MediCare solves the issue of people not being informed about the health status of their loved ones admitted to hospital wards.

At present, the Coronavirus pandemic (for e.g), has made many people feel unsure about the conditions of their friends/family whom they are restricted from visiting.

MediCare solves this problem by providing real time data about the patients health status and last check-up among other details.



Services Provided/ Value Propositions (now)

MediCare provides our clients with the ability to track real time updates regarding a patient's health status when admitted in hospitals/isolation wards. We also end sms updates to people without internet services.



Target Market/ Customers

This service is catered towards hospitals and medical institutions/old age homes and can be extended to other domains as well.

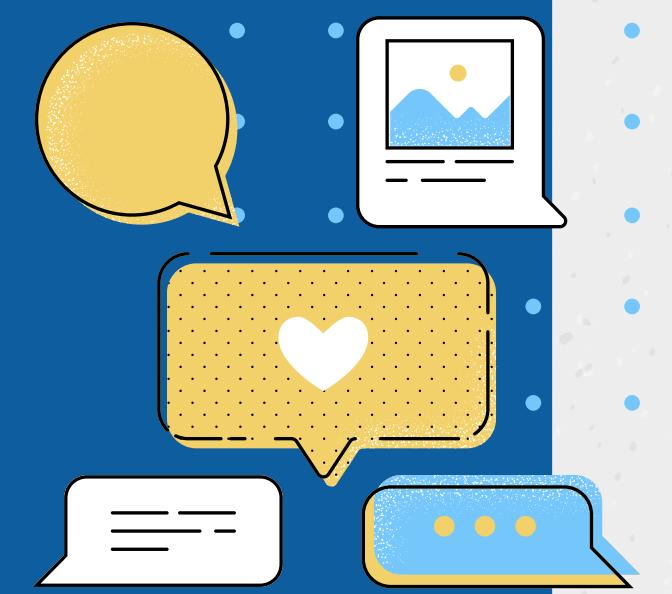
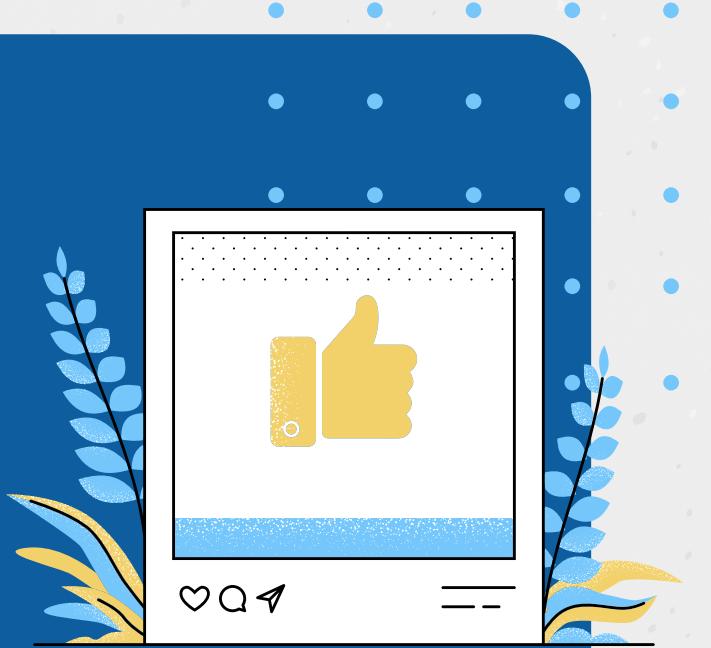
Target Market 1

Hospitals/ Clinics

Target Market 2

Old age homes

For fund-run old age homes, we will provide special assistance and discounts as a form of social service on our behalf



Market Size



Estimated market as per present
statistics from Google.com

19,817+

HOSPITALS AND CLINICS

728+

OLD AGE HOMES

Competitor Approach



HOW WILL YOU SET YOUR COMPANY FROM THE COMPETITION?

**Currently, almost no apps provide this service.
We provide real time content on the well being
of the patients to their loved ones.**

WHAT'S YOUR PATH TO REACH YOUR CUSTOMERS?

- **Promotions**
- **Advertisements**
- **Product/Service pitching sessions**



Key Resources



Resource needed now

Cloud platform, Firebase server, Flutter, HTML

Resources needed for future development

Eye motion sensors (for e.g: using IR sensors and Arduino) and other related hardware for long distance patient-mobile interaction



Future Services Provided/ Value Propositions

- SMS updates for people without internet access.
- Our services can be expanded to include hardware such as eye motion sensors which can be used to help disabled patients to interact with their families via a paid extension of our app.



Product pricing plans

Monthly

- Unlimited storage
\$ 300/mo
- Subscription e-mails
- Keep track of latest
updates and features

SMS Service:
FREE

Yearly

- Unlimited storage
\$ 1200/year
- Subscription e-mails
- Keep track of latest
updates and features

Website pricing:
\$ 3.95/mo



Cost Analysis



- Cloud platform services:
Estimated cost: \$ 250/mo
(depends on storage used: 50 GB initially)
- Web page Hosting services: \$ 3.95/mo
- Estimated hardware cost: Arduino/ IR Sensors
\$ 40/combo
- Advertisement/ promotion costs: \$ 900/year



Revenue Streams



- Website AdSense
- Subscription based services
- Yearly updates



Thank you!

