BUSINESS MODEL CANVAS

DESIGNED FOR

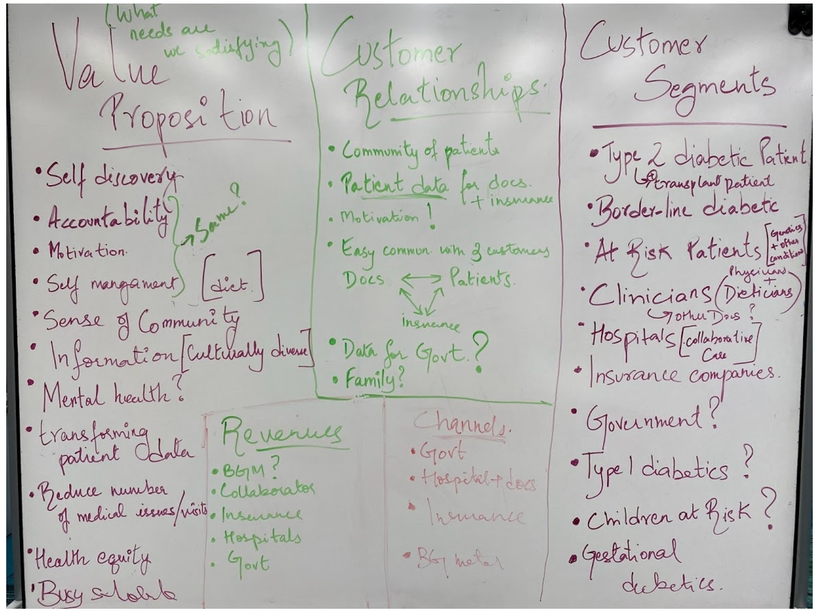
DELL MEDICAL

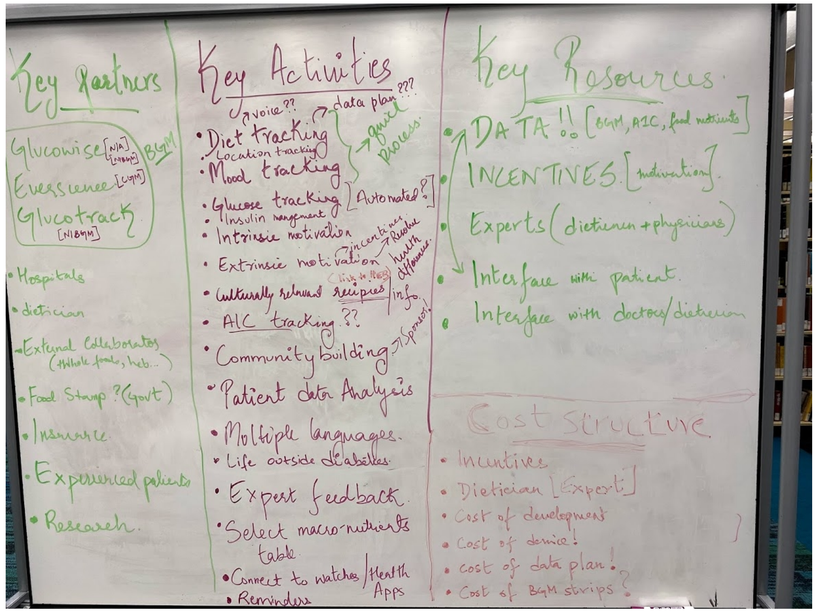
DESIGNED BY

SHRAVYA KOLAVARA

INTRODUCTION

While designing this business model canvas , I have tried to think as broadly as I can. I've included multiple customers, various needs, multiple products and key partners. I have also not included specific solutions, but rather trying to think of it more as a problem space, without specific solutions. You will see that I have looked at it as a problem that is in need of a solution. I've included cost of device, data plan and a general idea of an interface to leave open a multitude of solutions that are possible. Especially while considering an underserved population we must take all things into account. I've included descriptions for certain points to elaborate and better understand my thoughts behind it.





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KEY PARTNERS

Blood Glucose Meter (BGM) companies.

Hospitals/Clinics [Dell Med].

Dietician & Physicians.

External collaborators.

Insurance companies.

Government.

Experienced patients.

Researchers.

KEY RESOURCES

Incentives [motivation]

Data [A1C, BG, food nutrients]

Experts [Dietician + Physicians]

Interface with patient & clinic

KEY ACTIVITIES

Tracking + Reminders [A1C, Food, mood, glucose, insulin]

Motivation [intrinsic, extrinsic]

Culturally relevant recipes

Community building

Patient data analysis

Multiple languages

Select expert feedback and macro-nutrient table

Connect to other health devices

Life outside diabetics

VALUE PROPOSITION

Self management

Self discovery

Sense of community

Culturally diverse information

Mental health management

Transforming patient data

Reduce number of visits to clinic/prevent other issues

Health equity

CUSTOMER RELATIONSHIPS

Community for patients

Patient data for Insurance, Govt., Doc.

Connection b/w patient, docs, insurance

Family involvement & motivational relationships

CHANNELS

Blood Glucose Meter (BGM) companies.

Dietician & Physicians.

Insurance companies.

Government.

CUSTOMER SEGMENTS

Type 2 diabetic patients

Borderline diabetic

At Risk patients

Clinicians [dieticians + Physician]

Insurance companies

Government*****

Type 1 diabetic patients

Gestational diabetic patients

COST STRUCTURE

Incentives

Experts [Dietician]

Cost of Development

Cost of Equipment

Cost of data plan.

Cost of BGM device/strips

REVENUE STREAMS

Blood Glucose Meter (BGM) companies.*****

Hospitals/Clinics [Dell Med].

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KEY ACTIVITIES

VALUE PROPOSITION

Glucotrack [NIGBM], Everscence [CGM], Glucometer [BGM] Partnering with non-invasive, continuous or regular glucometers to sync glucose levels directly. The NIGBM could help reduce the pain of pricking the finger.

These partners could help us reach our target user by being an intermediary between us and the customer.

External collaborators could be any sponsors who are willing to provide coupons, cards as incentives. eg. grocery stores, pharma, metro cards.

Insurance companies could also help with incentivizing the customer. Improving patient health will benefit them as well. Also, could be considered as a intermediary between us and customer.

CUSTOMER RELATIONSHIPS

CHANNELS

CUSTOMER SEGMENTS

KEY RESOURCES

These partners could help us reach our target user by being an intermediary between us and the customer.

COST STRUCTURE

Government plays a huge role in the sphere of health. From govt aided insurance, grants for research, funds for clinics. Improving the overall health will also be beneficial to the Govt.

REVENUE STREAMS

Experienced patients can provide emo. support and guide more recent patients. Like a sponsor.

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KEY PARTNERS

KEY ACTIVITIES

VALUE PROPOSITION

Type 2 diabetic patients can be further segmented into patients belonging to marginalized communities, patients on the transplant list, age range of patients.

At risk patients include customers genetically prone, patients with other illness, children with high glucose levels.

Collected patient data can be provided to clinicians and physicians to help with their analysis

Customers could include patients with type 1 diabetes and gestational diabetes. Both require some monitoring of diet and glucose levels.

CUSTOMER RELATIONSHIPS

CHANNELS

CUSTOMER SEGMENTS

Type 2 diabetic patients

Borderline diabetic

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KEY PARTNERS

Having the ability to interact with other patients, having a sponsor, having expert opinions will all lead to improvement in BG levels. It will also help with providing support in terms of mental health.

Understanding that people from different backgrounds, ethnicities, cultures have varied taste, necessities. Allowing there to be a customizable information will allow the patients to achieve their goals.

KEY RESOURCES

KEY ACTIVITIES

By providing these services to a large underserved population, it can help manage the disparities in health equity. These needs not only serves the patients, but also all the other customers as well.

VALUE PROPOSITION

- Self management
- Self discovery
- Sense of community
- Culturally diverse information
- Mental health management
- Transforming patient data
- Reduce number of visits to clinic/prevent other issues
- Health equity

CUSTOMER RELATIONSHIPS

The patient's ultimate goal is to keep their BG levels in check. Self management includes both accountability and eventual self motivation.

CHANNELS

Dieticians, doctors, insurance companies and governments,all require the patient data. This will provide them with an easy way of dealing with large amount of data.

By keeping the BG level in control, the risk of factor for developing other diseases reduces. This in turn serves the patient, the insurance and the government.

CUSTOMER SEGMENTS

COST STRUCTURE

REVENUE STREAMS

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KEY PARTNERS

Customizing recipes based on taste, culture, and genetics.

Provides Doctors, Govt. insurance companies, with an analysis of patients data in a more comprehensible format.

Provides assistance in multiple languages.

Provides a way to get expert opinion and provide nutritional information for selected times/meals.

KEY RESOURCES

KEY ACTIVITIES

Tracking + Reminders [A1C, Food, mood, glucose, insulin]

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Community building

Patient data analysis

Multiple languages

Select expert feedback and macro-nutrient table

Connect to other health devices

Life outside diabetics

VALUE PROPOSITION

Quick & automated tracking and reminding them of A1C's, logging of food, their mood, BG levels, and even insulin management based on data collected.

Provides extrinsic motivation through incentives. These incentives could help bridge the divide in health disparities among certain marginalized communities. Also tries to build intrinsic motivation among more extrinsically motivated patients.

Provides a way to connect with other patients, connect with more experienced patients to give them a sense of understanding and community.

CUSTOMER RELATIONSHIPS

CHANNELS

CUSTOMER SEGMENTS

COST STRUCTURE

Diabetes is currently a life long disease, helping the patient seamlessly manage it will give them the opportunity to not constantly be worried about it all the time. Having a feature that can remind them of the world outside of diabetes will be beneficial.

REVENUE STREAMS

Connects to BG meters, health watches, phone apps.