HUMAN factr

Kristen Karlovich, Module 7, MRes Healthcare and Design 2024

factr

Adaptive Interface Design - AI powered database that provides easy understandable access to class II at-home medical and therapeutic devices

Market Research and Industry Analysis

Innovation: **Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices**

Macro market:

- 1/3 of people avoid going to the doctor because of fear and anxiety attacks
- "The Share of Americans without Health Insurance in 2022 Matched a Record Low. In 2022, 26 million people — or 7.9 percent of the population – were uninsured, according to a report in September 2023 from the Census Bureau."
- nearly 94 percent of Americans have access to the internet
- 98 percent of adults in the United States between 30 and 49 years were internet users, making it the age group with the highest level of internet penetration in the country. more likely to be readmitted to hospital and more likely to experience delay in transfer to other health or social care settings including their own homes
- *Nearly 80 percent* of physicians in one AMA survey say they've had patients abandon treatment due to prior authorization struggles with health
- 83 million people in the U.S. currently live in areas without sufficient access to a primary care physicial
- **two in three** doctors admitted to experiencing burnout during the pandemic
- Because when doctors lack the resources they need to keep their practices open, they close their offices. Or they reduce their hours

Micro market:

- Early Adapters: Hospitals Associated with the International Medical Corps. (associated Practices)
- Health Geeks
- Private Small practices Recommend to patients (use it for patients)
- Non-elderly AIAN and Hispanic people had the highest uninsured rates at 19.1% and 18.0%, respectively, as of 2022. Uninsured rates for nonelderly NHOPI (12.7%) and Black people (10.0%) also were higher than the rate for their White counterparts (6.6%)

- The global market for **at-home medical devices** was projected to reach over **$41 billion by 2025**, with a compound annual growth rate (CAGR) of around **6.5%** from 2020 to 2025.
- The global **therapeutic medical device** market was valued at over **$100 billion** in **2020**, with an expected CAGR of around **5%** from **2021** to **2026**.

Heads of Power Of Devices:
- Philips Healthcare
- Medtronic
- ResMed
- Johnson & Johnson
- Abbott Laboratories
- Dexcom
- Baxter International

Heads of Power Head of AI Health:
- Google Health (Alphabet)
- IBM Watson Health
- Microsoft Healthcare
- Amazon Web Services (AWS) Healthcare
- GE Healthcare
- Siemens Healthineers
- Cerner Corporation
- NVIDIA Healthcare

Heads of Power Head Design Accessibility Websites:
- Deque Systems
- Equalweb
- AbleDocs
- UserWay
- Tenon.io
- Siteimprove
- AudioEye

- Could Be extremely Hard to Enter without a partnership
- No direct Competitors (but could easily be taken over by a powerhouse)
- 493 full text articles assessed for eligibility, and 218 clinical studies of new medical devices included. In all, 99/218 (**45%**) of the devices described in clinical studies ultimately received regulatory clearance or approval

Mullins Domain

	Market domain	Industry domain
Macro level	**Market attractiveness** - The global market for **at-home medical devices** was projected to reach over **$41 billion by 2025**, with a compound annual growth rate (CAGR) of around **6.5%** from 2020 to 2025. - The global **therapeutic medical device** market was valued at over **$100 billion** in **2020**, with an expected CAGR of around **5%** from **2021** to **2026**. MEDICAL - Medical device manufacturers have two potential audiences: **patients or doctors** - The Pew Research Center survey, conducted Dec. 12-18, 2022, of 11,004 U.S. adults finds **only 38%** say **AI being used** to do things like **diagnose disease** and **recommend treatments** would lead to **better health** outcomes for patients generally, while **33%** say it would lead to **worse outcomes** and 27% say it wouldn't make much difference. - a larger share of Americans think the use of **AI in health and medicine** would **reduce** rather than increase the number of **mistakes** made by health care providers (**40% vs. 27%**). - AI implementation in healthcare often costs between $**20,000** and $**1,000,000** - The daily cost of filling the position ranges from $**600** to $**1500**. DESIGN - Can increase people usability of healthcare - Create greater relationship with healthcare - Make healthcare to Easily navigate	**Industry attractiveness** - The global market for **at-home medical devices** was projected to reach over **$41 billion by 2025**, with a compound annual growth rate (CAGR) of around **6.5%** from 2020 to 2025. - The global **therapeutic medical device** market was valued at over **$100 billion** in **2020**, with an expected CAGR of around **5%** from **2021** to **2026**. - Digital Healthcare -TelliHealth - UX Design - Graphic Design HIPAA: Protects patients' health information. GDPR: Regulates processing and protection of personal data. FDA Regulations: Governs medical devices and software, including AI. CLIA: Oversees clinical laboratory testing standards. Cybersecurity Regulations: Ensures data security and privacy. Telemedicine Regulations: Guides licensure, reimbursement, and privacy. Ethical Guidelines: Provide principles for responsible AI use in healthcare. 1. AI streamlines design tasks, enhances user experiences, and generates insights. 2. Personalization, predictive analytics, and generative design are key AI-driven trends. 3. Ethical considerations include privacy, bias, and transparency in AI design. 4. Social acceptance depends on user experiences and trust in AI systems. 5. Human-AI collaboration empowers designers to innovate and create more intelligently.
Micro level	- Private Practies (During Beta Testing) - Angel Funding -Government Funding -Purchase/ Partnership of Large Power House - Entry into the creatioin of the database with the forfron ot accessiblity will lead to the creation of new segments of AI and how we view a designers roll in digital design. - **Benefits**: - Doctors caring for patients (more access) - Relieve in-person strain - Hospital's (Insure that patient's can not return to hospital and be pennizlised) - Device Companies have greater reach for their devices despite if covered by insurance - Free to Patients (only for providers at first) - **Provider Logins -> Patient Independence** **Target segment benefits & attractiveness**	- Greater Trust when not a corperation that is directly linked to our politians - Grant funding, and Angel investors, donations and internationals affairs, Subscription model by practices. - Set contracts with companies who want to keep their devices a part of the database (pay a monthly fee to be accessible) - Must get IP in order to avoid power house taking advantage of this sectoer of freedom of choice - **Research and Planning: 1-3 months** - Development: **6 months to 2 years** - Training and Testing: **3 months to 1 year** - Evaluation and Iteration: Ongoing, with initial iterations taking several months - Deployment and Maintenance: Ongoing, with initial deployment taking **3-6 months** - Overall, the entire process from research and planning to deployment and maintenance could take anywhere from **1.5** to **5 years** or more, depending on the complexity and scope of the project. It's essential to allocate sufficient time and resources and to plan for iterative development and refinement to ensure the success of the new GPT platform. - mid-sized project with moderate complexity and a team of developers, engineers, and data scientists working over a period of **2-3 years**, the total cost of creating a new GPT platform could range from **$500,000** to **$5 million** or more **Competitive & economic sustainability**

Problem

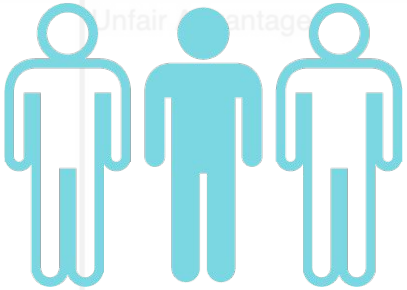
Target Problem

- Inaccessibility of Class I and II medical device information for the general public, especially underserved populations
- Overwhelming complexity of existing databases and lack of integration with healthcare systems
- Barriers to accessing healthcare, such as affordability and physical proximity
- No proper accessibility of entirety of digital platforms and websites (accountability)

Secondary Problem

- 98.1% of home pages had detectable WCAG 2 failures
- 90% of websites are inaccessible to people with disabilities who rely on assistive technology (AbilityNet).
- Number of adults with accessiblities
  - By 2060 the number of people 65 or older is expected to double to 98 million
- estimated that companies without accessible sites are losing $6.9 billion a year to competitors whose sites are accessible
- Approximately 6.5 million people in the United States and 1-3% of the global population has an intellectual disability (American Association of Intellectual and Developmental Disabilities)
- In the US, about 74.6 million people have some type of physical disability (John Hopkins Medicine. "Statistics of Disability." 2013)
- The population of people with different disabilities in the United States. Hearing Difficulty: 316,450,569; Vision Difficulty: 316,450,569; Cognitive Difficulty: 296,658,475; Ambulatory Difficulty: 296,658,475; Self-Care Difficulty: 296,658,475; Independent Living Difficulty: 242,958,638 (Census Bureau)

1/3 of people avoid going to the doctor because of fear and anxiety attacks



At-home medical devices was projected to reach over **$41 billion by 2025**, with a compound annual growth rate (CAGR) of around **6.5%** from 2020 to 2025.

Customer Segments

Early Adopter

- Healthcare professionals
- Highly Profititable Medical device manufacturers
- Current AI platforms wanting greater reach
- Chronic Disease Management Programs
- Healthcare Giants
- VA

Late Adopters

- Underserved populations individuals and those with disabilities
- Small stage Medical device manufacturers
- Insurance
- Medical Practices

AI in health and medicine would **reduce** rather than increase the number of **mistakes** made by health care providers **(40% vs. 27%)**

Intellectual Property

Innovation:
Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

What is your intellectual property?

- **Software Architecture and Algorithms, data collection of integration of Class II medical devices**
- **User Interface Design and data collection**
- **Personalization and Customization Features**
- **Healthcare Analytics and Insights**
- **User Engagement and Behavior Modification Techniques**

How are you protecting it (to gain competitive advantage)?

- **Software Architecture and Algorithms**
- **User Interface Design**
- **Data Collection and Analysis Methods**
- **Personalization and Customization Features**
- **Integration with Medical Devices**
- **Regulatory Compliance Solutions**
- **Data Security and Privacy Measures**
- **User-Specific Profiles and Preferences**
- **Healthcare Analytics and Insights**
- **User Engagement and Behavior Modification Techniques**

What are results of the Freedom to Operate search?

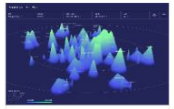
There is currently no one who has any IP or trade secret specifically around the metrics I have chosen to use with the integration of designers to create such adaptable site, furthermore there are not databases or IP around specifically AI using and creating a easy access point for Class II at home medical devices

blog.goldfoot.com

Redefining Digital Interaction: The Future of Adaptive Interface Design

Adaptive Interface Design (AID) promises a future where interfaces adapt in real-time to individual needs. As AI and machine learning evolve, interfaces may not just adapt, but anticipate user needs, ushering in unprecedented personalization in digital ...

There are however writings and documents around the integration of adaptive interfaces, however these practices rely on the User as a base make not the utilization of designers.



medium.com

Shaping the Future of AI Interfaces

The rise of generative artificial intelligence represents a seismic shift for the creative fields. In this article, I will explore how AI...

www.hci.org.uk

Designing Adaptive User Interfaces: Leveraging Machine Learning and User Modeling

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Intellectual Property

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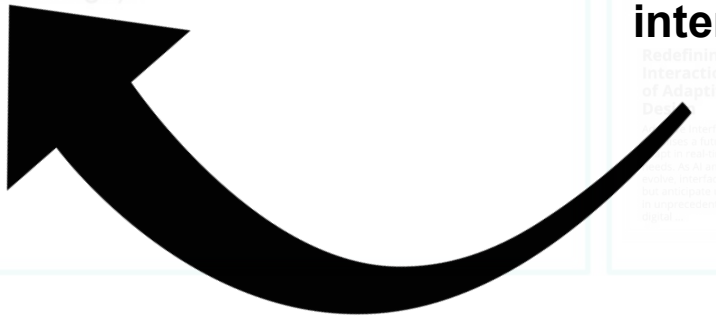

What are results of the Freedom to Operate search?

Intellectual Property: Innovative integration of Class II medical devices with AI, focusing on personalized user interfaces and analytics.

Intellectual Property

Innovation:
Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

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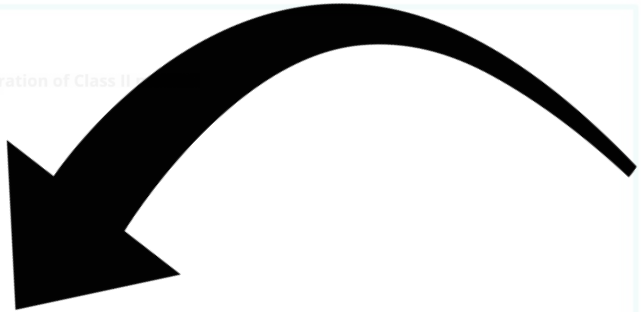

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What are results of the Freedom to Operate search?

Protecting IP: Proprietary software, stringent security, and regulatory adherence safeguard the competitive edge.

Intellectual Property

Innovation:
Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

Freedom to Operate: No competing IP detected, validating a clear path for the unique use of AI in medical device accessibility, and design AID getting metrics through designers

What are results of the Freedom to Operate search?

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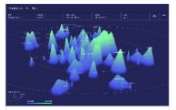

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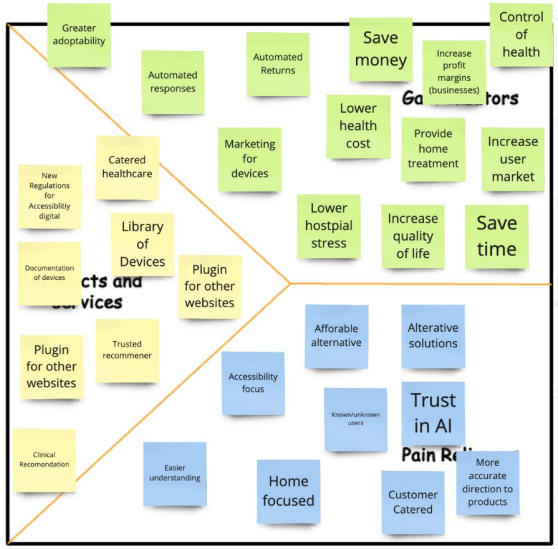
Value Proposition - Design Solution

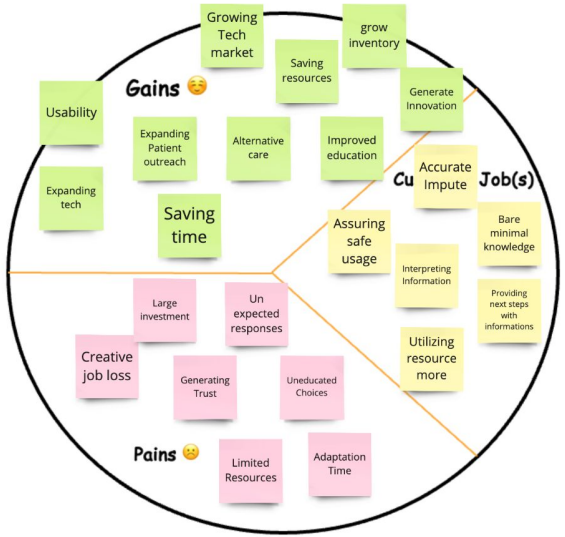


Value Proposition

- Streamlined access to medical device information for patients and healthcare providers
- AI-driven recommendations for personalized device selection
- A community-driven approach for feedback and continuous improvement of the platform
- Increase of accessible digital spaces for peoples with disabilities/ disparities

Improving healthcare access through streamlined information, AI-driven device recommendations, community feedback, and enhanced digital accessibility.

Value Proposition - Observe Customer



Early adopters: healthcare professionals, profitable device manufacturers.

Late adopters: underserved populations, individuals with disabilities, smaller manufacturers, insurance, medical practices.

Customer Segments

Early Adopter

- Healthcare professionals
- Highly Profititable Medical device manufacturers
- Current AI platforms wanting greater reach
- Chronic Disease Management Programs
- Healthcare Giants
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Late Adopters

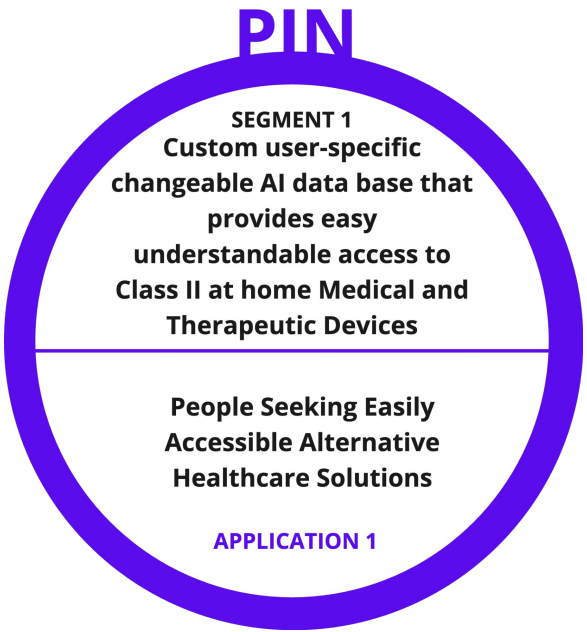
- Underserved populations individuals and those with disabilities
- Small stage Medical device manufacturers
- Insurance
- Medical Practices

TAM SAM SOM

Total Available Market: US Citizens trying to access alternative treatment and care through digital platforms.

Serviceable Addressable Market: US citizens between the Age of 26-60 who have trouble navigating the current healthcare systems who want to obtain treatment through digital healthcare options

Serviceable Obtainable Market: US citizens between the age of 26-60 who have trouble navigating the current healthcare system and can have easy and greater trust in turning to digital healthcare options for their accessibility and ease of use and understanding.



Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

Geoffrey Moore, Inside the Tornado (1995)

Customer Analysis: Whole Product

Techie

- Early Champion
- Can provide feedback
- Word of mouth

Anxious Person

- Extreme Champion
- Value
- Open up market

Company

- Early investment
- Product Promotion
- Cash Flow for innovation

Finances

Innovation:

Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

List of Main Costs:

- IP/Partner/Legal/Patent
- AI Platfrom Engineer/Developer (2)
- UX Designers
- QA Software Engineer
- Graphic Designers
- Marketing
- Data Engineers (3)
- Marketing Ads
- Legal Advisor
- Security Experts
- Regulatory Experts
- Work Space
- Travel
- Misc
- Development Tools
- AI/ML Frameworks
- Data Analytics and Visualization
- Database and Backend Infrastructure
- UX Design Tools
- Project Management Tools
- Regulatory Compliance Software
- Security Tools
- Legal Contact Management Software
- Marketing Campaign

Potential Revenues:

1. Subscription Fees
2. Per-User Licensing Fees
3. Transaction Fees
4. Data Licensing and Analytics Services
5. Custom Development and Consulting Services
6. Training and Certification Programs
7. Premium Support and Services
8. Partnerships and Integration Fees
9. Advertising and Sponsorship
10. Compliance and Certification Services

Investment Options
(organic, loan, equity, ideal investor)

1. Venture Capital (VC) Funding
2. Angel Investors
3. Strategic Partnerships
4. Corporate Venture Capital (CVC)
5. Government Grants and Funding Programs
6. Accelerator Programs
7. Crowdfunding
8. Bank Loans or Lines of Credit
9. Private Equity
10. Revenue-Based Financing
11. Initial Coin Offerings (ICOs) or Token Sales
12. Strategic Alliances and Joint Ventures
13. Convertible Notes or Convertible Debt
14. Equity Crowdfunding
15. Grants and Awards
16. Strategic Investments from Customers or Partners
17. Royalty Financing
18. Revenue Sharing Agreements
19. Pre-Sales or Licensing Agreements
20. Bootstrapping

IDEAL INVESTROS

1. Industry Expertise
2. Strategic Alignment
3. Value-Added Resources
4. Long-Term Perspective
5. Track Record of Success
6. Reputation and Credibility
7. Flexibility and Supportive Attitude
8. Compatibility and Chemistry

Finances

Key Investment would need to start with angel investors, strategic partnerships, government funding and venture capital

Investment Options
(organic, loan, equity, ideal investor)

1. Venture Capital (VC) Funding
2. Angel Investors
3. Strategic Partnerships
4. Corporate Venture Capital (CVC)
5. Government Grants and Funding Programs
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2024 Financial Highlights for Human Factr

Total Investment

$756,468

Core Areas

Engineering Talent: **$510,000** in AI development and data engineering, emphasizing innovation and technical excellence.

Product Quality: **$105,000** towards quality assurance and user experience, ensuring reliability and user-friendliness.

Security and Compliance: **$48,400** to uphold stringent security standards and regulatory compliance.

Marketing Initiatives: **$14,700** allocated for enhanced marketing efforts to boost visibility and engagement.

Cost Structure

- IP/Partner/Legal/Patent
- AI Platfrom Engineer/Developer (2)
- UX Designers
- QA Software Engineer
- Graphic Designers
- Marketing
- Data Engineers (3)
- Marketing Ads
- Legal Advisor
- Security Experts
- Regulatory Experts
- Work Space
- Travel
- Misc
- Development Tools
- AI/ML Frameworks
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Revenue Streams

- Subscription Fees
- Per-User Licensing Fees
- Transaction Fees
- Data Licensing and Analytics Services
- Custom Development and Consulting Services
- Training and Certification Programs
- Premium Support and Services
- Partnerships and Integration Fees
- Advertising and Sponsorship
- Compliance and Certification Services

factr™ Finances: Year One

IP/Partner/Legal/Patent	(8,000.00)												(8,000.00)
AI Platfrom Engineer/Developer (2)	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00				32,000.00	288,000.00
UX Designers	7,500.00	7,500.00	7,500.00	7,500.00							7,500.00	7,500.00	45,000.00
QA Software Engineer							10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	60,000.00
Graphic Designers	4,000.00	4,000.00	4,000.00	4,000.00						4,000.00	4,000.00	4,000.00	28,000.00
Marketing			1,000.00			1,000.00			1,000.00			1,000.00	4,000.00
Data Engineers (3)							37,000.00	37,000.00	37,000.00	37,000.00	37,000.00	37,000.00	222,000.00
Marketing Ads						200.00							200.00
Legal Advisor	400.00					400.00						400.00	1,200.00
Security Experts							8,000.00		8,000.00		8,000.00		24,000.00
Regulatroy Experts								8,000.00		8,000.00		8,000.00	24,000.00
Work Space									400.00	400.00	400.00	400.00	1,600.00
Travel						1,000.00						1,000.00	2,000.00
Misc	500.00		500.00		500.00		500.00		500.00		500.00		3,000.00
Development Tools	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	840.00
AI/ML Frameworks	1,000.00	1,000.00	1,000.00	10,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	21,000.00
Data Analytics and Visualization	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Database and Backend Infrastructure	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00							24,000.00
UX Design Tools	100.00	100.00	100.00	100.00	100.00	100.00						100.00	700.00
Project Managment Tools						25.00	25.00	25.00	25.00	25.00	25.00	25.00	175.00
Regulatory Compliance Software	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Security Tools								200.00	200.00	200.00	200.00	200.00	1,000.00
Legal Contact Managment Software							50.00	50.00	50.00	50.00	3.00	50.00	253.00
Marketing Campaign										3,500.00	3,500.00	3,500.00	10,500.00
TOTAL CASH OUT	41,820.00	48,920.00	50,420.00	57,920.00	37,920.00	40,045.00	88,895.00	88,595.00	58,495.00	64,495.00	72,448.00	106,495.00	756,468.00

factr

factr™ Finances: Year One

Milestone

- Beta Development
- Early Market
- Licensing and Subscriptions
- Consultations
- First Champion Testing

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AI Platfrom Engineer/Developer (2)	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00	32,000.00				32,000.00	288,000.00
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Work Space									400.00	400.00	400.00	400.00	1,600.00
Travel						1,000.00						1,000.00	2,000.00
Misc	500.00		500.00		500.00		500.00		500.00		500.00		3,000.00
Development Tools	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	70.00	840.00
AI/ML Frameworks	1,000.00	1,000.00	1,000.00	10,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	21,000.00
Data Analytics and Visualization	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Database and Backend Infrastructure	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00							24,000.00
UX Design Tools	100.00	100.00	100.00	100.00	100.00	100.00						100.00	700.00
Project Managment Tools						25.00	25.00	25.00	25.00	25.00	25.00	25.00	175.00
Regulatory Compliance Software	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Security Tools								200.00	200.00	200.00	200.00	200.00	1,000.00
Legal Contact Managment Software							50.00	50.00	50.00	50.00	3.00	50.00	253.00
Marketing Campaign										3,500.00	3,500.00	3,500.00	10,500.00
TOTAL CASH OUT	41,820.00	48,920.00	50,420.00	57,920.00	37,920.00	40,045.00	88,895.00	88,595.00	58,495.00	64,495.00	72,448.00	106,495.00	756,468.00

Valuation between **$50 million** to **$150 million** after **five years** of operation.

1. **Market Demand**: A thorough analysis of the market demand for medical device information and accessibility solutions, considering factors such as demographic trends, healthcare regulations, and technological advancements.
2. **User Growth**: Projected growth in the number of users accessing the platform over the five-year period, based on marketing strategies, user acquisition channels, and retention efforts.
3. **Revenue Streams**: Estimation of revenue from various sources such as licensing fees for the adaptive platform, subscription models, partnerships with healthcare providers, and potential revenue-sharing arrangements.
4. **Cost Structure**: Analysis of operational costs including development, marketing, personnel, and infrastructure expenses, to determine profitability and cash flow projections.
5. **Competitive Landscape**: Evaluation of competitors and differentiation factors that set the platform apart, influencing market share and pricing strategies.
6. **Technology and Innovation**: Assessment of the effectiveness and scalability of AI-driven algorithms in providing personalized recommendations and enhancing accessibility, as well as potential for further innovation and technological advancements.

Investors would see a return of $49.2 million

1. Investors own 50%
2. Final valuation of $100 million for the company after five years. Investors own 50% of the company, thestake in the valuation would be $50 million.
3. $50 million (final stake) - $800,000 (initial investment) = $49.2 million

Adaptive Interface Design - AI powered database that provides easy understandable access to Class II at-home Medical and Therapeutic Devices

Problem

Target Problem

- Inaccessibility of Class I and II medical device information for the general public, especially underserved populations
- Overwhelming complexity of existing databases and lack of integration with healthcare systems
- Barriers to accessing healthcare, such as affordability and physical proximity
- No proper accessibility of entirety of digital platforms and websites (accountability)

Secondary Problem

- 98.1% of home pages had detectable WCAG 2 failures
- 90% of websites are inaccessible to people with disabilities who rely on assistive technology (AbilityNet).
- Number of adults with accessibility
  - By 2060 the number of people 65 or older is expected to double to 98 million
- estimated that companies without accessible sites are losing $6.9 billion a year to competitors whose sites are accessible
- Approximately 6.5 million people in the United States and 1-3% of the global population has an intellectual disability (American Association of Intellectual and Developmental Disabilities)
- In the US, about 74.6 million people have some type of physical disability (John Hopkins Medicine. "Statistics of Disability." 2013)
- The population of people with different disabilities in the United States. Hearing Difficulty: 316,450,569; Vision Difficulty: 316,450,569; Cognitive Difficulty: 296,658,475; Ambulatory Difficulty: 296,658,475; Self-Care Difficulty: 296,658,475; Independent Living Difficulty: 242,958,638 (Census Bureau)

Solution

- An AI-powered digital platform that simplifies the discovery and navigation of medical devices
- Personalization of the platform based on user behavior, preferences, and abilities using AI
- Integration with healthcare systems for real-time data and compliance with medical regulations
- Accessibility Regulations Metrics

Key Metrics

- Conversion rate of recommendations to actual device inquiries or purchases
- User satisfaction scores and accessibility ratings
- Web Content Accessibility Guide
- Designer and Doctor Intervention

Value Proposition

A platform offering streamlined access to class II medical devices and information, AI-driven personalized recommendations, community-driven feedback for continuous improvement, and increased accessibility for people with disabilities/disparities.

Unfair Advantage

- Formed partnerships with patient advocacy groups, universities, and pharmacies.
- Prioritized usability and design for enhanced user experience.
- Secured intellectual property for conductive ink in MCCAs.
- Backed by a multidisciplinary expert panel for development and support.

Channels

- Word of mouth
- Local Practices
- Social media advertisements
- Published user stories
- Tradeshows

Customer Segments

Early Adopter

- Healthcare professionals
- Highly Profitable Medical device manufacturers
- Current AI platforms wanting greater reach
- Chronic Disease Management Programs
- Healthcare Giants
- VA

Late Adopters

- Underserved populations individuals and those with disabilities
- Small stage Medical device manufacturers
- Insurance
- Medical Practices

Cost Structure

- **IP/Partner/Legal/Patent**
- **AI Platfrom Engineer/Developer (2)**
- **UX Designers**
- **QA Software Engineer**
- **Graphic Designers**
- **Marketing**
- **Data Engineers (3)**
- **Marketing Ads**
- **Legal Advisor**
- **Security Experts**
- **Regulatory Experts**
- **Work Space**
- **Travel**
- **Misc**
- **Development Tools**
- **AI/ML Frameworks**
- **Data Analytics and Visualization**
- **Database and Backend Infrastructure**
- **UX Design Tools**
- **Project Management Tools**
- **Regulatory Compliance Software**
- **Security Tools**
- **Legal Contact Management Software**
- **Marketing Campaign**

Revenue Streams

- Subscription models for premium features and device listings
- Partnership agreements with healthcare providers and device manufacturers
- Potential government or non-profit funding for increasing accessibility features
- Kickstarter/ campaigns
- Subscription Fees (early beta)
- Data Licensing and Analytics Services
- Consulting Services
- Premium Support and Services
- Partnerships and Integration Fees
- Software Development Kit (SDK) Sales
- White-Labeling
- Training and Certification Programs
- Premium Support and Services
- Integration Fees
- Advertising and Sponsorship
- Compliance and Certification Services

THANK YOU

Kristen Karlovich, Module 7, MRes Healthcare and Design 2024

Appendix

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