

# The Business Model Canvas

Designed for:

Chronic disease sufferers, elderly

Designed by:

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1.0.0

## Key Partners



□The first key partnership is a buyer-supplier relationship with the manufacturer of the materials (motor, microcontroller, etc.) needed to build the device. The second would be a strategic alliance with retailers who sell our devices.

## Key Activities



Our key activities include software development and hardware design to continue to improve upon the integration of the reminder system and the usability of the pill holder itself.

## Key Resources



Our device relies heavily upon human and intellectual proprietary knowledge as key resources. The functionality and user experience of our device depends on having a team of UX engineers and engineers experienced in the intersection of hardware and software.

## Value Propositions



We provide to our customer segment a means to be held accountable and be reminded to take their medicine. For those that value portability and convenience of the process of taking medicine, we also meet that need.

## Customer Relationships



To ensure customer retention, we aim to establish a personal assistance type of relationship. The cost of this customer relationship is integrated into the human resources aspect of the cost structure.

For customer acquisition, we'll leverage communities that already exist such as the elderly and their relationships to other elderly and to younger individuals that can act as their buddy or their point of reference for purchasing the device.

## Channels



The combination of channels we will use is comprised of the direct channel type of web sales and the indirect channel type of being a wholesaler of the device. We will focus on wholesale to leverage existing brand images of stores such as CVS Pharmacy and Walgreens.

## Customer Segments



We aim to meet the needs of a single Customer Segment comprised of two slightly different populations: the elderly population and individuals dealing with any health condition that ties them to medicine daily.

While both customer segments share the need of being reminded to take necessary pills on a day to day basis, the elderly population is less focused on portability and more on safe and independent living; the latter population because of its breadth is more focused on portability.

For both segments, ease and straightforwardness of use are crucial.

## Cost Structure



Like many business models, our cost structure falls between a value-driven and cost-driven cost structures. Although we do focus on minimizing costs as much as possible, we want to retain a completely functional, pleasant, and effective experience for our customers.

Hardware resources such as the Raspberry Pi 0 W and servo motor are the most important costs in addition to human resources. Marketing and sales of device are also crucial.

## Revenue Streams



We will generate revenue through asset sale. For very simple pill boxes with no separate functionality, customers pay less than or equal to \$20. For a device more similar with a reminder system, the cost runs upward of \$60.

For the values of simplicity, portability, and effectiveness, customers will pay to acquire our device for a predefined list price.



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