



Club Founder
Dr. Mahmoud Bahgat



International Startup Club

**Startups
Business Models**
(Health & Life App Pitch deck)

Sunday 25th August 2024
10pm KSA EGY 11pm UAE



Dr. Hossam Elgamal
Co-Founder & CEO
Health & Life Application

Startups Business Models

By Hossam Al Jamal

Co-founder & CEO of **Health & Life**

Your health is our mission

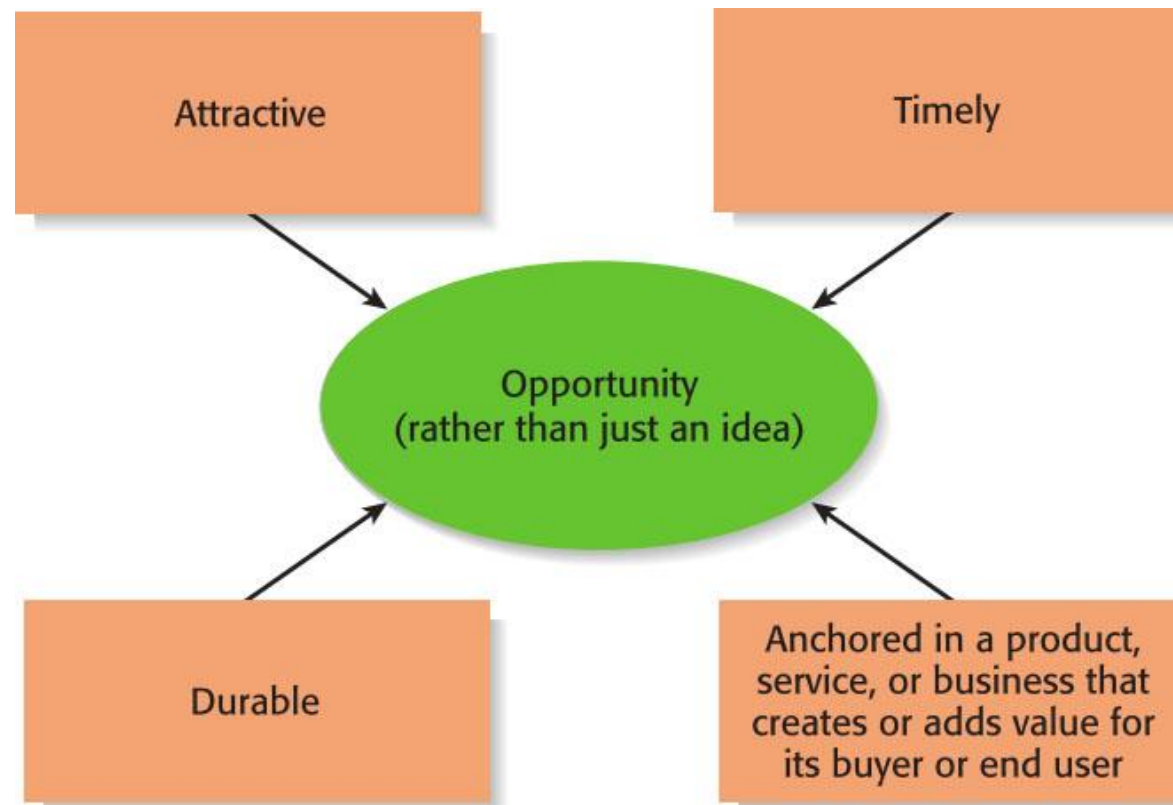
Introduction



- Overview of the Content
 - 1. Identify an Opportunity
 - 2. Business Model Definition
 - 3. Business Model Canvas
 - 1. Customer Segments
 - 2. Value proposition
 - 3. Channels
 - 4. Customer Relationships
 - 5. Revenue Streams
 - 6. Key resources
 - 7. Key activities
 - 8. Key Partners
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What is an Opportunity?

Four Essential Qualities of an Opportunity



Three Ways to Identify an Opportunity

Observing Trends

Solving a Problem

Finding Gaps in the
Marketplace










Business Model Definition



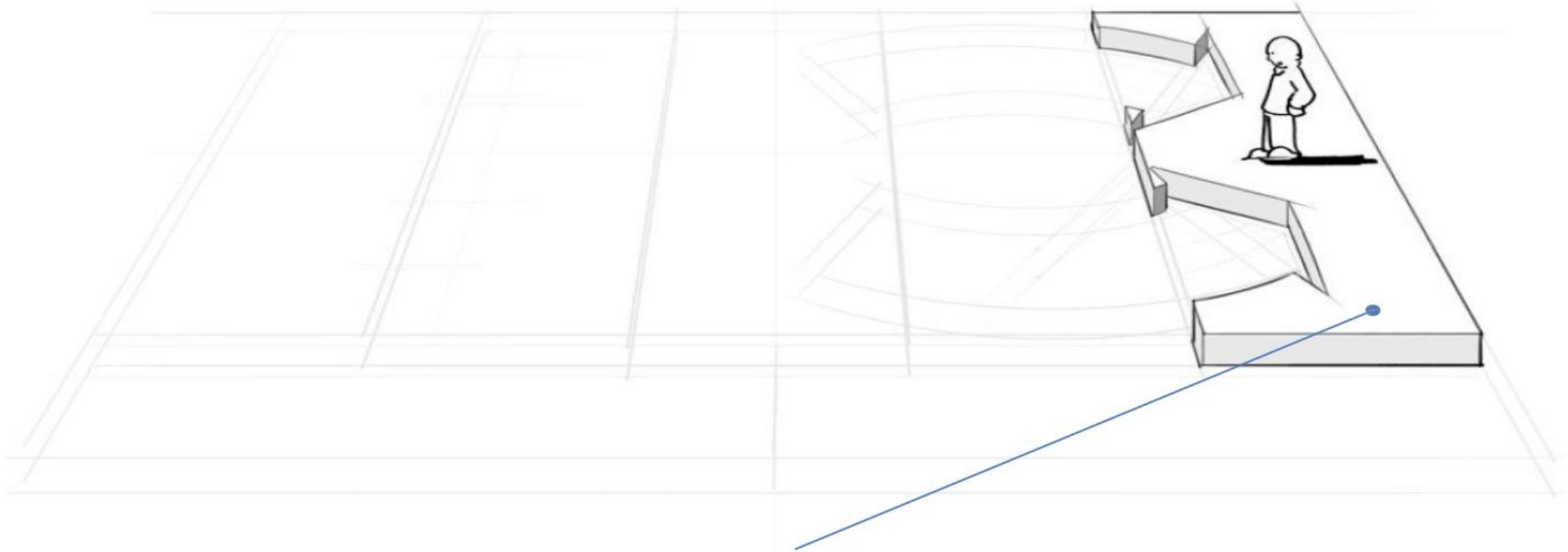
A business model describes how a company creates value for its customers and generates revenue, outlining its strategy for making money

- Who is your customer?
- What is value can create or add?
- How can you do that at resonanble costs?

Business Model Canvas

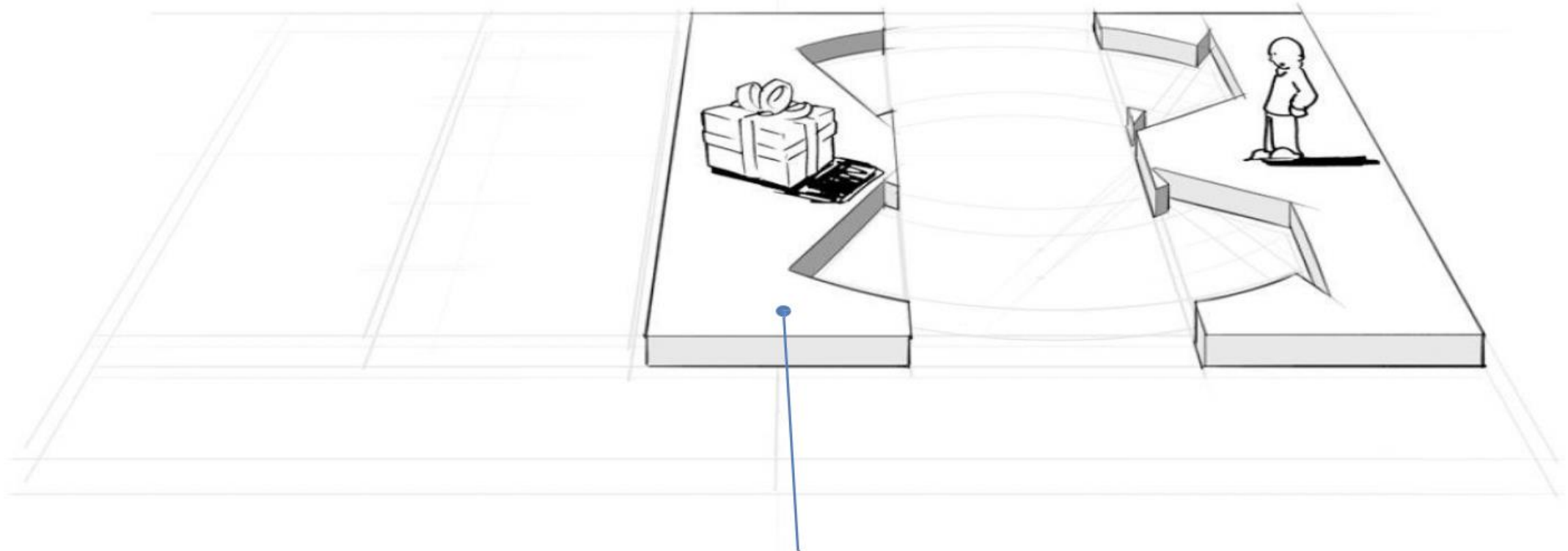
|  KEY PARTNERS |  KEY ACTIVITIES |  VALUE PROPOSITION |  RELATIONSHIPS |  CUSTOMER SEGMENT |
|--|--|---|---|--|
| <div data-bbox="89 264 471 378">Guess</div> <div data-bbox="76 406 445 521">Guess</div> <div data-bbox="89 592 458 706">Guess</div> | <div data-bbox="586 278 955 392">Guess</div> <div data-bbox="573 435 930 549">Guess</div> | <div data-bbox="1095 414 1465 528">Guess</div> | <div data-bbox="1567 235 1936 349">Guess</div> | <div data-bbox="2102 435 2471 549">Guess</div> |
| |  KEY RESOURCES <div data-bbox="598 749 980 863">Guess</div> <div data-bbox="573 906 930 1021">Guess</div> | |  CHANNELS <div data-bbox="1567 806 1936 921">Guess</div> <div data-bbox="1668 906 2025 1021">Guess</div> | |
|  COST STRUCTURE <div data-bbox="242 1199 611 1313">Guess</div> <div data-bbox="751 1185 1121 1299">Guess</div> | |  REVENUE STREAMS <div data-bbox="1439 1199 1809 1313">Guess</div> <div data-bbox="2000 1185 2369 1299">Guess</div> | | |

Customer Segments



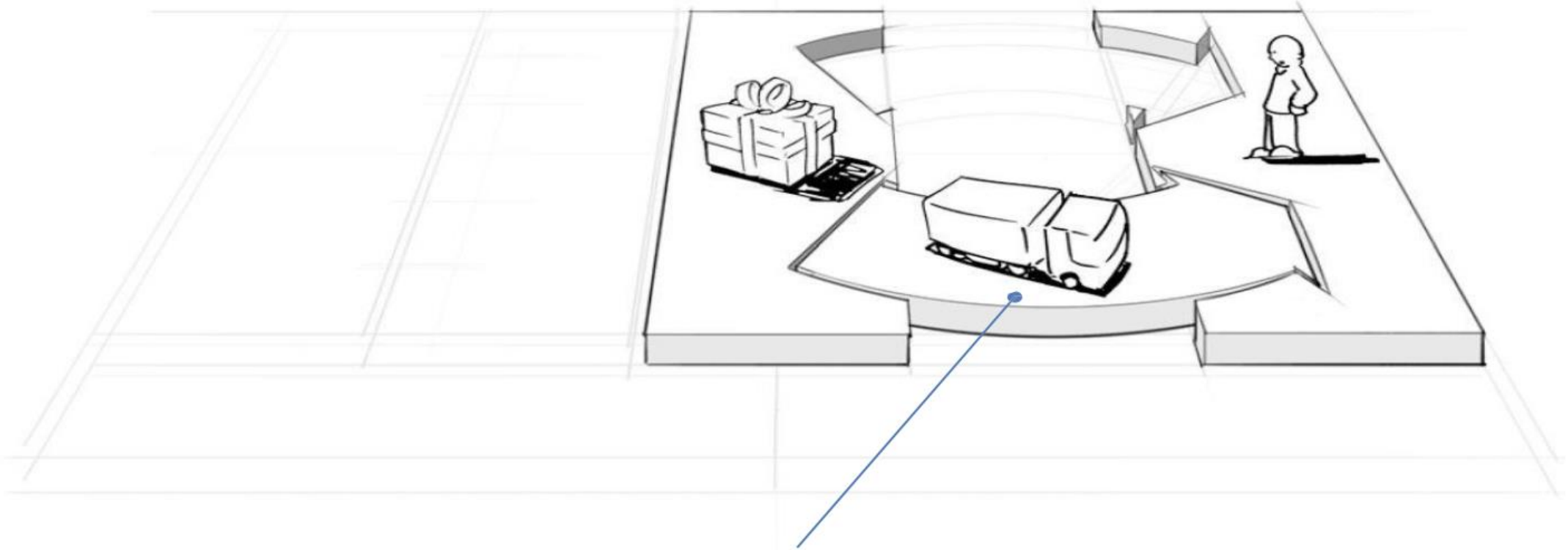
which customers and users are you serving?
which jobs do they really want to get done?

Value Proposition



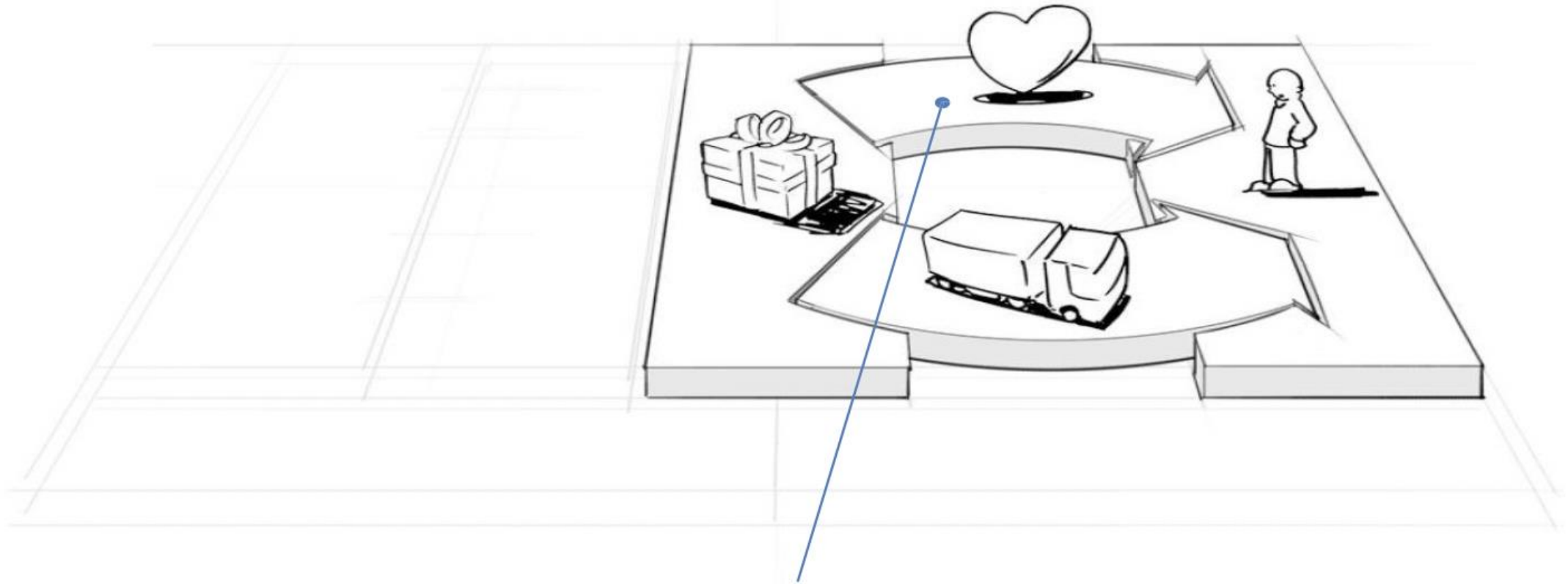
what are you offering them? what is that getting done for them? do they care?

Channels



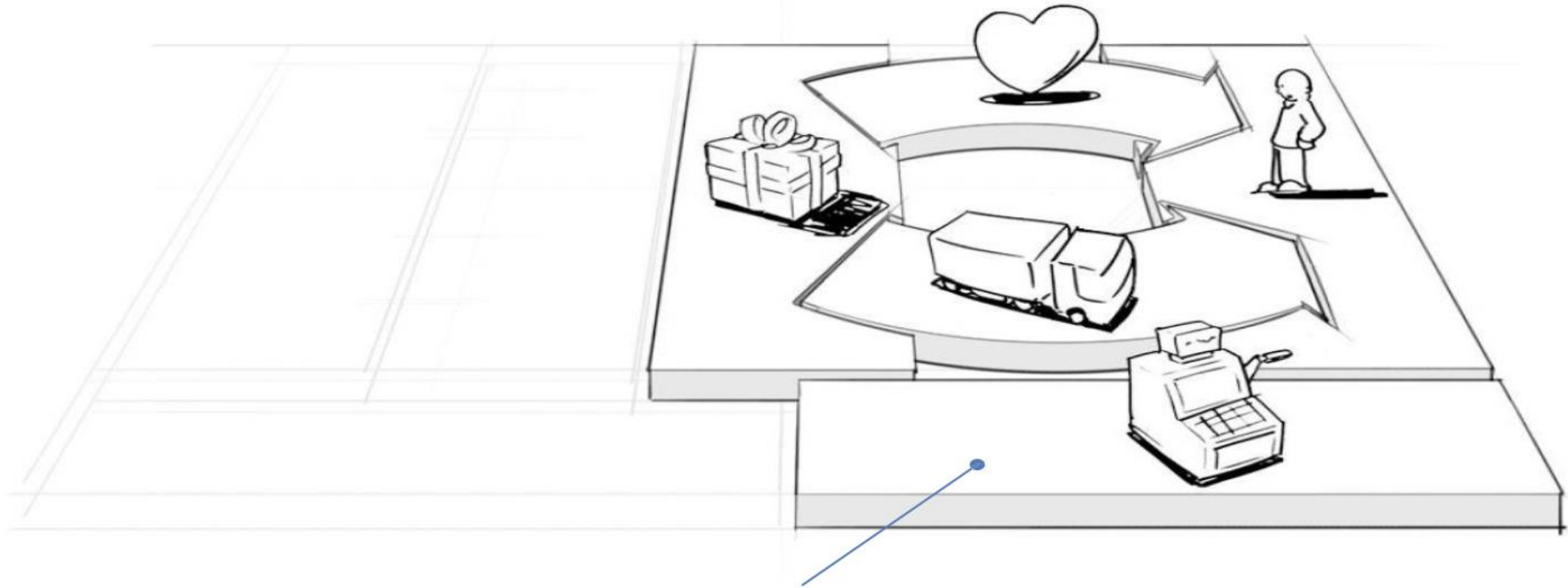
how does each customer segment want to be reached?
through which interaction points?

Customer Relationships



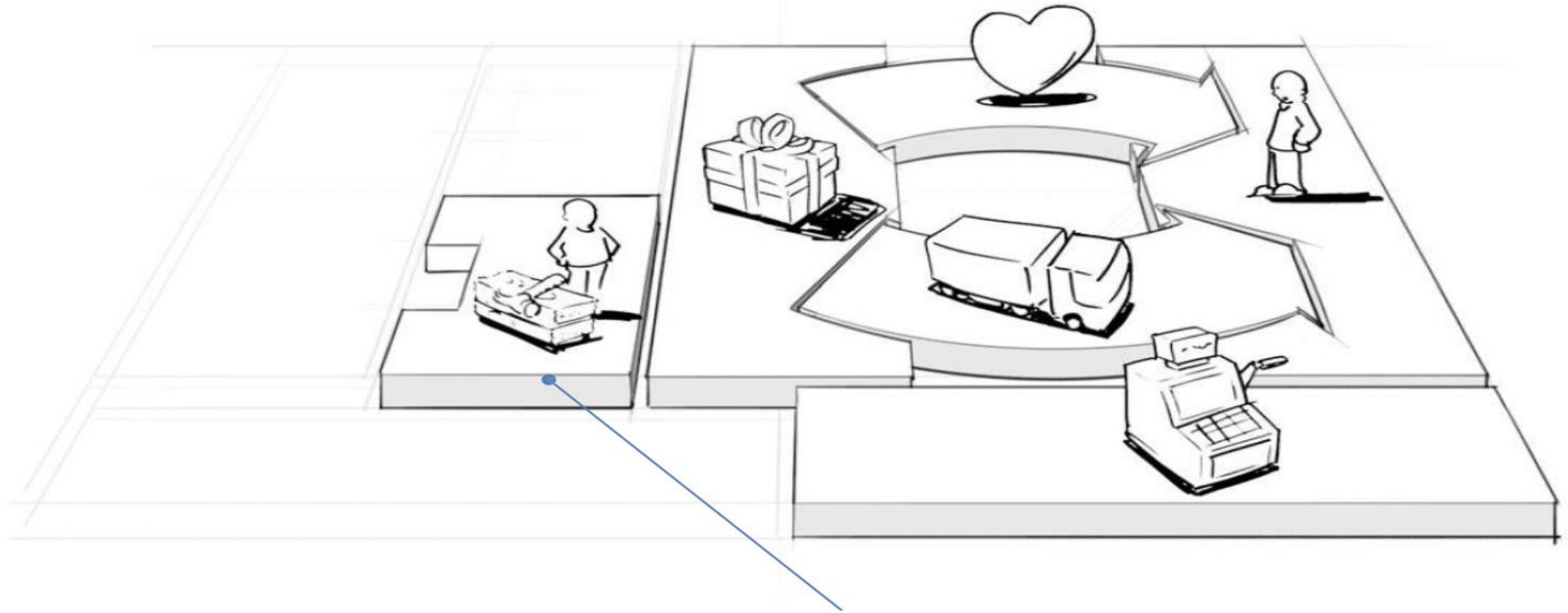
what relationships are you establishing with each segment?
personal? automated? acquisitive? retentive?

Revenue Streams



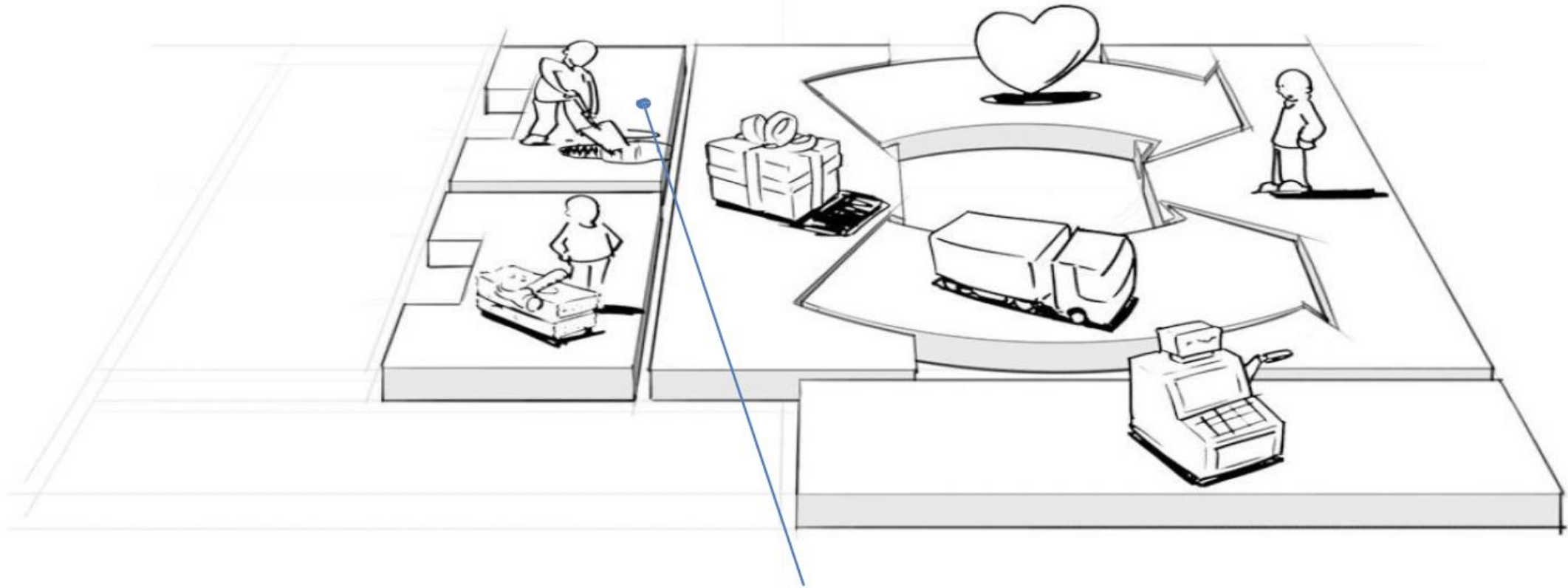
what are customers really willing to pay for? how?
are you generating transactional or recurring
revenues?

Key Resources



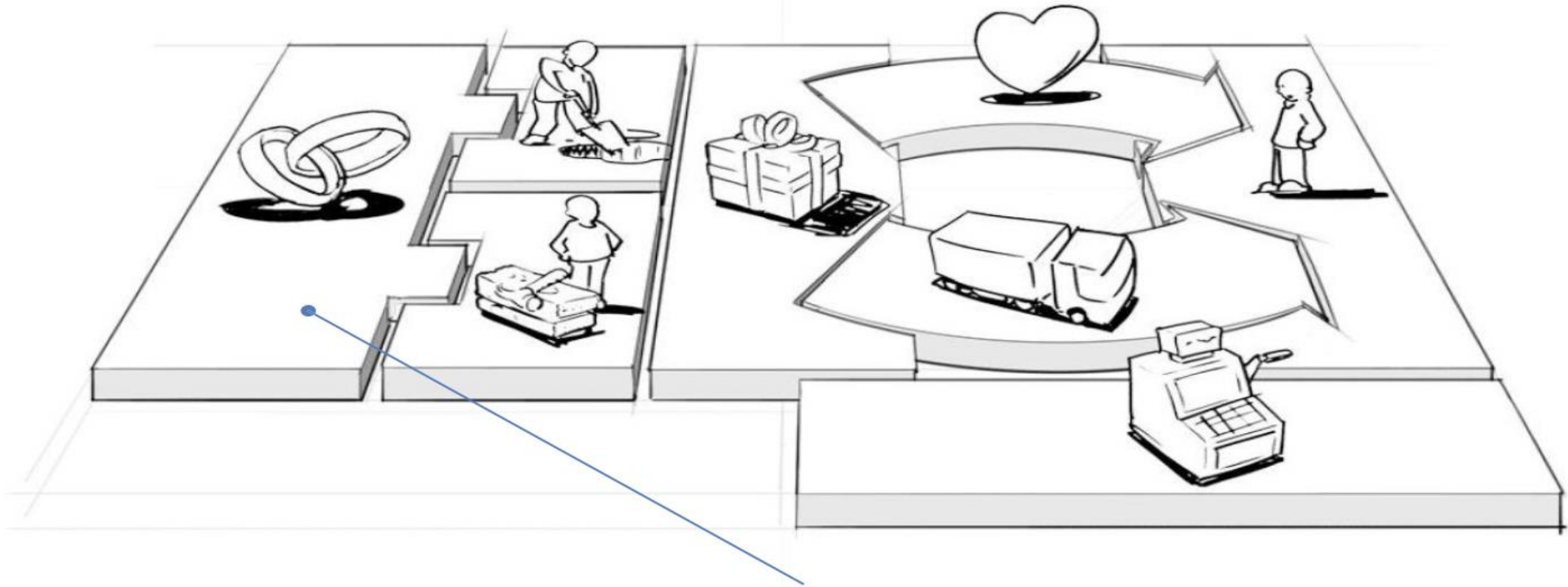
which resources underpin your business model?
which assets are essential?

Key Activities



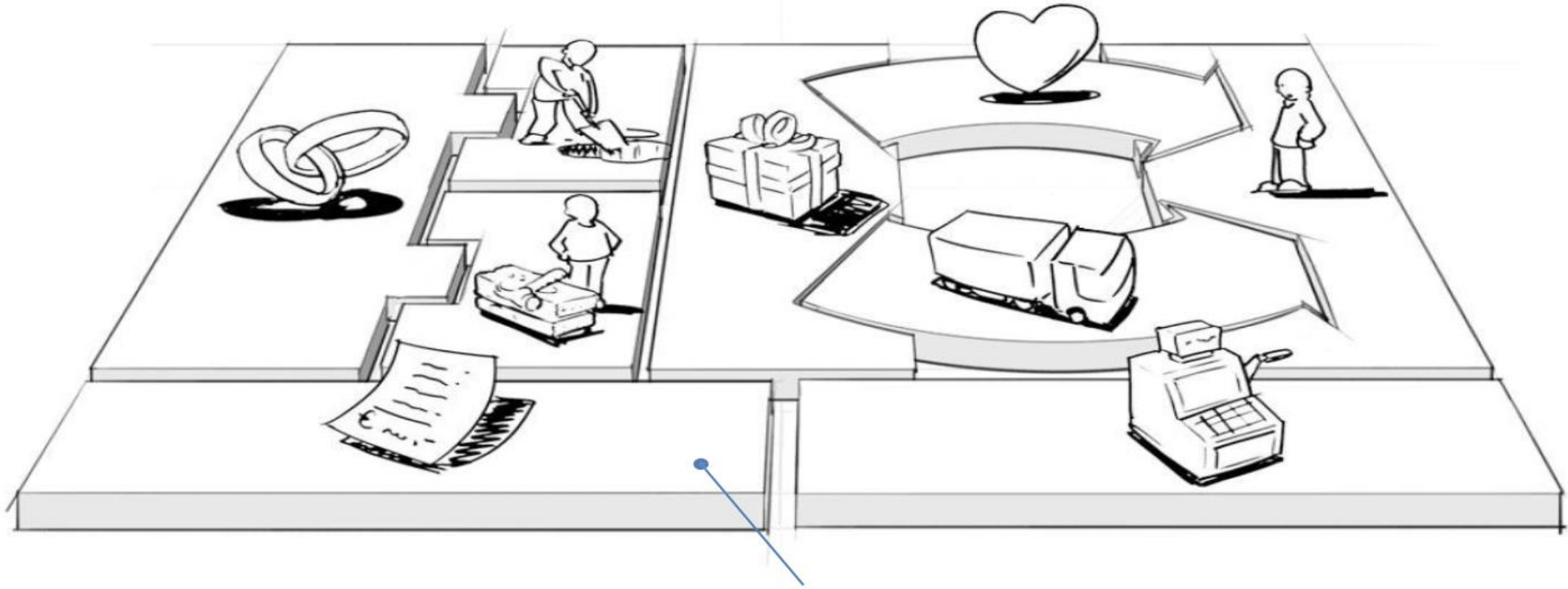
which activities do you need to perform well in your business model? what is crucial?

Key Partners



which partners and suppliers leverage your model?
who do you need to rely on?

Cost Structure



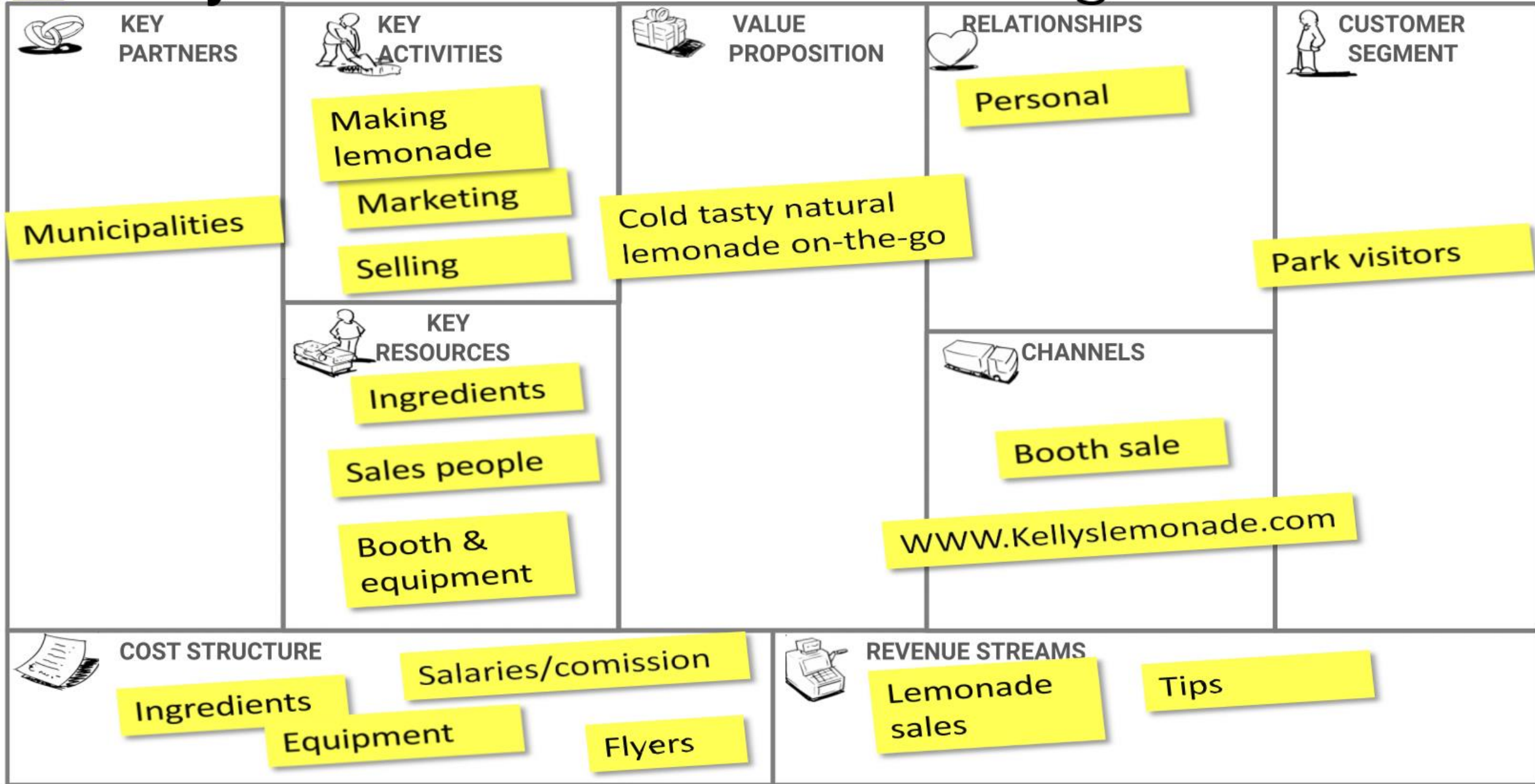
what is the resulting cost structure?
which key elements drive your costs?



Examples



Kelly's Lemonade Stand: Refreshing Lemonade





Skype



KEY PARTNERS

Payment Providers

Distribution Partners

Telco Partners



KEY ACTIVITIES

Software Development



KEY RESOURCES

Software Developers

Software



VALUE PROPOSITION

Free Internet & Video Calling

Cheap Calls to Phones (SKYPEOUT)



RELATIONSHIPS

Mass Customers



CHANNELS

Skype.com

Headset Partnerships



CUSTOMER SEGMENT

Web Users Globally

People Who Want to Call Phones



COST STRUCTURE

Software Development

Complaint Management



REVENUE STREAMS

SKYPEOUT Prepaid or Subscription

Hardware Sales



TESLA

BUSINESS MODEL CANVAS (TESLA)

KEY PARTNERS 🤝

- OEM Alliances
- Governments
- Leasing companies
- Panasonic (battery development)
- Manufacturing and purchasing
- Insurance companies
- Charge point partners

KEY ACTIVITIES ⚙️

- Research and development
- Design
- Electric power technologies
- Car manufacturing
- Charge point infrastructure

KEY RESOURCES 🏗️

- Electric vehicle technology
- Battery production
- Employees/skills/knowledge
- Engineering and design
- Elon Musk/Brand

VALUE PROPOSITIONS 💎

- Long-range recharging flexibility
- High-performance and modern design
- Energy efficiency and cost of ownership
- Autonomous driving capabilities
- Charge anywhere

CUSTOMER RELATIONSHIPS ❤️

- Customer service
- Customer intimacy
- Direct to customer
- Customer relationship management
- Personal assistance

CHANNELS 🌐

- Retail stores
- Website
- Conferences and events
- PR/Media

CUSTOMER SEGMENTS 🎯

- High-net worth individuals
- Green buyers
- Commercial fleet buyers
- Sports car enthusiasts
- Elon Musk fans
- Corporate executives
- Mid-tier management

COST STRUCTURE 💰

- Manufacturing infrastructure
- General admin/sales
- R&D costs
- Employees
- Distribution
- Cost of materials

REVENUE STREAMS 💵

- Automotive sales
- Automotive leasing
- Energy generation and storage
- Services

KEY PARTNERS



- Healthcare providers (Hospital, Labs, Radiologists diagnosis centers, Clinics)
- Aesthetic service providers.
- Marketing and advertising partners.
- AI technology partners (for generative AI integration)

KEY ACTIVITIES



- Development and integration of generative AI
- partnerships with healthcare providers.
- Marketing and user acquisition
- Data analysis for optimizing services
- Customer care services

KEY RESOURCES



- Tech platform with integrated generative AI.
- Partnerships with healthcare providers.
- Sales & Marketing team.
- Skilled workforce (developers, customer support, R&D).

VALUE PROPOSITIONS



- Convenient healthcare booking enhanced by AI-driven personalized recommendations
- Ability to Comparing & Ranking
- High-quality services
- Competitive pricing
- huge varieties
- Improved accuracy and efficiency in healthcare services

CUSTOMER RELATIONSHIP



- AI-driven customer support services.
- Feedback and reviews
- Gifts & Loyalty programs
- In-app chat or messaging.

CHANNELS



- Website, Mobile apps (iOS and Android)
- Partnerships with healthcare providers
- Digital marketing
- Social media
- Referral programs

CUSTOMER SEGMENTS



- Healthcare providers (labs, clinics, surgical centers, Hospitals)
- Patients seeking healthcare services
- Aesthetic service providers
- patients seeking aesthetic service

COST STRUCTURE



- Marketing and advertising costs.
- Customer support services.
- Technology development and maintenance.
- Legal and regulatory compliance.
- Employee salaries and benefits.

REVENUE STREAM



- Booking Fees.
- Advertising partnerships.
- Integration costs.
- Premium services fees (Telemedicine, Home care & Pharmacies).
- Providers subscription fees.

Startups Business Models with examples



Subscription Model (SaaS)

Example: **Netflix** charges a monthly fee for access to its streaming services.

Description: Customers pay a recurring fee to access a product or service.

Freemium Model

Example: **Spotify** offers free access with ads and premium features for a fee.

Description: Basic services are provided for free, while advanced features are available for a charge.

Marketplace Model

Example: **Airbnb** connects travelers with hosts, earning a commission on each booking.

Description: A platform connects buyers and sellers, earning revenue through commissions or listing fees.

On-Demand Model

Example: **Uber** charges for rides booked through its app, connecting drivers with passengers.

Description: Services are provided instantly based on user demand.

E-commerce Model

Example: **Amazon** sells products directly to consumers online, generating revenue through sales.

Description: Physical or digital goods are sold online.



Startups Business Models with examples



Ad-Based Model

Example: **Facebook** offers free social networking services while generating revenue through targeted advertising.

Description: The platform is free for users, and revenue comes from advertisers paying to reach the audience..

Affiliate Model

Example: **Amazon Associates** allows website owners to earn commissions by promoting Amazon products.

Description: Revenue is earned by promoting another company's products and earning a commission on sales made through affiliate links.

Licensing Model

Example: **ARM Holdings** licenses its chip designs to other companies, who then produce the actual chips.

Description: A company develops a product and licenses it to other firms for production and distribution.

Data Monetization

Example: **Facebook** - Offers its platform for free but generates significant revenue by selling targeted advertising based on user data.

Description: Collect and analyze data, then sell the insights or access to the data to third parties. This model is often used by startups with large user bases or specialized data.

Peer-to-Peer (P2P) Model

Example: **Uber** connects borrowers with individual lenders through an online platform.

Description: Users interact directly with each other to exchange goods or services, with the platform facilitating the transaction.

Thank You.

Q&A

