

VOTRE NOM

Aymane Kricha

LEAN CANVAS

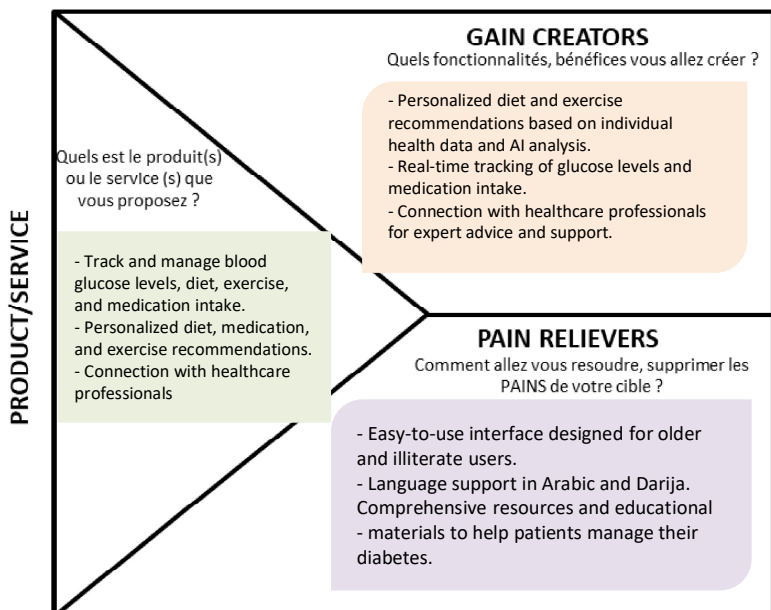
PROBLÈMES Many people in Morocco suffer from diabetes and struggle to control their diet and insulin intake due to limited resources and support. There are no diabetes management tools available in Arabic or Darija, which limits access for Moroccan and Arabic speakers. Current diabetes management apps are not user-friendly for elderly or illiterate users.	SOLUTIONS Develop a mobile app that uses artificial intelligence to analyze a user's dietary and insulin intake and provide individual recommendation for managing their diabetes. Offer the mobile app in both Arabic and Darija to increase access for Moroccan speakers. Create a user-friendly interface with voice-activated commands and simple visuals to make the app accessible for elderly and illiterate users.	VALUE PROPOSITION Quels sont les bénéfices que votre produit/service apportera à vos clients ? Unlike other solutions on the market, our user-friendly interface is accessible to older and illiterate patients in Darija or Arabic in addition to voices and images, making it easier than ever to manage diabetes. With our app, patients can stay connected with their doctors and receive personalized recommendations based on their individual needs and lifestyle, thanks to our cutting-edge artificial intelligence technology. By putting the power of diabetes management in the hands of patients, we're helping to improve outcomes and promote healthier, more fulfilling lives."	AVANTAGE COMPETITIF Quels sont vos avantages compétitifs ? - User-friendly interface - Arabic language support - Doctor connectivity - Personalized recommendations - Innovative technology	SEGMENT CLIENT Quels sont vos principaux segments de client - Diabetes patients and their family members - Elderly individuals susceptible to diabetes. - Healthcare providers - Caregivers
SOLUTIONS ALTERNATIVES Quels sont les solutions qui existent à ce jour ? Diabetes education programs, support groups, consulting with a healthcare professional, and complicated Diabetes management tools available only in English	INDICATEURS - Number of downloads and active users - Number of healthcare professional users - User feedback and ratings - Percentage of users who achieved their health goals - Revenue and profit margin - Number of partnerships and collaborations		CANAU Quels sont vos canaux de communication et de distribution - Diabetes support groups - Pharmacies and Healthcare providers - Influencers, radio and Social media publicity - Street publicity and social transport publicity	EARLY ADOPTERS - Tech-savvy diabetes patients. - Caregivers of elderly diabetes patients. - Diabetes Doctors and healthcare providers
STRUCTURE DES COUTS Development costs Maintenance and updates costs Server and hosting costs Marketing costs Administrative and location costs		REVENUE STREAMS Monthly/yearly subscription fee to access all the features and services offered. Commission by partnering with pharmacies and health food stores. Fees for Targeted Advertising displayed on the app. Fee for virtual consultations with healthcare professionals. Data selling for health investors.		

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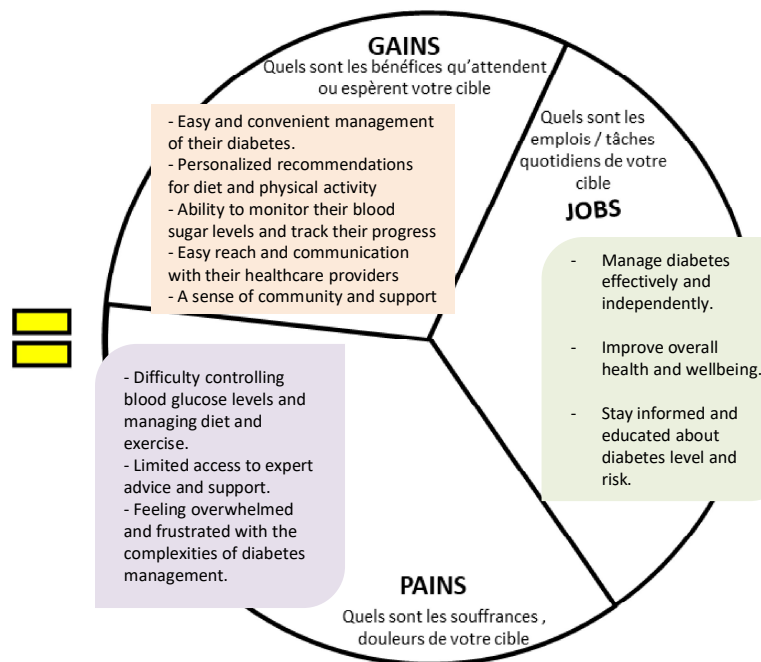
AYMANE KRICHA

VALUE PROPOSITION CANVAS

VALUE PROPOSITION MAP



CUSTOMER SEGMENT PROFILE



VOTRE NOM		AYMANE KRICHA		BUSINESS MODEL CANVAS					
PARTENAIRES CLÉS Fournisseurs, Partenaires , sous-traitants , Parties prenantes ... - Healthcare providers such as doctors and pharmacies. - Artificial Intelligence experts and data analysts: to continuously improve and update. - Public health organizations and NGOs: to promote the app to the wider public. - Insurance companies: to potentially offer discounts or other incentives to our shared customers. - Food and exercise experts: to provide input and expertise - Technology providers: to provide necessary hardware and software infrastructure		ACTIVITÉS CLÉS - App development and maintenance - Marketing and advertising - Partnership building with healthcare providers and patient groups - AI and machine learning research and development -Customer support RESSOURCES CLÉS Dedicated team of professionals with expertise in diabetes management, app development, and customer support. Robust server infrastructure to support the app's features and ensure reliable and secure data storage. Marketing and promotional materials to reach target customer segment. Database of nutritional information and diabetes treatment options.		PROPOSITION DE VALEUR - A User-friendly interface for diabetes patients to personally track their diet, insulin intake, and physical activity, while utilizing artificial intelligence to provide personalized recommendations based on the patient's data input and machine learning algorithms. - An option to connect the patient to healthcare providers for additional guidance and support. - For: Diabetes patient in Morocco and Arabic-speaking countries who struggle to control their diabetes, Healthcare providers who are interested in offering a more personalized level of care to their patients. and data driven R&D companies.		RELATION CLIENT - Personalized coaching on how to use the app, and ongoing 24/7 support. - Proactive communication about updates, new features, and other relevant information. - Creating a sense of community among my users by incorporating social features into our app - Active Feedback gathering CANAL DE DISTRIBUTION vos canaux de communication et de distribution - Diabetes support groups - Pharmacies and Healthcare providers - Influencers, radio and Social media publicity - Street publicity and social transport publicity		SEGMENT CLIENT Quels sont vos principaux segments de client - Elderly and illiterate diabetes patients in Morocco, the Arab world, and Africa in addition to their family members - Younger and tech-savvy diabetes patients in the same regions or their family - Healthcare providers such as doctors, pharmacies, and elder care - Data-driven businesses interested in purchasing anonymized diabetes patient data	
STRUCTURE DE COÛTS - R&D (HR, hardware, software, and other necessary tools) cost: 500,000 MAD. - Operations (rent, utilities,...) cost: 200,000 MAD. - Cloud Services cost: 150,000 MAD - Marketing & Sales cost: 300,000 MAD. - Legal & Regulatory cost: 100,000 MAD. - Unexpected expenses cost: 50,000 MAD. Total estimated costs: 1,300,000 MAD.				REVENUE STREAMS - Freemium model with basic features available for free: Revenue from targeted advertising display - Premium features available for a subscription fee (10-100 DH), payment by bank card or Wafacash - Revenue sharing: Fee for virtual consultations with healthcare professionals. - Selling anonymized data for R&D companies seeking valuable insights into diabetes management trends and behaviors across the Arab and African world					