Business Model Canvas

Key Partners

- Cenabast
- Laboratories
- Drug stores
- Pharmacies

Key Activities

- Problem-solving
- Coding
- Customer reachout
- Administration

Key Resources

- Geo location of Pharmacies
- Transactional data from customers pre-ordering product from our platform
- Web scraping
- User interviews

Value Propositions

- Pharmacy locator for best price/distance ratio
- Centralized information
- Churn prediction
- RFM analysis
- Product usage prediction
- Access to big range of products

Customer Relationships

- Transactional
- Long-term
- Self-service
- Communities

Channels

- Owned channels (customers via web app, pharmacies)
- Partner indirect(distribution, retail)

Customer Segments

- End customer purchasing medication
- Small pharmacies that are overlooked by the majority
- Pharmacies interested in optimizing their stock/churn predictions

Cost Structure

- Shared web scraping algorithm for big pharmacies with Cenabast
- Fixed costs (labour costs)
- Variable costs (computing costs, marketing costs)

Revenue Streams

- Pharmacies pay for relevant/interested predictions
- End users pay with data
- Premium subscription