

Ziva Grahek
& Evan Strader

Diamond Technology Institute

Business Class
Mr. Tennant
11th Grade



Introducing...



YourMedical

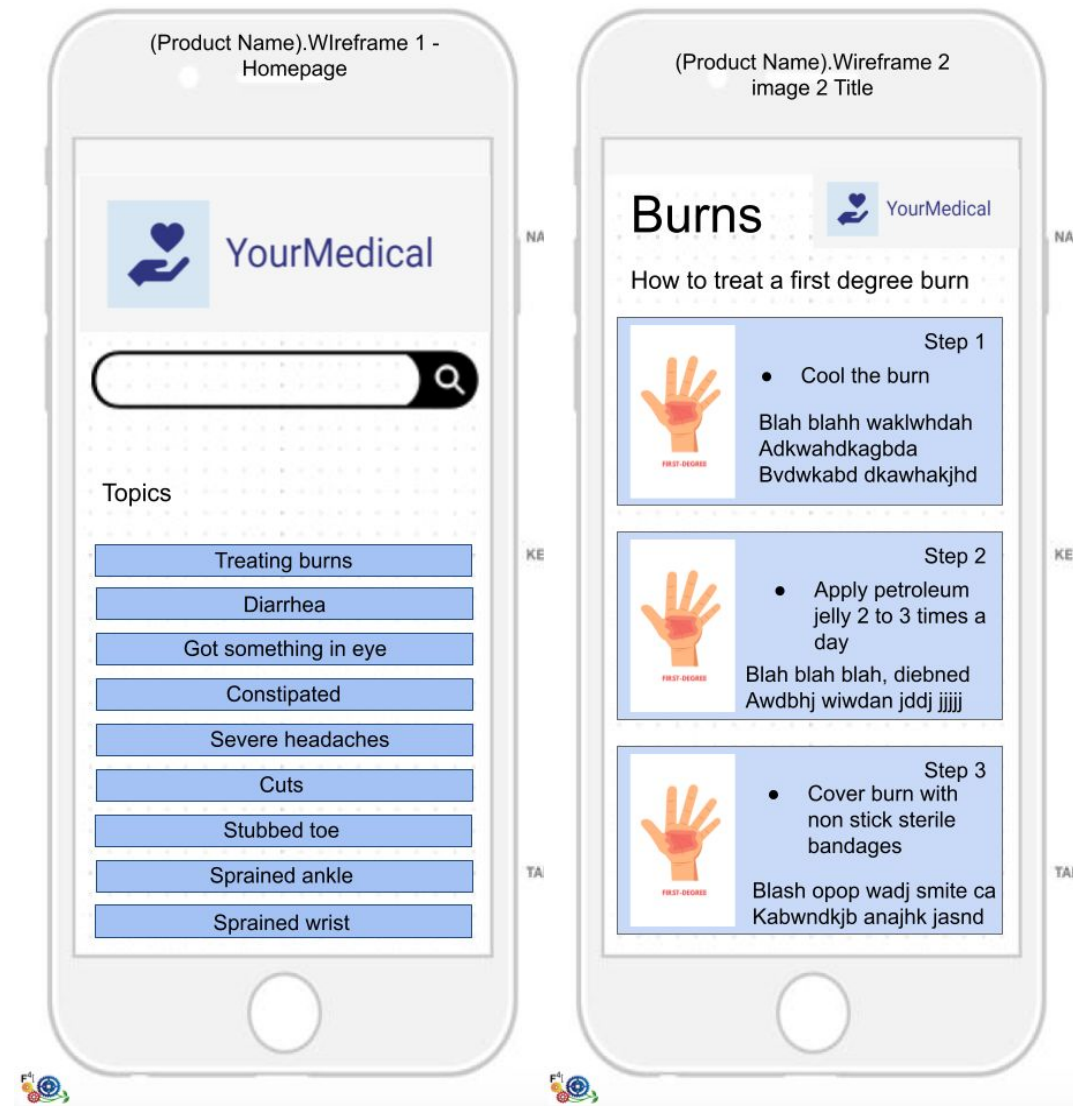
Do you know what to do if you ever find yourself in a medical emergency? What if you have no cellphone reception and can't go on the internet? If you ever find yourself in situations that put yourself at risk it should be a no-brainer to have **YourMedical** installed on your smartphone.

Table of Contents

A. <u>What does my company do?</u>	K. <u>Unique Value Proposition</u>
B. <u>How does my company make money?</u>	L. <u>Target Market Analysis</u>
C. <u>Business Name/ Logo/ Slogan</u>	M. <u>Customer Relationships</u>
D. <u>Dream / Vision Statement</u>	N. <u>Key Metrics</u>
E. <u>Company Mission Statement</u>	O. <u>Distribution Channels</u>
F. <u>Problem/ Unmet Need</u>	P. <u>Definition of One Unit</u>
G. <u>Solution</u>	Q. <u>Costs/ Expenses</u>
G.1 <u>Assessment of Opportunities (SWOT)</u>	R. <u>Revenue Streams</u>
H. <u>Competition</u>	S. <u>Year 1 Sales Projections</u>
I. <u>Key Activities</u>	T. <u>1 minute commercial/ Elevator Pitch</u>
J. <u>Key Partnerships</u>	

A: What Does Our Company Do?

Our company will make an online course that will teach and guide our customers on dealing with situations that need simple first aid. YourMedical will make money from selling our app on the App Store as well as Google Play.



B: How Does Our Company Make Money?

Our application will be an educational app that will be sold for \$3.99. YourMedical will be available for purchase on the App Store and Google Play

3.99



C: Name of business



YourMedical

YourMedical... Medical guidance for you.



D: Our Dream Mission Statement

We want people to be prepared in situations when they or someone else is hurt and needs immediate attention.



E. Company Mission Statement

YourMedical wants to help people with simple first aid situations. We want our consumers to be safe, healthy, and knowledgeable in case of an emergency.



F. Problem/Unmet Need

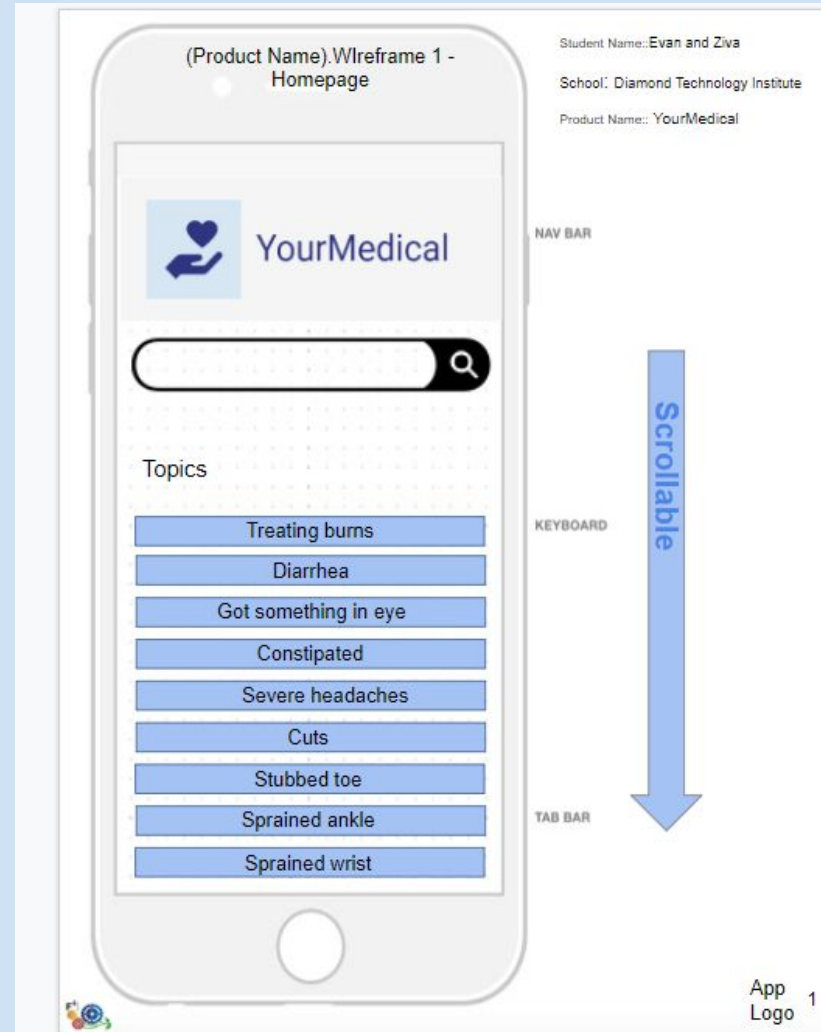


YourMedical

Problem 1: Many people aren't educated about dealing with situations that need immediate action and can't simply memorize every situation they might find themselves in and know who to act. We want people to be aware of what in house items they can use, as well were to to remedies.

Problem 2: Looking up the problem online might give you false information and it always requires wifi or mobile data which people don't always have access to.

YourMedicals top 3 features that make it different from other apps are that it will be accessible offline, it will have step by step instructions with visuals, and has an navigable hud.

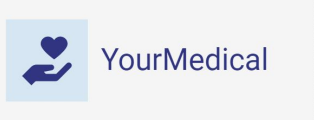





(This but better)

G.1 Assessment of Opportunities

SWOT Analysis

Strengths:		Weaknesses:	
YourMedical	Offline use, simple hud, expert backed information	YourMedical	costs money
First Aid app	Reliable/ well known,free, expert backed information, can be used offline, has quizzes	First Aid app	reviews say it has issues with terms and conditions, not enough pictures and examples.
GotoAID	Free, provides simple instructions about dealing with any medical emergency	GotoAID	It has a mediocre review 3/5
Online search engines	Free, has a lot of information	Online search engines	Not always available/ may give wrong instructions
Opportunities:		Threats:	
YourMedical	Include a lot of pictures and examples, have video instructions, which none of our competitors have.	YourMedical	Not an established app yet
First Aid app	They have lots of resources to make their app better.	First Aid app	Doesn't have simple and clear instructions with pictures,
GotoAID	They have lots of resources to make their app better.	GotoAID	poor reviews, not as good as other apps
Online search engines	Could include features for first aid	Online search engines	Can't be accessed offline

	YourMedical	First Aid app	GotoAid	Indirect Competitor: google
				
Reliable Information	We will get our information from medical professionals, and other trusted sources	Got information from medical professionals	Got information from medical professionals	Has some information from medical professionals but some sources can be misleading or wrong
Available offline	Consumer will be able to use our app without wifi	Can't use app without being connected to internet	Can't use app without being connected to the internet	Can't use app without being connect to the internet
Includes visuals	Will have many pictures and videos for visual learning	Has some pictures and videos	Has a decent amount of pictures and some videos	Has access to many videos and pictures
Easily navigable HUD	Will be super easy to use, clean visuals and looks clean and professional	Has clean hud, pretty easy to navigate	Has some complains about the hud, although it isn't that big of an issue	Lots of different sources available sometimes it misinformation or just really confusing

To make our app successful we need to do 3 major things:

1: We need to program the app

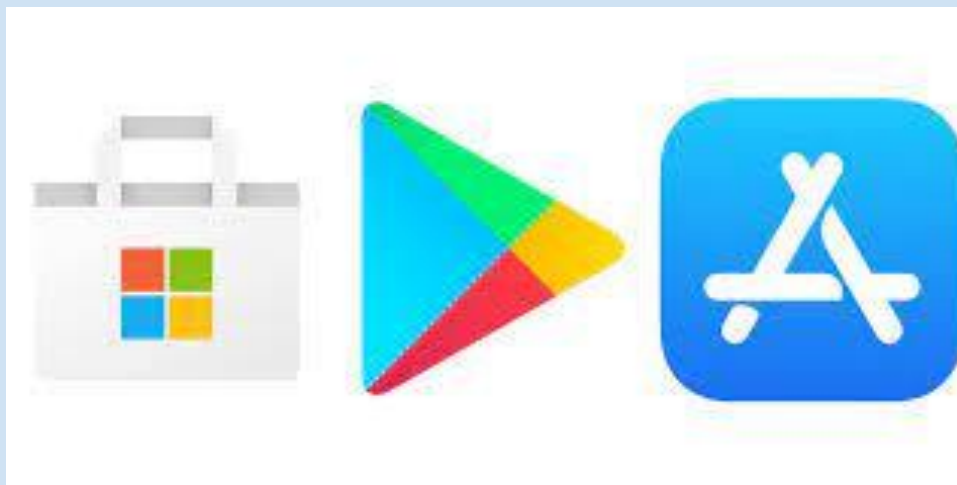
2: We need to get our app on the Google Play and Apple Store

3: We need to figure out how we are going to advertise our app

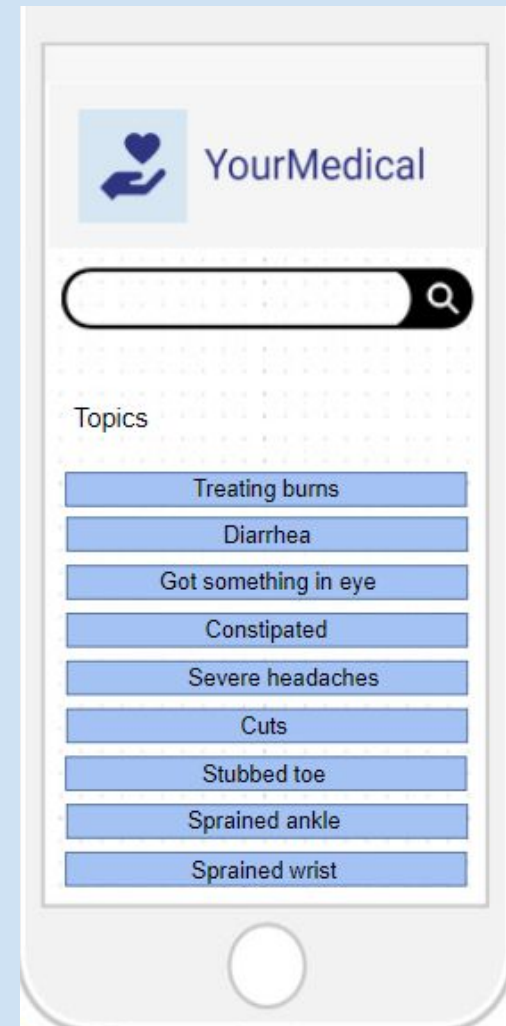




Our company will want to work with Google, Apple, and Android. These large corporations will be how we are going to run ads to get our app exposure. They also make the devices that our app is going to be sold on. Google Play and Apple Store will be our vendors for our app.



YourMedical will have clear instructions with pictures, videos, and examples which will be easy to follow. Unlike most other apps on the market. Our app will be fully accessible offline, so no matter the conditions you'll always have access to first aid guidance anywhere.



L:Target Customer Analysis



Parents



Teachers



Caregivers



Demographic

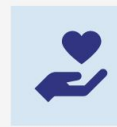
Our customers will mostly be adults who value safety and want to be prepared for unexpected situations. These adults would likely be parents or caregivers who want to be ready when something happens to their child or whoever they're taking care for.

Adults ages 25-99

Psychographic

Our customers value safety and want to be prepared for unexpected situations.

Value safety



L:Target Customer Analysis

Geographics

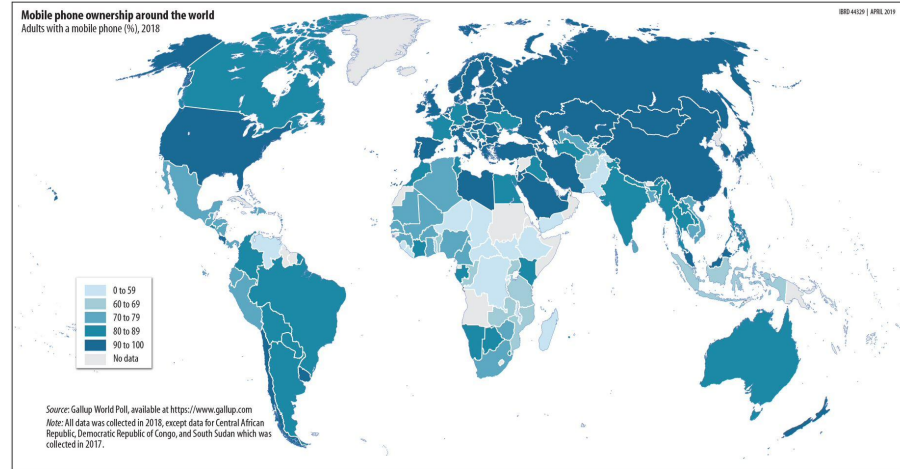
Our customer will have to have a handheld electronic device such as a phone or a tablet to purchase our app from mobile app stores. The app will be available to download anywhere, but we will target countries that have higher mobile device ownership (refer to the graphic on the right)

Countries with higher home ownerships

Buying Patterns

Our app will be a limited decision-making purchase.

limited decision-making purchase



M: How Will we Communicate With our Customers?

We will communicate and interact with our customers by accepting feedback and reviews, and answer questions about our app.



N: Key Metric Measures

The key metric measures that will measure our successes and growth are how much money we had earned, how many people had downloaded our app, how many people our ads have reached.



O:Distribution Channels



We will produce our app and sell it to our customers through app stores.



Google Play



App Store

P:Definition of One Unit

Definition of Primary Unit

One purchase of our app

Economics of One Unit

Selling Price		[\$3.99]
Tax paid back to App Stores	\$[30%]	[\$1.20]
Total COGS/ COSS	30%	[\$1.20]
Dollar Contribution Per Unit (Contribution Margin)	70%	[\$2.79]

Q:Costs and Expenses

Definition of Primary Unit
One purchase of our app

Description of Monthly Expenses	
Fixed Expenses	Total: \$
30% Tax for every sale we make on App Store and Google Play	\$548 (For an estimated 458 sales)
Wifi and Electricity bill	\$27 and \$115
Paying of loan from bank	\$515 (A month for 4 years)

Jan	Feb	March	April	May	June	July	August	September	October	November	December	Total Estimated Y1 Annual Units	Average
230	400	430	428	340	630	732	534	454	512	476	332	5498	458.166667



Revenue from goods sales or service fees

We will be selling our app on the Google Play and Apple Store



Google Play



App Store

S:Our First Year Sales Projections

Monthly Break Even Units

$$\frac{\$[1205]}{\$[3.99]} = [305.01] \approx [306] \text{ units}$$

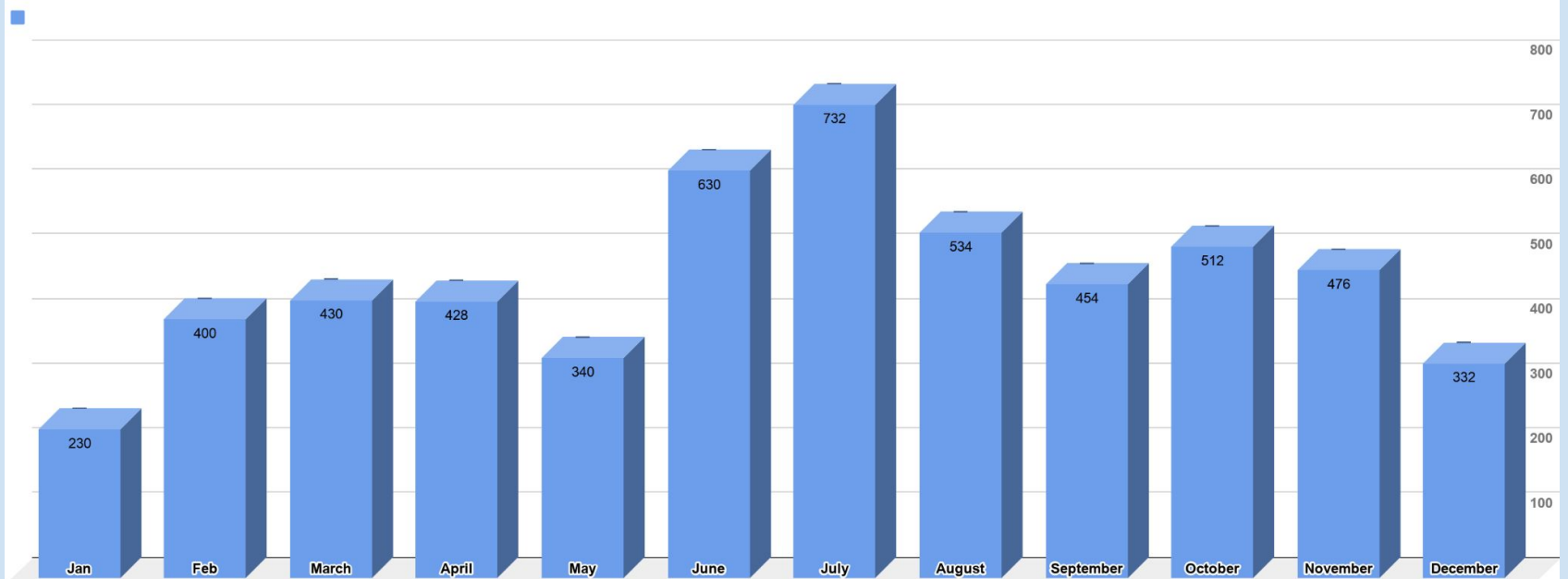
Total Units
5498

Gross Revenue
\$27,435.02

Net Profit
\$4,744.51

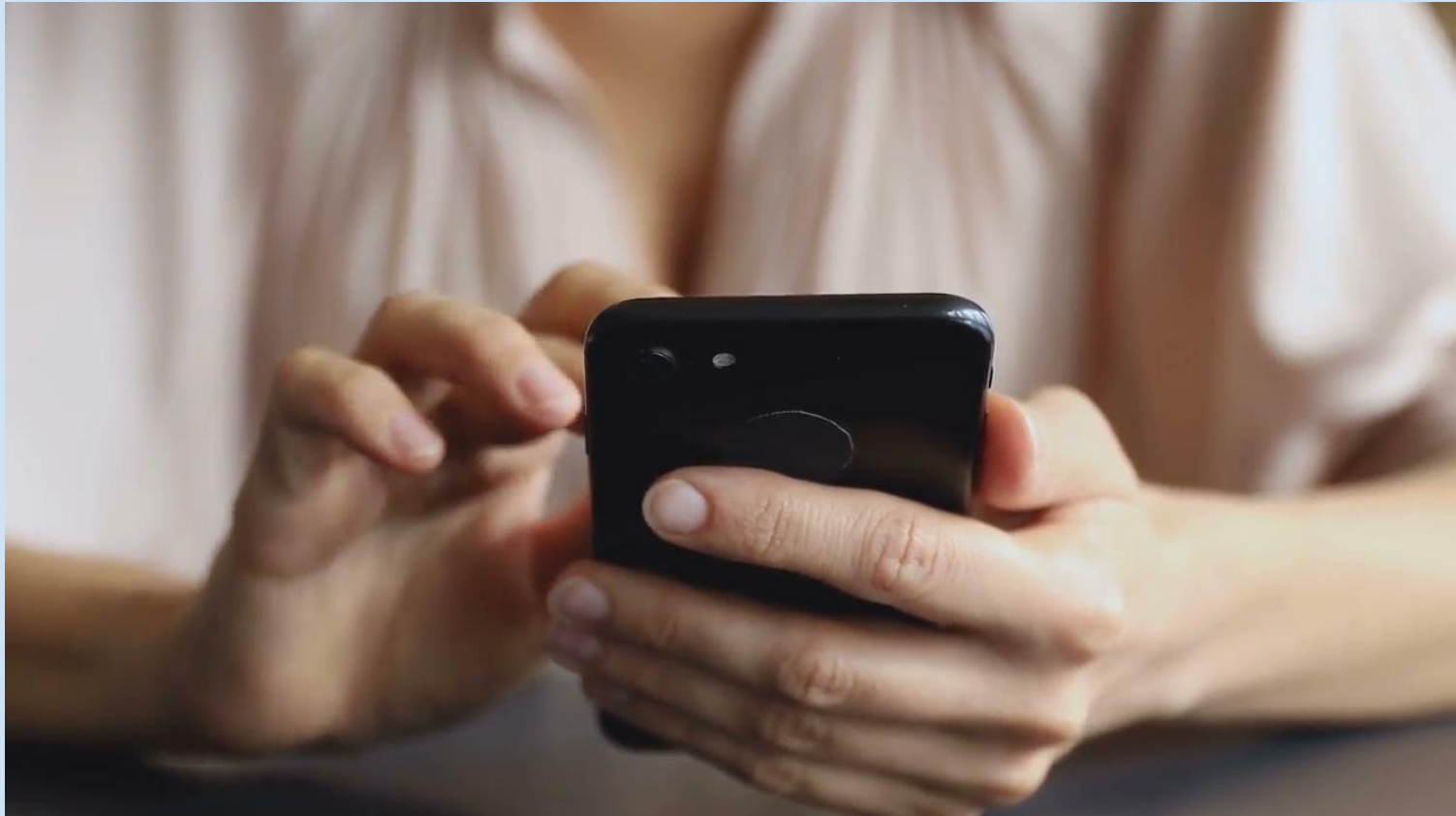
Estimated Units Sold

Year 1 Sales Projections - (NAME OF COMPANY)



T:Commercial-YourMedical

<https://drive.google.com/file/d/12BYaHpC1Ly2iSlSyiM3TBQ0jgDXAZo-t/view?usp=sharing>





YourMedical

YourMedical.. Medical guidance for you.