Business Model Canvas Report On "GenDrug"

Submitted by

Moxita Shah - 150810107047 Vrajesh Trivedi - 150810107055 Atul Jose - 150810107003

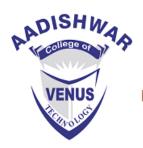
B.E. Semester VIII

In

Department of Computer Engineering



Aadishwar College of Technology - Venus, Bhoyan Rathod, Gandhinaagr. 2018-19



AADISHWAR COLLEGE OF TECHNOLOGY - VENUS

Formerly Known As Venus International College Of Technology (AICTE Approved & GTU Affiliated)

CERTIFICATE

This is to certify that the Final Year Project entitled "GenDrug" has been carried out by Moxita Shah (150810107047) under my guidance in fulfilment of the degree of Bachelor of Engineering in COMPUTER ENGINEERING (8th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2018-19.

Guided By:

Prof. Nehal Rajput

Prof. CE Department

Aadishwar College Of Technology

Prof. Premal Patel

Head of CE Department

Aadishwar College Of Technology



AADISHWAR COLLEGE OF TECHNOLOGY - VENUS

Formerly Known As Venus International College Of Technology (AICTE Approved & GTU Affiliated)

CERTIFICATE

This is to certify that the Final Year Project entitled "GenDrug" has been carried out by Vrajesh Trivedi (150810107055) under my guidance in fulfilment of the degree of Bachelor of Engineering in COMPUTER ENGINEERING (8th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2018-19.

Guided By:

Prof. Nehal Rajput

Prof. CE Department

Aadishwar College Of Technology

Prof. Premal Patel

Head of CE Department

Aadishwar College Of Technology



AADISHWAR COLLEGE OF TECHNOLOGY - VENUS

Formerly Known As Venus International College Of Technology (AICTE Approved & GTU Affiliated)

CERTIFICATE

This is to certify that the Final Year Project entitled "GenDrug" has been carried out by Atul Jose (150810107003) under my guidance in fulfilment of the degree of Bachelor of Engineering in COMPUTER ENGINEERING (8th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2018-19.

Guided By:

Prof. Nehal Rajput

Prof. CE Department

Aadishwar College Of Technology

Prof. Premal Patel

Head of CE Department

Aadishwar College Of Technology

> <u>INDEX</u>

TITLE	PAGE NO.
KEY PARTNERS	6
KEY ACTIVITIES	6
KEY RESOURCES	6
VALUE PROPOSITIONS	6
CUSTOMER RELATIONSHIP	7
CHANNELS	7
CUSTOMER SEGMENTS	7
COST STRUCTURE	7
REVENUE STREAM	7

KEY PARTNERS

- Chemists
- Generic Medicine Suppliers
- Deliverymen

KEY ACTIVITIES

- Software Development
- Marketing
- Database Management

KEY RESOURCES

- Online Platform
- Mobile

> VALUE PROPOSITIONS

- Search Generic Medicines.
- Buy Generic Medicines.
- Search by Symptoms.
- Upload Prescription.
- Home Delivery.

> CUSTOMER RELATIONSHIP

• Customer can provide feedback of the seller.

> CHANNELS

- Medicine sellers recommend our application.
- Top medicine sellers are showcased on top.

COSTOMERS SEGMENTS

- Middle class and lower-class people.
- Patients

COST STRUCTURE

- Software Development.
- Marketing.
- Database management.

REVENUE STREAMS

- Buyer pays for the medicine.
- Buyer can offer a tip to the deliveryman.