

# Business Model Canvas: Medicine Storage Watch

## Key Partners

- Medical Device Manufacturers
- Pharmaceutical Companies
- Hospitals and Clinics
- Health Insurance Providers
- Logistics Providers for Secure Delivery
- Regulatory Authorities for Compliance

## Key Activities

- Design and Development of Medicine Storage Technology
- Manufacturing and Quality Control
- Regulatory Certification and Approvals
- Marketing and Awareness Campaigns
- Partnerships with Healthcare Providers
- Continuous Product Improvement through User Feedback

## Value Propositions

- Compact and Portable: Easy to carry and store medicines securely.
- Temperature Control: Maintains optimal storage conditions for sensitive medications.
- Integrated Reminder System: Ensures timely medication intake.
- User-Friendly: Intuitive design for elderly and chronically ill users.
- Eco-Friendly Materials: Sustainable and recyclable components.
- Reliable and Durable: Built to last with high-quality materials.

## Customer Relationships

- Personalized Support: Guides for first-time users and maintenance assistance.
- After-Sales Service: Includes warranties, repairs, and replacements.
- Educational Materials: Tutorials and user guides for optimal use.
- Community Engagement: Social media interaction and forums.
- Feedback Mechanisms: Channels to collect and act on user suggestions.

## **Customer Segments**

- Elderly Individuals
- Chronic Disease Patients
- Traveling Professionals
- Caregivers and Family Members
- Hospitals and Pharmacies

## **Channels**

- E-commerce platforms (Amazon, company website)
- Healthcare Provider Networks
- Social Media Ads and Campaigns
- Pharmacy Partnerships
- Health and Wellness Expos

## **Key Resources**

- R&D; Teams for Technology Innovation
- Manufacturing Units
- Quality Assurance Teams
- Distribution Channels
- Customer Support Teams

## **Cost Structure**

- R&D; Expenses
- Manufacturing Costs
- Regulatory Compliance Fees
- Marketing and Distribution Expenses
- Customer Support and After-Sales Service Costs

## **Revenue Streams**

- Product Sales
- Subscription Plans for Reminder Services
- Custom Medicine Storage Solutions for Hospitals
- Licensing Fees for Technology Integration