

METRICS COLLECTED



PROJECT SUMMARY

REPORT DATE	PROJECT NAME	TEAM
Date: 30/01/2021	Project: SelfMed	Name: Laxmi and Bruno

THE PRODUCT AND SERVICES

ULTRA-SHORT DESCRIPTION OF YOUR BUSINESS AND ITS PRODUCTS (ELEVATOR PITCH):

Non-adherence of prescribed medication is a global problem and it is estimated that there are 200 000 premature deaths per year due to that, and EUR 125 billion per year is wasted in unnecessary health costs, in the EU. Our products portfolio creates an ecosystem around the customer to eradicate the factors that causes non-adherence. The ecosystem includes: an automatic pill dispenser, an auxiliary device smart band, mobile application and webpage, and service. It provides support to avoid past medication errors, with reminders, alerts (flashlight, customizable ringtone, beeps and text messages) to be able to take medication as prescribed by the physician, with minimal or no help from formal and informal carers. The products will be placed in the house of the client, with an affordable cost and connection with the carers.

INDUSTRY

CAE - CLASSIFICATION OF ECONOMIC ACTIVITIES

86906 - Other human health activities n.e.c.

	COMPANIES (#)	BIRTHS (#)	DEATHS (#)	SALES GROWTH RATE (%)	GROSS PROFIT (%)	NET PROFIT (%)
2019	5974	420	289	67.1M	43	9.1
2018	5836	405	252	72.3M	42.3	9.4
2017	5634	340	252	87.9M	42.3	8.7

% OF COMPANIES

	BY AGE	BY TRUNOVER (AGE %)	SIZE	BY SIZE (%)
2019	UP TO 5 YEARS (32.83)	14.38	MIC-542.8M	MIC- 94.26
2019	6 - 10 YEARS (17.86)	16.14		SML-5.29
2019	11-20 YEARS (31.05)	35.86	SML-365.6M	MED- 0.42
2019	OVER 20 YEARS (18.26)	33.63		LRG- 0.03

COMPETITORS

HOW MANY COMPANIES COMPETING WITH YOUR BUSINESS ARE ON THE MARKET:

RIVAL COMPANIES	UNITS	CITIES / COUNTRIES
Livi		USA
Hero		USA
MedaCube		USA
Pillo		USA
Pria		USA
Rx Pense		Canada, available worldwide with data store in home country
Karie		Canada
Philips		USA

IMPORTANT COMPETITORS : HOW DO YOU EVALUATE YOUR COMPANY COMPARED TO THOSE OF YOUR MAIN COMPETITORS (+ YOUR COMPANY IS BETTER; 0 YOUR COMPANY IS THE SAME; - YOUR COMPANY IS WORSE).

	SelfMed	Medacube	Hero
RANGE OF PRODUCTS:	Dispenser, smart band	dispenser	dispenser
QUALITY OF PRODUCTS:	high	high	high
COMPLEMENTARY SERVICES:	Care service, mobile application,	Add on services	Mobile application
SIZE:	34*30*40 com		
NOTORIETY:	N/A	N/A	N/A
IMAGE:			
PRICE:	€15.99/month (subscription has a different price according to the customer's need no more than €70) + €99.99 initiation fee	\$1,499 (one-time price)	\$99 upfront \$29.99/month
SPEED OF EXECUTION:			
GUARANTEES:	2 years		
PRESTIGE:	New to market	Good reputation	3 years in market with good reputation
OTHERS:			

CHECK POINT 1

THE MARKET

WHO ARE YOUR CUSTOMERS, AND HOW MANY ARE THEY:

We are focusing on people over 55 years of age and their families. We have also B2B strategy, providing our services to elder care houses.

GEOGRAPHICAL LIMITS:

IN PORTUGAL / OWN COUNTRY: Portugal

FOREIGN COUNTRIES: European Union

THE TYPICAL PRIVATE CUSTOMER:

GENDER: male and female

AGE RANGE: 55+

EDUCATION: any level (basic education might help to operate machine and mobile application effectively)

OCCUPATION: any

LIFESTYLE: alone, lack of helping hand, busy family member, retired, working

NUMBER: 62.156 million people

THE TYPICAL BUSINESS CUSTOMER:

LINE OF BUSINESS: Aged-care houses, domiciliary houses,

SIZE/STAFF: micro-entreprises, SME

NUMBER:

REALISTIC NUMBER OF CUSTOMERS.

ARGUMENTS:

Range of people according by age	Percentage of people taking prescribed pills		
	55-64 (64.6%)	65-74 (78.1%)	75+ (87.1%)
(55-59) + (60-64)	41.667		
(65-69) + (70-74)		38.6595	
(75-79) + (80-84) + (85-89) + (90-94) + (95-99) + (100+)			43.9855
Total of elder taking prescribed pills	124.312	Total non-adherence estimation	62.156

12

AVERAGE CONSUMPTION IN CASH PER CUSTOMER:

€15.99/month + €99.99 initiation fee

¹ [European Union Age structure - Demographics \(indexmundi.com\)](http://indexmundi.com)

² [File:Self-reported use of prescribed medicines by age, 2014 \(%\).png - Statistics Explained \(europa.eu\)](http://europa.eu)

PURCHASE FREQUENCY/PRODUCT LIFE SPAN:

Monthly subscription with minimum of 1 year of contract

PRODUCT PRICE:

MY PRICE: €15.99 + €99.99 initiation fee

MARKET PRICE: \$99.99 (upfront cost) and \$29.99 monthly for Hero (in USA)

BUSINESS DEVELOPMENT

BUSINESS APPEARANCE IN ONE AND IN five YEARS:

	number of employees	Number of customers	Turnover/sales €	Net Profit €
Year 1	5	600	N/A	N/A
Year 3	7-9	2000	Breakeven point	—
Year 5	More than 10	5000		5-7%

SUMMING UP OF MAIN FINANCIAL DATA

INITIAL INVESTMENT: 50,000

MONTHLY VARIABLE COSTS:

MONTHLY FIXED COSTS:

GROSS MARGIN:

NET MARGIN:

BREAK-EVEN POINT:

(<https://www.investopedia.com/ask/answers/032715/how-can-i-calculate-breakeven-analysis-excel.asp>)