

AYUR BHARAT

#Arogya Bharat

OUR LOGO :



ABOUT US

Ayur Bharat, Your One-Stop Holistic Health Solution provides a seamless blend of ancient Ayurvedic wisdom and modern technology for holistic well-being with its best-in-class Ayurvedic Expertise pioneering excellence in Ayurvedic care, offering authentic remedies and consultations with certified practitioners. We are your trusted partner, dedicated to your well-being, and guiding you on a transformative health journey.

BUSINESS MODEL

Business Idea: Our startup is all about creating user-friendly software that recommends Ayurvedic drugs and formulations for various health conditions and needs, a platform that offers Ayurvedic healthcare solutions offering disease analysis, information, Ayurvedic Remedies, and their Formulation from authorized Ayurvedic texts, facilitating e-commerce for Ayurvedic remedies, and including teleconsultation, video consultation, and clinical consultation with certified Ayurvedic practitioners.

Product / Service Idea:

1. **Symptom Analysis Machine learning model including NLP:** An ML-driven software application with a user-friendly interface that provides Ayurvedic-based drug recommendations and formulations from Ayurvedic text using NLP analyzing user-provided symptoms.
2. **Formulation Information:** Detailed disease descriptions, causes, symptoms, Ayurvedic remedies, Remedy Ingredients, and Remedy Formulation.
3. **E-Store:** An online marketplace where certified Ayurvedic practitioners/vendors can list and sell Ayurvedic remedies.
4. **Telemedicine Services:** Teleconsultation, video consultation, and clinical consultation with certified Ayurvedic doctors/practitioners.

<u>Key Partners</u> 1. Certified Ayurvedic Practitioners/experts: For content validation, provide remedies, consultations, and expertise. 2. Pharmaceutical companies: for potential collaboration on advanced formulation development. 3. Healthcare institutions: For clinical validation. 4. Ayurvedic Product Vendors: Suppliers of Ayurvedic remedies. 5. Payment Gateway Providers: To process online transactions securely. 6. Shipping Companies: UPS, FedEx, and DHL provide shipping services. 7. Medical authorities: For ensuring compliance with healthcare regulations and standards.	<u>Key Activities</u> 1. Research and digitalize the Ayurvedic texts using NLP and Machine Learning symptom analysis and the Remedy Recommendation model. 2. Curating and updating disease information from authoritative Ayurvedic texts. 3. Managing the e-store, including vendor onboarding and product listings. 4. Facilitating and managing telemedicine services.	<u>Value Propositions</u> 1. Accurate disease analysis involving the disease description, causes, detailed symptoms, holistic Ayurvedic Remedy which can be made at home, Ingredients, and formulation of remedy. 2. Access to authentic Ayurvedic remedies and consultations. 3. Customized Diet Chart, Lifestyle, Yoga guidance, and treatment plan. 4. Convenience through e-commerce and telemedicine services. 5. A blend of traditional Ayurvedic knowledge and modern technology.		<u>Customer Relationships</u> 1. Online support and assistance. 2. Regular health updates and newsletters. 3. Personalized teleconsultations. 4. Feedback and review mechanisms.	<u>Customer Segments</u> 1. Individuals seeking holistic healthcare solutions. 2. Those interested in Ayurvedic remedies and consultations. 3. Customized Diet Chart, Lifestyle, Yoga guidance, and treatment plan. 4. Certified Ayurvedic practitioners/vendors looking to sell products. 5. Healthcare seekers are open to telemedicine services.
	<u>Key Resources</u> 1. Website and IT Infrastructure: Host the platform and ensure smooth operations. 2. Medical Content: Authorized Ayurvedic texts and medical databases. 3. Certified Ayurvedic Practitioners: To provide consultations and remedies. 4. E-commerce Platform: To manage online sales.			<u>Channels</u> 1. Website and mobile app for symptom analysis, disease information, and e-commerce. 2. Social media marketing and online advertising. 3. Partnerships with healthcare organizations by licensing software. 4. Telemedicine platform for virtual consultations.	

<u>Cost Structure</u> 1. Software, Website, App development and maintenance. 2. Content curation and updates. 3. Salaries and fees for employees, and certified Ayurvedic practitioners. 4. Marketing and advertising expenses. 5. Technology and infrastructure costs. 6. Payment gateway fees.	<u>Revenue Streams</u> 1. Licensing the software to healthcare institutions. 2. Sales from the e-commerce platform (Ayurvedic remedies). 3. Fees from teleconsultations and clinical consultations. 4. Subscription fees for premium services. 5. Advertising revenue from vendors/practitioners. 6. Affiliate partnerships with Ayurvedic product manufacturers.
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AYURBHARAT OFFERS THE PATIENTS

Remedy
Search

Remedy
Recommendation
and
Detailed
Formulation

Remedy doorstep
delivery

Personalized
teleconsultations

Feedback and
review
mechanisms

AYURBHARAT OFFERS THE DOCTOR

Flexibility of
working Hours and
Location

Additional income in form of salaries
or fees

Promotions based on
reviews and work
performance

AYURBHARAT OFFERS THE RETAILER

Post their item on
website

Sell their product

Good income and chance
to emerge as a brand

Post their item on
website

Sell their product

Good income and chance
to emerge as a brand

DISTRIBUTION CHANNELS

MOBILE APP

WEBSITE

SOCIAL MEDIA

PR STRATEGIES

CUSTOMER CONNECTIVE
PROGRAMS

RATING AND REVIEWS

PARTNERSHIPS

WORD OF MOUTH

REVENUE STREAM

Advertising revenue from vendors

Affiliate partnerships with Ayurvedic
product manufacturers.

Sales from the e-commerce

Fees from teleconsultations

Subscription fees for premium
services.

REVENUE MODEL

AYUR BHARAT, your one-stop holistic healthcare solution generates revenue by offering best-in-class services. Our startup generates revenue from 5 streams. These **5 streams** include prominent Revenue Models. They are namely:

- 1. **Freemium**
- 2. **Subscription-based**
- 3. **E-Store/commerce**
- 4. **Advertising**
- 5. **One Time Purchase**
- 6. **Licensing the Software**

1. FREEMIUM MODEL:

- Ayur Bharat takes symptoms as input from users, **offers a free service**, and gives the **Disease name** in medical terms, **Disease description, Causes, Detailed Symptoms, and Remedy Recommendations** from classic Ayurvedic Texts.
- Gives you the **option to upgrade to a premium version for a fee** which includes our premium services such as **Detailed Remedy Formulations, Ingredients to be used, Customized Diet Chart, Lifestyle, Yoga guidance, Teleconsultation** with certified practitioners, and **extra-edge discounts** on Remedy Products from our E-Store.
- **Low barrier** to entry for users, potential for **viral growth**, opportunity to **convert** free users to paying customers.

2. Subscription-based:

- Subscription-based service to our customers in which they pay a recurring **fee**, on a **monthly** or **annual basis**, to access our above-stated **premium services**.

DURATION	CHARGE	Amount of use
Per Month	49	Unlimited
Per Year	699	Unlimited

Predictable revenue stream, the potential for **high customer lifetime value**, opportunity to build a **loyal customer base**.

3. E-Store/commerce Model:

- Ayur Bharat generates revenue by **selling** a wide range of **Ayurvedic Remedies** and **products** directly to customers through the **website** and **mobile app**.
- On **average**, Ayur Bharat charges a seller who uses our site **15% of the sale**.
- **Direct channel** to customers, potential to reach a **global audience**, opportunities for **personalized marketing**, and **product recommendations**.

4. Advertising Model:

- The **one-stop solution** generates income through **advertisement strategy** to its users or consumers on the website and app recommending and advertising **high-consuming products** of top online **Ayurvedic Brands, Manufacturers, and Dealers**.
- Advertising the **payment gateway providers**, and **banks**, whose **credit cards**, services, etc... can be used to get discounts.
- Advertising top **Ayurvedic clinics and Physical Stores** nearest to customers is based on the **customers' location**.
- Can provide a significant source of revenue, and opportunities for targeted advertising.

5. One Time Purchase (OTP):

- We also provide **flexibility** to our **non-regular customers** who want access to only **particular services** on our platform.
- We **charge** them based on their usage of the particular product or service offered at a **one-time purchase** or use.
- Easier to **attract new customers** who want a **trial of the service**, if satisfied **long-term commitment is assured**.

DATA FLOW DIAGRAM (FLOW CHART)

