



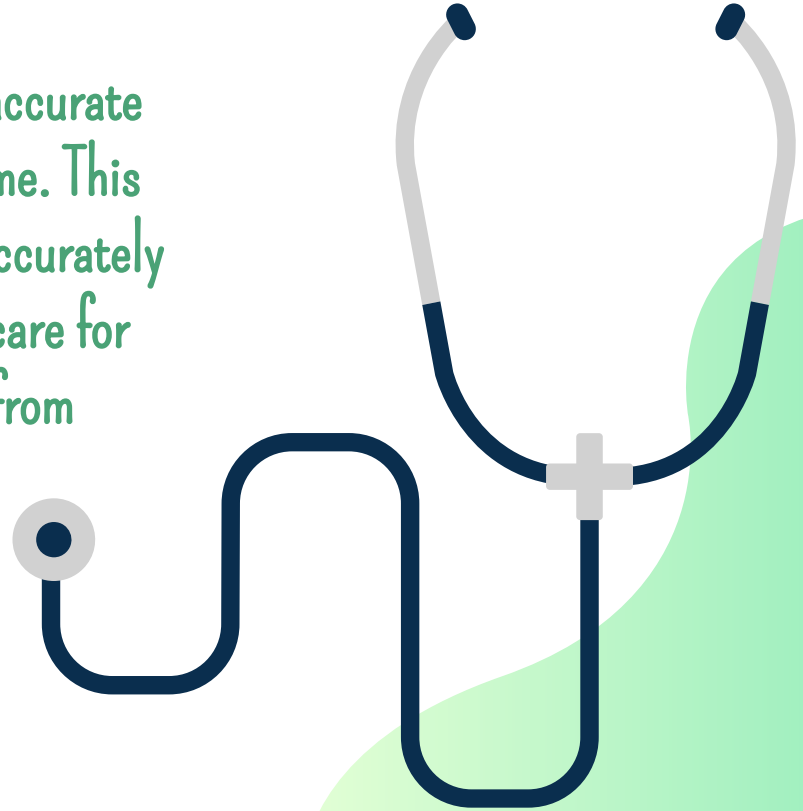
LIFE LAB

Your health is our priority

DEPI graduation
project 2024

Overview

"Life Lab" service provides medical tests with accurate results and takes samples from the client's home. This project aims to provide all types of blood tests accurately and after the results appear, provide ways to care for health by providing medical consultations from specialized doctors.



Our idea

Life Lab offers at-home sample collection for medical tests, providing convenient and accurate blood tests without the need to visit a lab. After receiving test results, users are connected with specialized doctors for consultations and personalized health recommendations. The service aims to empower individuals to take control of their health with precise results, convenience, and ongoing care. It targets individuals, families, and corporate clients, offering both pay-per-test and subscription models. Life Lab's unique value is its seamless combination of testing, professional consultation, and personalized health guidance.



Our goals

1. ***Provide Accurate Results***: Ensure 100% accuracy in tests and deliver results within 24-48 hours.
2. ***Customer Convenience***: Make home sample collection seamless, aiming for 90% customer satisfaction.
3. ***Follow-Up Consultations***: Have 70% of customers engage in follow-up consultations after test results.
4. ***Expand Reach***: Grow to new cities/regions and increase customer base by 30% each quarter.
5. ***Health Education***: Ensure 80% of users follow health recommendations provided.
6. ***Financial Sustainability***: Achieve profitability within 18 months through test fees and subscriptions.
7. ***Build Trust***: Gain 90% positive reviews and establish ***Life Lab*** as a trusted brand.
8. ***Innovation***: Add 5 new tests or services within the first year.

These goals will drive growth, quality, and trust for “Life Lab”.



Our team

Kerellos
Fatehy

Hend
Mustafa

Dina
Talaat

Mariam
mohammed

Fam

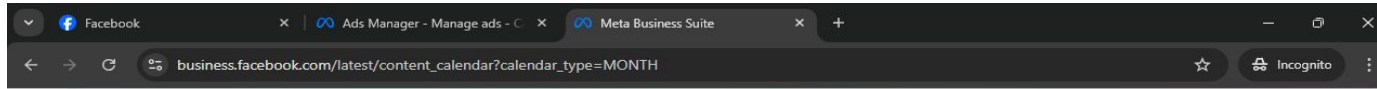
Business model canvas



Content calendar

platform	date	CONTENT PILLAR	Target audience	CONTENT FORMAT	COPY / HASHTAGS	links
FACEBOOK	01/10/2024	INFORMATIVE	womans & men	facebook post&story	هشاشة العظام	https://www.facebook.com/share/p/fEQeBu5GbSkFA
		INFORMATIVE	parents	facebook post&story	جراثومة المعدة	https://www.facebook.com/share/p/haejBf8PDGKbjj
	2/10/2024	INFORMATIVE	womans & men	facebook post&story	مرض السكر	https://www.facebook.com/share/p/x68kaJWrPYaPP
		INFORMATIVE	all gender	facebook post&story	اطمن على صحتك	https://www.facebook.com/share/p/swB2Kmsh1PFJ/
	3/10/2024	INFORMATIVE	womans & men	facebook post&story	لماذا تختار لايف لاب	https://www.facebook.com/share/v/5AXZonyAiTgkSl
		INFORMATIVE	womans & men	reel	معلومات عن لايف لاب	https://www.facebook.com/share/r/i9g5hMzujwpVt
	7/10/2024	INFORMATIVE	womans & men	facebook post&story	مقاومة الانسولين	https://www.facebook.com/share/p/oMtFbaBw7hsG
		INFORMATIVE	parents	facebook post&story	حماية البحر المتوسط	https://www.facebook.com/share/p/6oaZhd7ecuxFo
	8/10/2024	INFORMATIVE	womans & men	facebook post&story	فيروس سي	https://www.facebook.com/share/p/ZKLuvjY7uZYxYe
		INFORMATIVE	parents	facebook post&story	هرمون النمو	https://www.facebook.com/share/p/tMZCE2Josggeke
	18/10/2024	paid ad	all gender	meta	life lab service	https://www.facebook.com/share/v/7qkdhqngNWzb

Content calendar



Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Create ad

Create post



Week

Month



Today



October 2024

Content type: all

Shared to: all

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30 3:22 AM 3:22 AM	1 12:00 AM 12:00 PM	2 12:00 AM 12:00 PM	3 12:00 AM 12:00 AM + 1 more	4	5
6	7 6:15 PM 9:00 PM	8 12:00 AM 12:00 PM	9	10	11	12
13	14	15	16	17	18 3:20 PM	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Goals

More



Set a goal, track progress and learn helpful tips for your professional success.

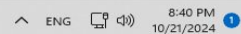
Start new goal



Consider boosting a recent post so audiences that don't follow you may see it.

Boost

https://business.facebook.com/latest/content_calendar?calendar_type=MONTH#



Content calendar

Facebook Ads Manager - Meta Business Suite

business.facebook.com/latest/posts/published_posts/?asset_id=103348891466501

Content

Schedule, publish and manage posts and stories, and more.








Export data Create reel Create post

Content

- Posts & reels
- Stories
- A/B tests
- Feed & grid
- Mentions & tags
- Collections
- Playlists
- Series
- Creative assets
- Videos you can ...

Published Scheduled Drafts Expiring Expired

Post type Filter Clear Search Last 90 days: Jul 23, 2024 - Oct 20, 2024 Columns

	Title	Date published	Status	Distribution
<input type="checkbox"/>	 Life Labs	10 Oct 3, 12:00am	Boost	--
<input type="checkbox"/>	 صحة أفضل #تحاليل طبيه Life Labs	Wed Oct 2, 12:00pm	Boost	-- Distribution
<input type="checkbox"/>	 01128831808 منزله دقهليه رقم التليفون... Life Labs	Wed Oct 2, 12:00am	Boost	-- Distribution
<input type="checkbox"/>	 01128831808 منزله دقهليه رقم التليفون... Life Labs	Tue Oct 1, 12:00pm	Boost	-- Distribution
<input type="checkbox"/>	 01128831808 منزله دقهليه رقم التليفون... Life Labs	Tue Oct 1, 12:00am	Boost	-- Distribution
<input type="checkbox"/>	 Life Labs updated their cover pho... Life Labs	Mon Sep 30, 3:22am	Create ad	--
<input type="checkbox"/>	 Life Labs updated their profile pic... Life Labs	Mon Sep 30, 3:22am	Create ad	--

8:38 PM 10/21/2024

Content calendar

Facebook Ads Manager - Manage ads - Meta Business Suite

business.facebook.com/latest/posts/published_posts/?asset_id=103348891466501

Content

Schedule, publish and manage posts and stories, and more.

Export data Create reel Create post

Content

Posts & reels

Stories

A/B tests

Feed & grid

Mentions & tags

Clips

Collections

Playlists








Series

Creative assets

Videos you can ...

Published Scheduled Drafts Expiring Expired

Post type Filter Clear Search Last 90 days: Jul 23, 2024 - Oct 20, 2024 Columns

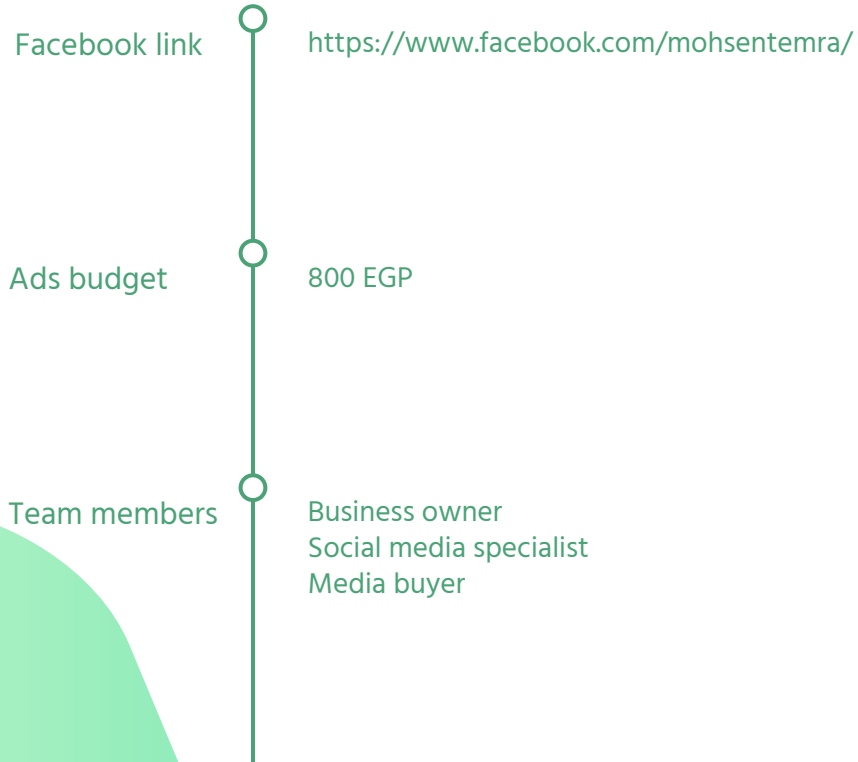
	Title	Date published	Status	Distribution
<input type="checkbox"/>	 LIFE LAB Life Labs	Boost ...	Fri Oct 18, 3:20pm	+0.8x Distribution
<input type="checkbox"/>	 #Back_to_school دقهليه Life Labs	Boost ...	Tue Oct 8, 12:00pm	-- Distribution
<input type="checkbox"/>	 ...ان كده من المهم جدا أنك تعمل تحليل ال Life Labs	Boost ...	Tue Oct 8, 12:00am	-- Distribution
<input type="checkbox"/>	 ... ورائي حيث يحدث طفرة في حين يسمى Life Labs	Boost ...	Mon Oct 7, 9:00pm	-- Distribution
<input type="checkbox"/>	 01128831808 دقهليه رقم التليفون: Life Labs	Boost ...	Mon Oct 7, 6:15pm	-- Distribution
<input type="checkbox"/>	 معمل لايف لاب للتحاليل الطبية Life Labs	Boost ...	Thu Oct 3, 12:00am	-0.3x Distribution
<input type="checkbox"/>	 Your Video	Boost ...	Thu Oct 3, 12:00am	

8:39 PM 10/21/2024

AD Semi-final results

<input type="checkbox"/>	Off / On	Campaign	et	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Life lab manzela View charts Edit Duplicate ...	800.00.م.ع Lifetime	7-day click or 1...	7 Messaging convers...	22,406	36,259	82.66.م.ع Per Messaging Con...	578.65.م.ع	Oct 21 Ends

Patient Medical History



SWOT analysis

01

Strengthes

- Affordable price
- Fast results
- Good location
- Take samples from home
- Advanced devices

02

Weaknesses

- Not focusing on digital marketing and social media
- Not well-known

03

Oppurtunities

- Competitors overprices

04

Threats

- Strong and well-known competitors are close to us

LIFE LAB statics

Followers

500

Likes

502

Posts

7 / week

Competitor statics

El reaaya Lab

Followers

493

Likes

500

Posts

3 / week

Competitor statics

Theqa lab

Followers

200

Likes

100

Posts

1 / week

Competitor statics

Elneel lab

Followers

995

Likes

982

Posts

10 / week



Customer analysis

Who:-

Patients - doctors

Where:-

Al Manzela, Al Daqahlya

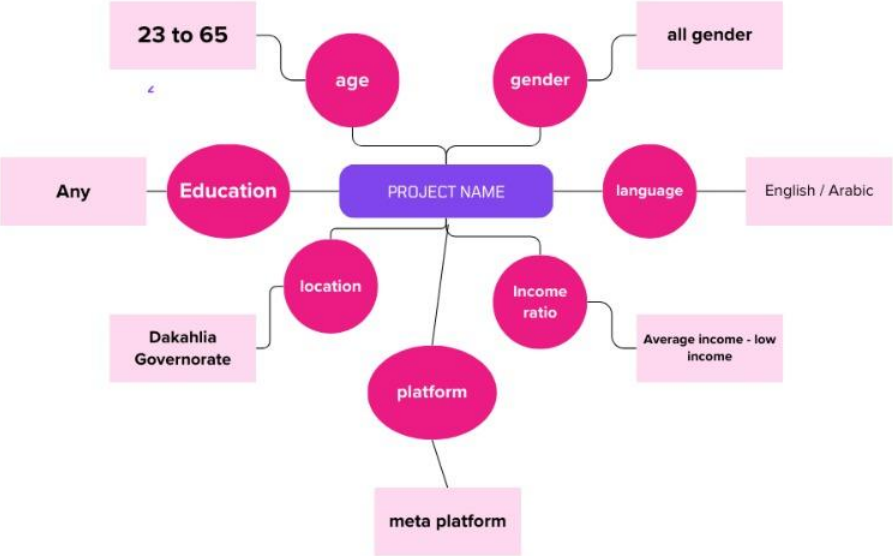
When:-

Works 12 HRS


What:-

Medical analysis

BYER PERSONA FOR LABORATORY ANALYSIS



CUSTOMER PERSONA

case	woman	Action
pregnant		1- cbc 2- RBS 3- URINE
Demographic :- <ul style="list-style-type: none">• age :- 23• marital status :- married• location : - el manzla city• gender : - female		

Sell :- 100 000 EGP/Month

Serve :- Existing customer service ready for any kind of questions and complains

Speak :- Reach out for 10 000 followers on the page

Sizzle :- Medical and technical informations about analysis represented in a modern designs for a month to increase engagement

Save :- find a supplier offers big value for low prices

Objective



ACTION PLAN

DINA & HEND

content and script
10 pices / week

KERELLOS

paid ad
800 egy pound

KERELLOS

desings
10 designs /
week

KERELLOS & DINA

videos and reels
1 / day

hend

social media mangement

HEND

conten clinder
1 / month

Thank you