



Milestone-1

Who we are..?



Name of our Venture : MedWeb

What??

a brief explanation on what does our venture do.

MedWeb: It is a centralized platform that brings together multiple pharmacies onto a single system. Each shopkeeper is responsible for updating their medicine stock in real time. Users can search for the medicines they need on the platform, and MedWeb will provide information on which nearby pharmacy has the required medicine available.

By offering this service, we aim to make it easier for people to get the medicines they need when they need them, without the stress of searching around. Shopkeepers can manage their inventory efficiently, and users can save time and effort in finding the right medicines.

The platform's key features include real-time stock updates from local pharmacies, a search function to find specific medicines, and a map interface to locate the nearest medical shop with the required stock.

Who we are..?



!! Why ?

**Why We Want to Pursue
This Business Idea**

Imagine needing an essential medicine during an emergency, only to find that local shops are out of stock. MedWeb is here to eliminate that uncertainty. We streamline the process, offering real-time updates on medicine availability, ensuring that you always know which pharmacy has what you need.

↔ How ?

**How My Venture Solves
the Problem and
Generates Revenue**

MedWeb solves the problem by giving users instant access to nearby pharmacies with the required medicines in stock. We generate revenue through pharmacy subscriptions, targeted ads, and premium services like home delivery and priority stock alerts.

Problem/Opportunity.



CONTEXT

When does the problem occur?

The problem occurs when people urgently need medicines, either during emergencies or regular health situations, and don't know which pharmacy has the required medicine in stock. This leads to wasted time and frustration in trying to locate medicines.

PROBLEM

What is the root cause of the problem?

The root cause is the lack of real-time information on medicine availability across pharmacies. Customers often visit multiple shops, relying on luck or calls to check if the required medicines are available.

ALTERNATIVES

What do customers do now to fix the problem?

Currently, customers visit several pharmacies in person or make phone calls to inquire about medicine availability, which is time-consuming and inefficient.



CUSTOMERS

Who has the problem most often?

People who need medicines urgently, especially those with chronic conditions, the elderly, or caregivers, face this problem frequently.



QUANTIFIABLE IMPACT

What is the measurable impact (include units)?

Customers feel anxious, frustrated, and helpless when they can't find the required medicine quickly, especially during critical moments.



EMOTIONAL IMPACT

How does the customer feel?

Time spent searching for medicines can range from 30 minutes to several hours, and delays in access can worsen medical conditions or cause stress during emergencies.



ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

Current alternatives are unreliable, as calling multiple pharmacies is inefficient, and in-person visits waste time. There is no certainty of finding the required medicine, causing further delays and frustration.

Problem Interviews And Surveys Results



❓ How many customers did you interview?

We interviewed around 30 members to gather insights and feedback for MedWeb.

❓ What was the interview mode?

The interviews were conducted using a Google Form survey.

❓ How many of them agree this is a problem and wants a solution?

Among 30 members:

Ratings of 5/5: 11 members

Ratings of 4/5: 16 members

Ratings of 3/5: 03 members

❓ How many of them said they don't need a new solution?

No one

Market size Estimation



➡ TAM (Total Addressable Market):

Population: 10,00,000 residents (per a city)

Average Visits per Person per Year: 5

Average Spend per Visit: ₹150

$TAM = \text{Number of potential users} \times \text{Annual value per user}$

$$TAM = (5 * 5,000,000) * (150 \text{ rupees}) = 75,00,00,000 \text{ per year}$$

➡ SAM (Serviceable Addressable Market):

Target Population: 30% of the population that uses digital platforms for medicine searches.

$$SAM \text{ Population} = 1,000,000 \times 0.30 = 300,000$$

$SAM = SAM \text{ Population} \times \text{Average Spend per Visits}$

$$SAM = (5 * 300,000) * (150 \text{ rupees}) = 22,50,00,000 \text{ per year.}$$

Market size Estimation



➔ SOM (Serviceable Obtainable Market):

Market Penetration Rate: MedWeb aims for a 10% penetration of the SAM in the first few years.

$$\text{SOM Users} = 300,000 \times 0.10 = 30,000$$

$$\text{SOM Visits} = 1,500,000 \times 0.10 = 150,000 \text{ visits}$$

$$\text{SOM} = 150,000 \times 150 = 22,500,000 \text{ per year}$$

- TAM: ₹750,000,000
- SAM: ₹ 225,000,000
- SOM: ₹₹22,500,000

Note:

This website is designed for individuals who are living in a same city or locality so that they can easily access the medicines securely within less time according to their convenience. So we selected a medium sized city to calculate the market size estimations such as TAM, SAM, SOM.

Customer Persona-1

Name: BANDLAMUDI KRISHNA BHARATHI



Bio

Age: 18-24

Occupation: Student

Location: Vijayawada

Goals

Bharathi prioritizes Real-time assurance that the medicine is in stock before visiting the shop.

Frustrations

Bharathi is frustrated by Lack of real-time information about medicine stock, Visiting multiple shops only to find out the medicine is unavailable.

Ethos

Bharathi trusts medical websites that provides accurate and regularly updated information from medical shops.

Motivations

Bharathi is motivated to use MedWeb desire for fast and reliable service, Convenience of knowing where medicines are available, Saving time and reducing frustration in searching for medicines.

Personality

Bharathi is an extrovert who often relies on technology for emergency decisions.

Personality Trait

Bharathi Prefer to take advice before making decisions.

Suggestions given by KRISHNA BHARATHI

MedWeb should provide accurate real-time medicine availability, good search filters, delivery options, and accurate pharmacy reviews.

Real-life example by KRISHNA BHARATHI

MedWeb helps users find essential medicines quickly by providing real-time stock updates from nearby pharmacies, saving time in urgent situations.

Rating:5



Customer Persona-2

Name: BORRA BHARGAV

Bio

Age: 18-24

Occupation: Student

Location: Guntur

Personality

Bhargav is an ambivert who often relies on technology in emergencies.

Personality Trait

Bhargav seeks advice before decisions and visit nearby shops in person.

Goals

Bhargav prioritizes the Real-time availability of the required medicines and quick access to information about medicine availability.

Frustrations

Bhargav is frustrated by the Lack of real-time information about medicine stock, Visiting multiple shops only to find out the medicine is available or not.

Ethos

Bhargav trusts medical websites that gives accurate and regularly updated information from medical shops, Recommendations from other users or customer feedback, Availability of diverse and specialized medicines.



Motivations

Bhargav uses an medical website due to fear of not finding medicines in urgent situations, Desire for fast and reliable service, Convenience of knowing where medicines are available, Saving time and reducing frustration in searching for medicines.



Suggestions given by BORRA BHARGAV

To make MedWeb easier to use, allow people to search for medicines by name or symptoms, and even use voice search. Show nearby pharmacies with real-time stock updates, offer delivery options, and send alerts when out-of-stock medicines are available. Compare prices between different shops for better choices.

Real-life example by BORRA BHARGAV

If someone needing a critical asthma inhaler late at night. They rush to a few pharmacies, but none have it in stock. With MedWeb, they could simply search for the inhaler, see which nearby pharmacy has it, and even check if delivery is available, saving time and stress.

Rating:5

Customer Persona-3

Name: Harika vanukuri

Bio

Age: 18-24

Occupation: Student

Location: Guntur

Personality

Harika sometimes relies on technology in emergencies and is an Ambivert.

Personality Trait

Harika seeks advice before decisions and Visit nearby shops in person.

Goals

Harika prioritizes the usage of medical websites in emergencies and aims for a Clear and transparent stock updates.

Frustrations

She is frustrated by the Lack of real-time information about medicine stock, Visiting multiple shops only to find out the medicine is unavailable, Difficulty in finding rare or specific medicines.

Ethos

Harika's trust in a medical website is for accurate and regularly updated information from medical shops, Recommendations from other users or customer feedback.



Motivations

Harika uses an medical web for Fear of not finding medicines in urgent situations, Convenience of knowing where medicines are available, Saving time and reducing frustration in searching for medicines



Suggestions given by Harika Vanukuri

To help customers to make decisions, create a "Reviews" section where users can read and write feedback. Offer a home delivery option for customer to get medicine for their convenience.

Real-life example by Harika Vanukuri

Someone urgently needs a specific antibiotic. They use MedWeb to search for it and see that a nearby pharmacy has it in stock. They quickly go there, saving time and getting the medicine they need right away.

Rating:4

Customer Persona-4

Name: Ashwin Kumar



Bio

Age: 18-24

Occupation: Student

Location: Guntur

Goals

Ashwin prioritizes the Real-time availability of the required medicines and assurance that the medicine is in stock before visiting the shop.

Frustrations

Ashwin struggles due to lack of real-time information about medicine stock, Visiting multiple shops only to find out the medicine is unavailable, Difficulty in finding rare or specific medicines, Unclear or inaccurate information from shopkeepers.

Ethos

Ashwin trusts medical websites that provide accurate and regularly updated information from medical shops, Recommendations from other users or customer feedback, User-friendly interface and ease of accessing information.

Motivations

Ashwin uses an medical website due to fear of not finding medicines in urgent situations, Desire for fast and reliable service, Convenience of knowing where medicines are available, Saving time and reducing frustration in searching for medicines.

Personality

Ashwin is an ambivert who sometimes relies on technology for emergency decisions.

Personality Trait

Ashwin seeks advice before decisions and Search online for medicine availability.



Suggestions given by Ashwin

Utilize AI to analyze doctor prescriptions, categorizing them into sections such as diagnosis, prescribed medications, and more. The system should provide detailed information about the medicines, display their availability, and offer door delivery within 10 minutes, similar to Zepto's fast grocery delivery model, with one-click checkout options.

Real-life example by Ashwin

Consider a situation where a person has just visited the doctor and received a prescription for a sudden illness, like a high fever or severe headache. The patient urgently needs medication but is unable to visit multiple pharmacies to check availability. By using your app, they can save time by quickly finding the required medicines.

Rating:4

Customer Persona-5

Name: Kaja Karthik



Bio

Age: 18-24
Occupation: Student
Location: Vijayawada

Goals

Karthik values assurance that the medicine is in stock before visiting the shop.

Personality

Karthik is an ambivert who often relies on technology in emergencies.

Frustrations

Karthik is frustrated by Visiting multiple shops only to find out the medicine is available or not everytime in emergency situation.

Personality Trait

Karthik seeks advice before decisions and researches symptoms in emergencies.

Ethos

Karthik trusts recommendations from other users or customer feedback, Availability of diverse and specialized medicines.

Motivations

Karthik is motivated to use MedWeb due Fear of not finding medicines in urgent situations, Desire for fast and reliable service



Suggestions given by Kaja Karthik

It would be better if ur app has the feature were , if u tell symptoms, it would try to give out the required medication

Real-life example by Kaja Karthik

During emergencies

Rating:5

Value Proposition Canvas



What do you offer that makes customer happy?

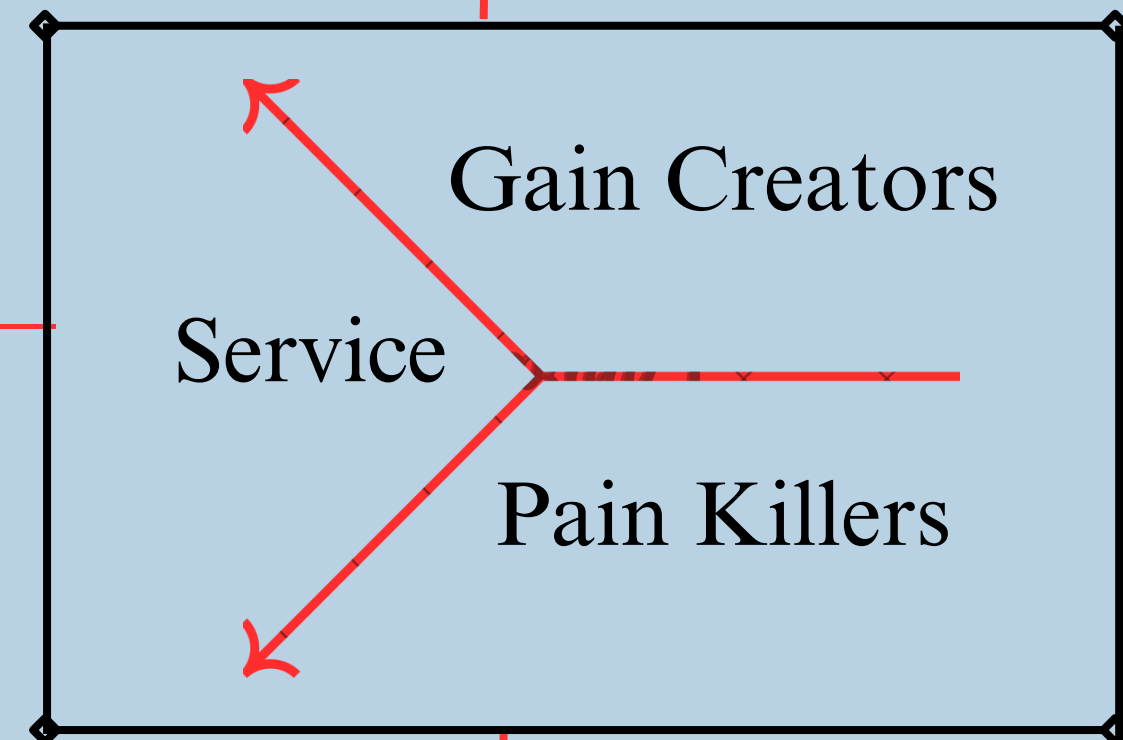
MedWeb enhances customer satisfaction through convenience, time-saving features, and reliable stock information, helping users find and buy medicines quickly and easily.

What is the service that we are offering?

MedWeb is a platform that centralizes pharmacies, offering a map interface to locate nearby pharmacies that have the required medicines.

What features of our offering relieve customers pain

Real-time stock updates, a search option for specific medicines, and location-based results to locate nearby pharmacies. This strategy saves time and minimizes frustration.



Gains

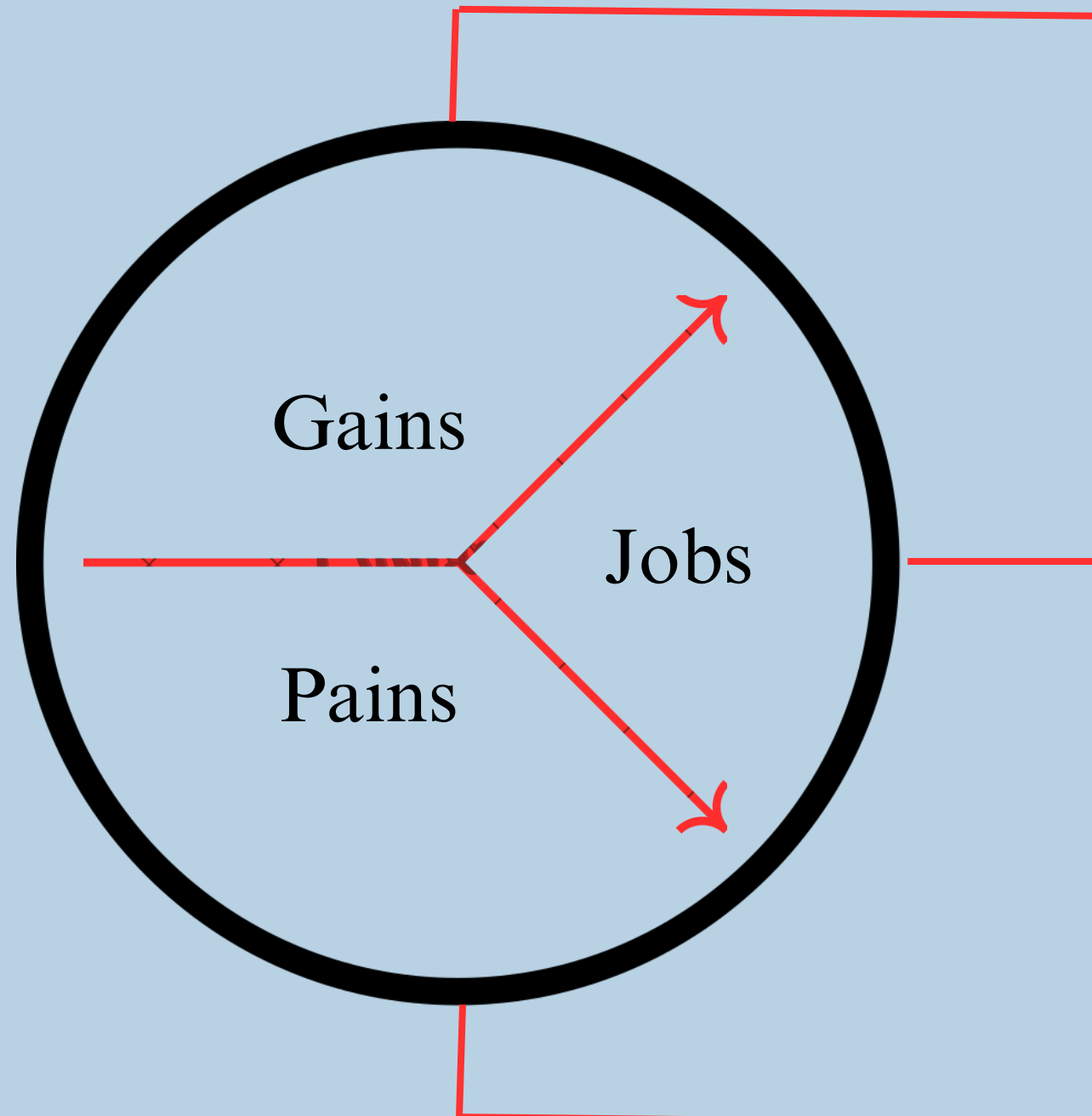
Our app enhances medicine accessibility and saves time while building trust through user reviews. It also fosters community support and aligns with sustainability goals.

Jobs

Jobs in our venture include roles such as product manager, Full stack developer, and Web development and user experience. Additionally, positions like healthcare consultant, marketing specialist, and community outreach coordinator help ensure compliance, promote the app, and build relationships with local providers.

Pains

Pains in our venture include user adoption challenges, data privacy compliance, integration issues, and maintaining accurate information, along with securing funding and developing partnerships.



Solution:

MedWeb, a platform that connects pharmacies and customers by providing real-time updates on medicine availability. This ensures that users can quickly find which pharmacy has the medicines they need without unnecessary delays or frustration.



The details of our offering consist of :

- Real-time stock availability
- User-Friendly Interface
- Search functionality to locate nearby stores
- Notifications and Alerts
- Data Security and Privacy
- Feedback and Ratings of medical stores

List the Benefits of Your Solution :



- **User-Friendly Interface:** Easy navigation ensures a smooth experience for all users.
- **Real-Time Support:** Access to immediate assistance whenever you need it.
- **Saves time:** No more visiting multiple pharmacies or making numerous phone calls to find medicines.
- **Convenience:** Provides a seamless experience for both customers and shopkeepers, streamlining the medicine search process.
- **Resource Access:** A wealth of information and tools readily available at your fingertips.
- **Data Security:** Robust measures to protect your information and privacy.
- **Continuous Updates:** Regular enhancements to keep the app up-to-date and effective.
- **Accessibility:** Available on multiple devices for convenience anytime, anywhere.
- **Cost-Effective:** Affordable options that provide value without breaking the bank.
- **Feedback Mechanism:** Opportunities to provide input for future improvements.

Team Composition



Team member 1

Team member 2

Team member 3



Guntupalli Satvik
CEO

Maddineni Kinshuk
CTO

Upadhyayula Chandra Sekhar
CFO

Key Strengths and Abilities:

- Adaptability
- Reliability
- Teamwork
- Strategic Thinking
- Leadership

Key Strengths and Abilities:

- Deep Analytical Thinking
- Listening and Observing
- Thoughtful Communication
- Independent Work
- Team Collaboration

Key Strengths and Abilities:

- Financial Acumen
- Strategic Thinking
- Leadership
- Analytical Skills
- Negotiation Skills



What makes us a good team to solve the problem we choose?

Our team is well-equipped to solve the problem with diverse expertise in healthcare, technology, and marketing. Strong collaboration and a commitment to improve emergency medical services ensure alignment with user needs and the ability to effectively address challenges.



Thank You

---Team MedWeb