## **The Business Model Canvas**

Designed for:

Chronic disease sufferers, elderly

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

medicine, we also meet that need.

convenience of the process of taking

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**Key Partners** 

sell our devices.

☐ The first key partnership is a

microcontroller, etc.) needed to

buyer-supplier relationship with the

manufacturer of the materials (motor,

build the device. The second would be

a strategic alliance with retailers who



**Key Activities** 

**Key Resources** 

Our key activities include software

the usability of the pill holder itself.

continue to improve upon the

development and hardware design to

integration of the reminder system and

Our device relies heavily upon human

and intellectual proprietary knowledge

engineers and engineers experienced

as key resources. The functionality and user experience of our device

depends on having a team of UX

in the intersection of hardware



**Value Propositions** 



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.

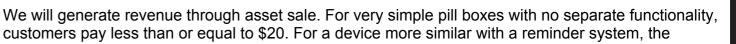
For both segments, ease and straightforwardness of use are crucial.

**Cost Structure** 



**Revenue Streams** 

cost runs upward of \$60.



\$

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.

and software.

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.

For the values of simplicity, portability, and effectiveness, customers will pay to acquire our device

for a predefined list price.







**DESIGNED BY:** Strategyzer AG



