

BUSINESS LEAN MODEL CANVAS - VITALIS

1. PROBLEM People find it difficult to organize their health routine, especially the elderly, people with chronic illnesses or those with very busy routines.	2. SOLUTION OUR SOLUTION IS A COMPLETE HEALTHCARE APP THAT INCLUDES: - MEDICATION AND APPOINTMENT REMINDERS; - LOCATION OF THE NEAREST UBS AND HEALTH CONTACTS; - SELF-ASSESSMENT TESTS AND HEALTH CONTENT (VIDEOS, CAMPAIGNS, DISEASES); - MEDICAL HISTORY AND ACCESS TO SPECIALISTS; - MEDICATION DONATION BETWEEN USERS; - FUTURE FEATURES: CHATBOT FOR PRE-SCREENING AND A WAITING LIST SYSTEM.	5. UNIQUE VALUE PROPOSITIONS VITALIS BRINGS EVERYTHING YOU NEED TO MANAGE YOUR HEALTH INTO ONE SIMPLE APP—HELPING YOU AVOID MISSED MEDICATIONS, STAY ORGANIZED, AND ACCESS RELIABLE CARE.	6. EXISTING ALTERNATIVES - HEALTH APPS WITH REMINDERS (E.G., MEDICATION REMINDER APPS); - FITNESS AND WELLNESS APPS; - HOSPITAL AND CLINIC SCHEDULING SYSTEMS; - GOVERNMENT HEALTH PLATFORMS; - SEARCHING HEALTH INFORMATION ON THE INTERNET.	7. TARGET MARKET - ELDERLY PEOPLE MANAGING MEDICATIONS AND MEDICAL APPOINTMENTS; - PATIENTS WITH CHRONIC CONDITIONS REQUIRING REGULAR CARE; - BUSY INDIVIDUALS WHO STRUGGLE TO ORGANIZE THEIR HEALTH ROUTINES; - PEOPLE WHO NEED EASIER ACCESS TO RELIABLE HEALTH SERVICES AND INFORMATION.
3. FEEDBACK WE RECEIVED FEEDBACK FROM A SMALL BUSINESS OWNER (MEI), WHO VALIDATED THE IDEA AND EMPHASIZED ITS POTENTIAL TO IMPROVE USERS' DAILY ROUTINES BY MAKING HEALTH MANAGEMENT MORE PRACTICAL. BASED ON THIS, WE STRENGTHENED OUR FOCUS ON CREATING A SIMPLE, ACCESSIBLE, AND USEFUL APPLICATION FOR DIFFERENT TYPES OF USERS.	4. KEY METRICS GOALS: 80% OF USERS TAKE MEDICATIONS ON TIME; 70% INCREASE IN APPOINTMENT ATTENDANCE; - USERS OPEN THE APP AT LEAST 3 TIMES PER WEEK; 60% ENGAGEMENT WITH HEALTH CONTENT; 75% USER SATISFACTION.		8. OUTREACH - CONSISTENT SOCIAL MEDIA CONTENT TO ATTRACT AND ENGAGE USERS; - PARTNERSHIPS WITH HEALTH INSTITUTIONS TO REACH TARGET AUDIENCES; - COMMUNITY OUTREACH IN SCHOOLS AND LOCAL GROUPS - REFERRAL FROM USERS (WORD-OF-MOUTH GROWTH); - COLLABORATION WITH PHARMACIES AND HEALTHCARE PROVIDERS.	9. EARLY ADOPTERS - ELDERLY USERS MANAGING MULTIPLE MEDICATIONS AND APPOINTMENTS; - PATIENTS WITH CHRONIC CONDITIONS NEEDING REGULAR MONITORING; - CAREGIVERS RESPONSIBLE FOR FAMILY MEMBERS' HEALTH; - BUSY INDIVIDUALS WHO FREQUENTLY FORGET HEALTH-RELATED TASKS.
10. COST STRUCTURE STARTUP COSTS (ONE-TIME): - COMPUTERS AND DEVICES FOR DEVELOPMENT; - SOFTWARE TOOLS AND LICENSES (DESIGN AND DEVELOPMENT); - INITIAL APP DESIGN AND PROTOTYPING. FIXED COSTS (MONTHLY/YEARLY): - APP MAINTENANCE AND UPDATES; - HOSTING AND DATABASE SERVICES; - DOMAIN AND PLATFORM FEES; - MARKETING AND SOCIAL MEDIA MANAGEMENT; - CONTENT CREATION (HEALTH VIDEOS AND MATERIALS); - SALARIES (DEVELOPERS, DESIGNERS, AND SUPPORT TEAM). VARIABLE COSTS (SCALE-DEPENDENT): - ADVERTISING AND USER ACQUISITION CAMPAIGNS; - PARTNERSHIPS AND COLLABORATION COSTS; - CONTENT PRODUCTION (NEW VIDEOS AND UPDATES); - CUSTOMER SUPPORT AS THE USER BASE GROWS. PROFIT SHARING / SOCIAL IMPACT: - PARTNERSHIPS WITH HEALTH CAMPAIGNS OR NGOS; - SUPPORT FOR PUBLIC HEALTH INITIATIVES; - POTENTIAL DONATIONS OR COLLABORATIONS WITH SOCIAL PROGRAMS.	11. REVENUE STREAMS USING THE APP IS FREE, WITH REVENUE GENERATED THROUGH: - PARTNERSHIPS WITH PHARMACIES, CLINICS, AND LABORATORIES FOR VISIBILITY AND INTEGRATION; - SPONSORED EDUCATIONAL HEALTH CONTENT FROM TRUSTED INSTITUTIONS; - PROMOTION OF HEALTHCARE SERVICES WITHIN THE APP.			