

<p>Key Partners Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><i>MOTIVATIONS FOR PARTNERSHIPS</i> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p> <p>Key Partners: 1) Customers are partners - Insurance and ACOs 2) Contract manufacturer + supply chain 3) Contractor to help with IEC 60601? Class 1 medical device approval? 4) HIPAA + data security contractor 5) Mobile network operator 6) Third party logistics, if not handled by the customer 7) 24/7 user support 8) Potential integrations: -Pharmacy -Healthcare Provider -Customer Analytics 9) Computer vision licensing, if not handled in house</p> <p>Key Resources and Activities: 1) Building and distributing the device 2) Resolving regulatory risk 3) Buildout of product ecosystem 4) Customer support</p>	<p>Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>1) Users taking medication regularly and getting refills 2) Stakeholders tracking adherence 3) Insurance/ACOs execute on customer acquisition/recruitment 4) Checking drug interactions 5) Communication between stakeholders 6) Regulatory approval (FDA)</p> <p>Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><i>TYPES OF RESOURCES</i> Physical Intellectual (brand patents, copyrights, data) Human Financial</p> <p>1) Individualized behavioral nudge technology and strategy 2) Caregiver app 3) UI/UX for the elderly 4) Computer vision label reading tech 5) Cellular connectivity 6) Proof of efficacy (clinical trial?) 7) Contract manufacturer 8) Someone who knows how to sell to insurance 9) Web apps (analytics, provider interface) 10) Regulatory expertise</p>	<p>Value Propositions - Customer (Insurance/ACO) What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>1) Increasing Medicare Stars rating (for insurance) a) Saving money by decreasing Insurance pool payouts b) Saving money through increased Medicare reimbursements c) Increasing brand appeal d) Checking other Stars rating boxes 2) Increasing patient average length of time as a customer a) Increasing stickiness through routines and ecosystem b) The med management service is a perk that they would lose 3) Improvement in patient outcomes a) ACO's are directly incentivized by outcomes b) Everyone wants a healthier population (personal and corporate values alignment) 4) Improvement in brand image a) Wanting to be seen as invested in patient health b) Wanting to be seen as innovative c) Wanting to be seen as integrating patient lifestyle needs d) Wanting to be seen as having personality 5) Visibility into pool analytics and health a) For tracking adherence at the population level b) For informing future product development 6) (Potentially) enabling lines of communication between insurance or provider and patient 7) Validating medication consumption</p>	<p>Value Propositions - User (End User + Caregiver) What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>1) Making getting refills on time simple and easy 2) Easing the stress of checking drug interactions 3) Easing the stress and time burden of medication record keeping 4) Easing the stress of user->caregiver medication check-ins, and enabling more valuable time spent on care and on leisure 5) Creating a simple, effective, and time-efficient routine around dosing 6) Restoring the look and feel of a home (part of their identity) that would otherwise be invaded by medical devices 7) Save money on medical bills through better outcomes from adherence a) Better lifestyle b) More money stays in the family 8) Live longer and healthier through increased adherence and increased provider insight 9) Restore independence, allow independent living for longer 10) Removing the ambiguity around which meds do what 11) Creating a meaningful technological interaction designed for elderly users 12) Connecting individual action on healthcare to pro-social benefits</p>	<p>Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>1) Provide convenient and effective service for users 2) High quality assurance of physical product 3) Managing non-adherence validation and interventions 4) Ongoing dashboard/analytics management with customer (insurance/ACO)</p> <p>Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>Direct Sales <i>Awareness</i> - Cold outreach, contract advocacy, affiliate <i>Evaluation</i> - Unpaid pilot, novel product features, efficacy data, customer research <i>Purchase</i> - Direct sales <i>Delivery</i> - Implementation of project, delivery to customers <i>After Sales</i> - Ongoing customer support, adherence validation or intervention, quality assurance, group and/or individual analytics reporting, data security (HIPAA)</p>	<p>Customer Segments For whom are we creating value? Who are our most important customers?</p> <p>Primary Users - Seniors (65+), Lower & Middle economic class - Caregivers (Children, spouses, paid at home caregivers) - ACO Doctors --</p> <p>Two digital platforms: - Primary user (patient): focused on medication adherence and lifestyle appeal - Secondary users (Caregivers, ACO doctors): Monitoring medication adherence practices --</p> <p>1) Insurance - Improved medicare star rating, decreased payouts, improved customer loyalty, improved brand image, innovative approach to a holistic view to improve insurance pool health 2) ACO- Improved analytics/data for doctors to make informed decisions, decreased cost of care per patient while improving outcomes 3) User- clear understanding about own medication/health, reduced stress in the medication management process, a non-disruptive fit into their lives (behaviorally, visually, aurally), save money on health expenses, decrease in risky procedures as a result of preventative medicine 4) Caregiver- decreased stress in managing logistics of a loved one's medication, more opportunities to enjoy their time with a loved one (longevity and avoiding unpleasant conversations), an easy, consistent, and reliable method to monitor behavior</p>
<p>Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><i>IS YOUR BUSINESS MORE</i> Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>Costs: 1) COGS - hardware, assembly, cellular data, server costs, shipping 2) Research and Development, user research, engineering 3) Customer Service and user support 4) Data Security and management, analytics 5) Human resources, operations 6) Rent, facilities, some shop equipment 7) Outside sales team 8) Legal: contract negotiation, regulatory approval 9) Unpaid pilots, clinical trials</p>		<p>Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</p> <p>1) Flat implementation fee for rollout, analytics, etc. 2) Per-unit hardware fee (at cost? rental?) 3) Ongoing per-user subscription fee 4) Risk sharing model based on customer use and adoption? Adherence metrics?</p>		<p>FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent</p> <p>We have some indication of high willingness to pay in some segments (caregiver, insurance). Exact price point is still up in the air, but definitely in the \$100's per year (which is what competitors cost).</p>	<p>DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market</p> <p>Pricing can vary based on channel, size of contract, services provided (features included in contract), and negotiating position.</p>