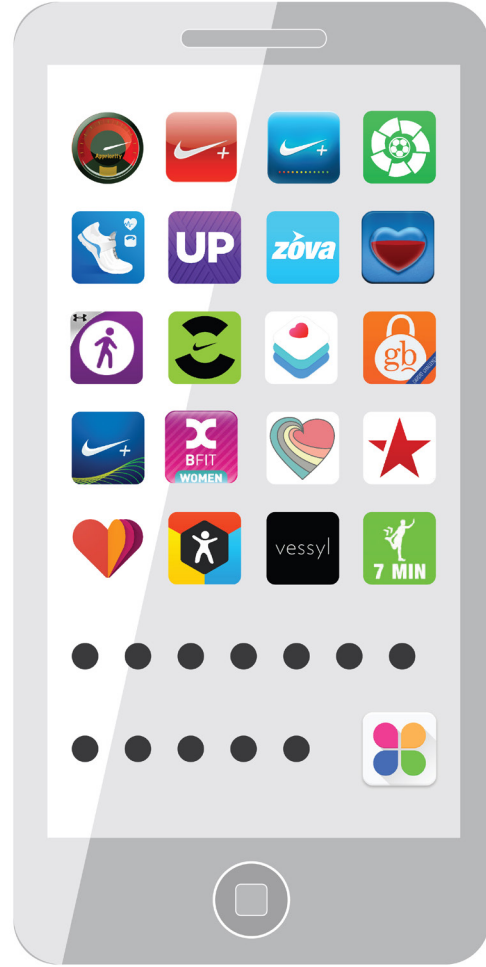




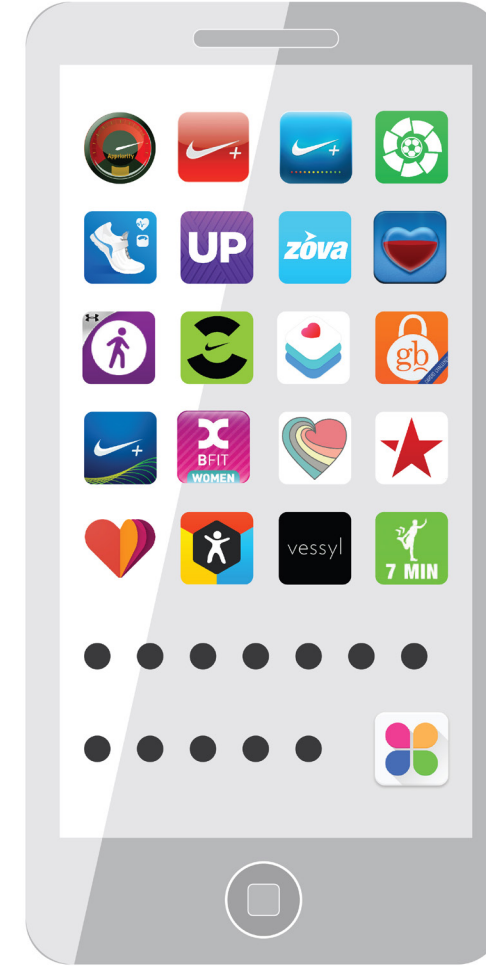
How do you track your health?

Every iOS8 device on the market today can track its users health





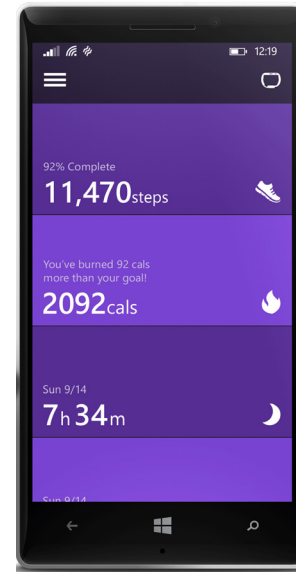
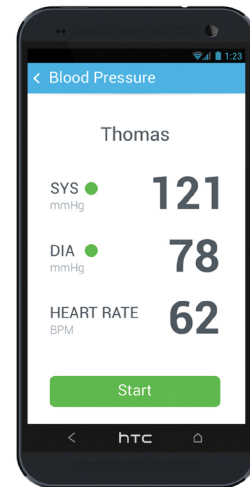
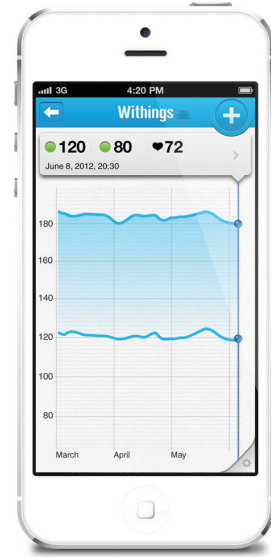
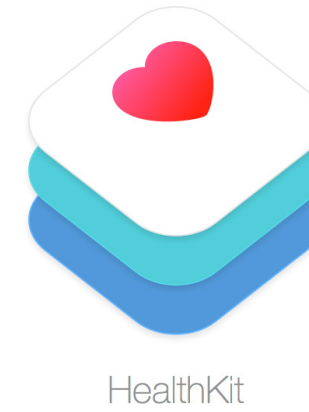
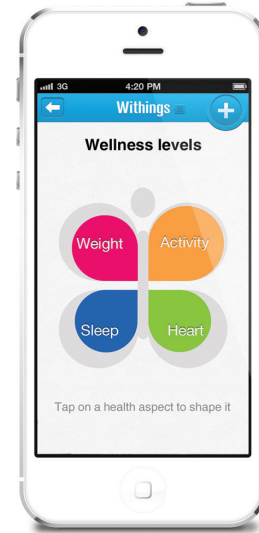
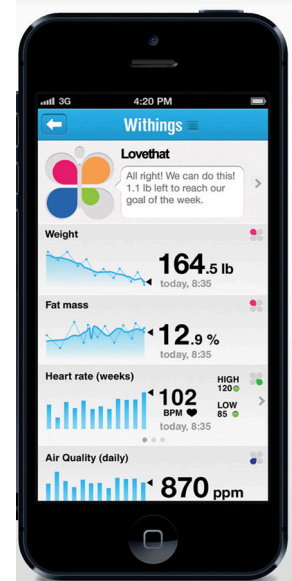
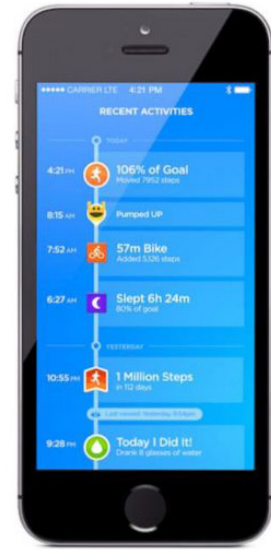
With every new
device comes



With every new
device comes

Fragmentation

Apple, Google, & Microsoft sought to solve this problem and released Apple Health, Google Fit, and Microsoft Health respectively.



Apple and the other big guys got it wrong



There's no community!

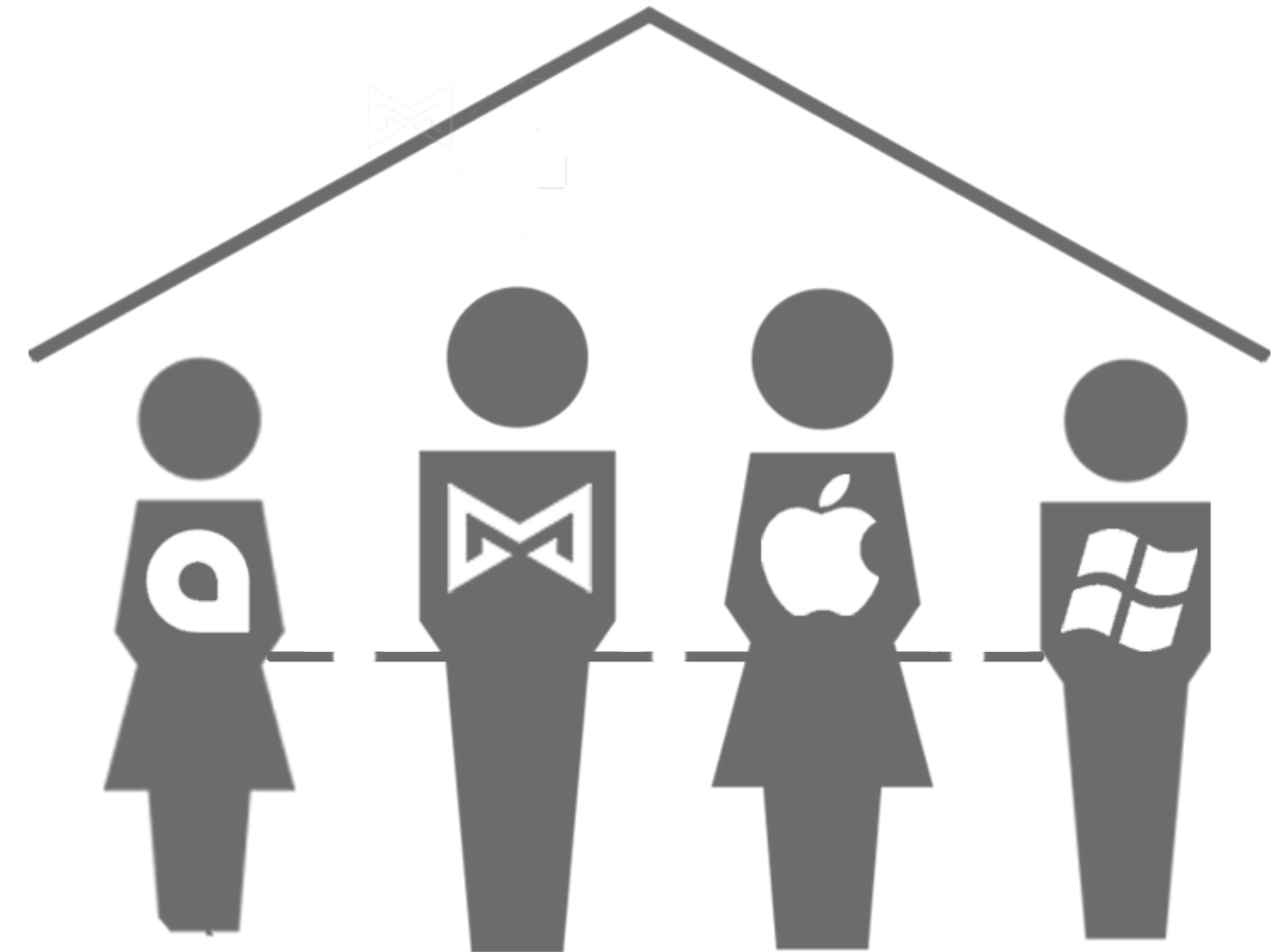


Users still don't understand their Apple Health any better than reading a Hospital Monitor. Because It's not for them, it doesn't expose relationships and doesn't engage their larger community.

Socialization is missing.

The community doesn't exist, the key source for context when users are working to understand their health.

Sharing and interacting with your family is impossible, if they are using a different platform



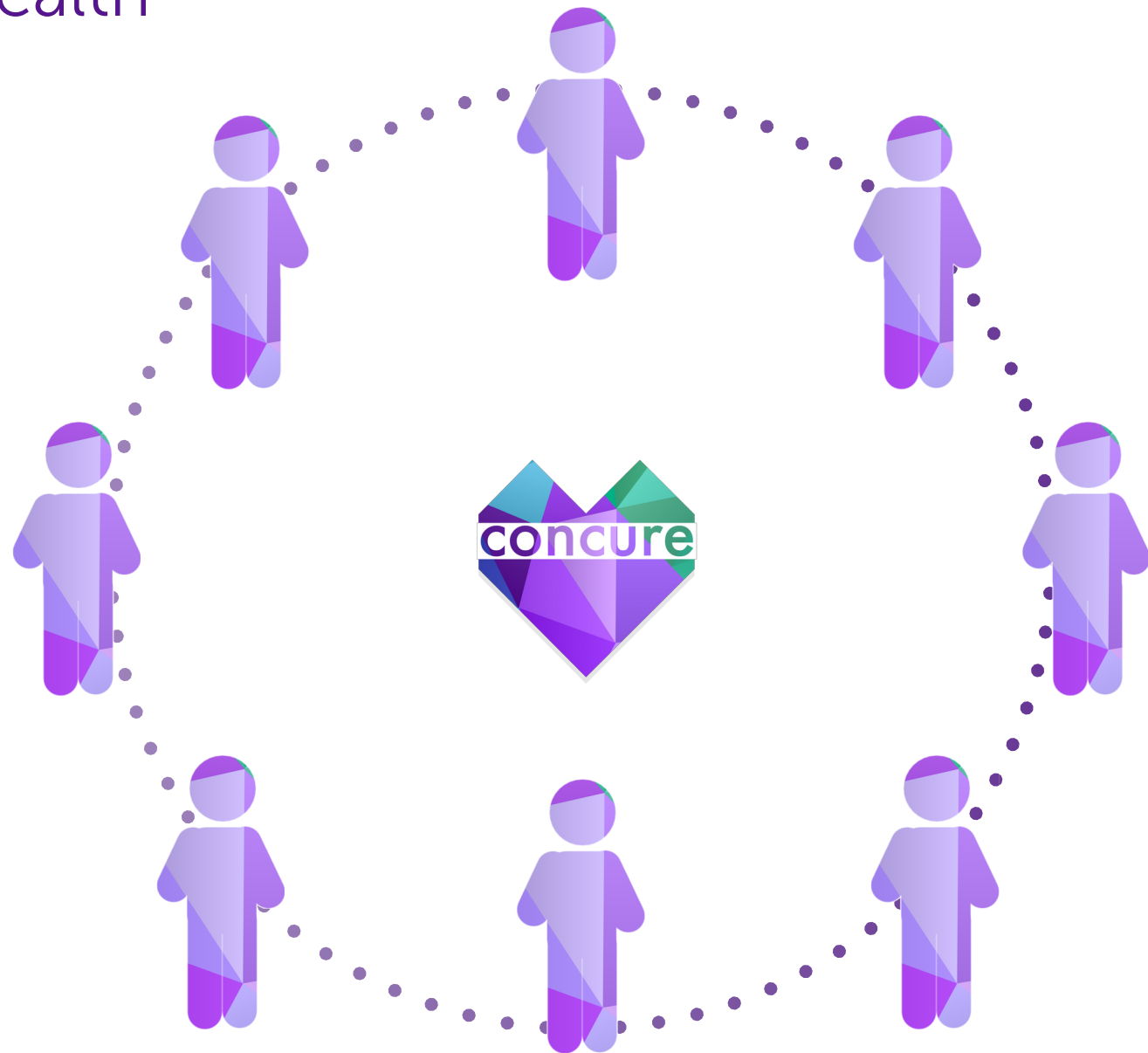
With every experience comes another app,
another way of understanding your data
and a completely isolated environment
devoid of comparison to people like you,
for in depth pattern analysis.

Meet

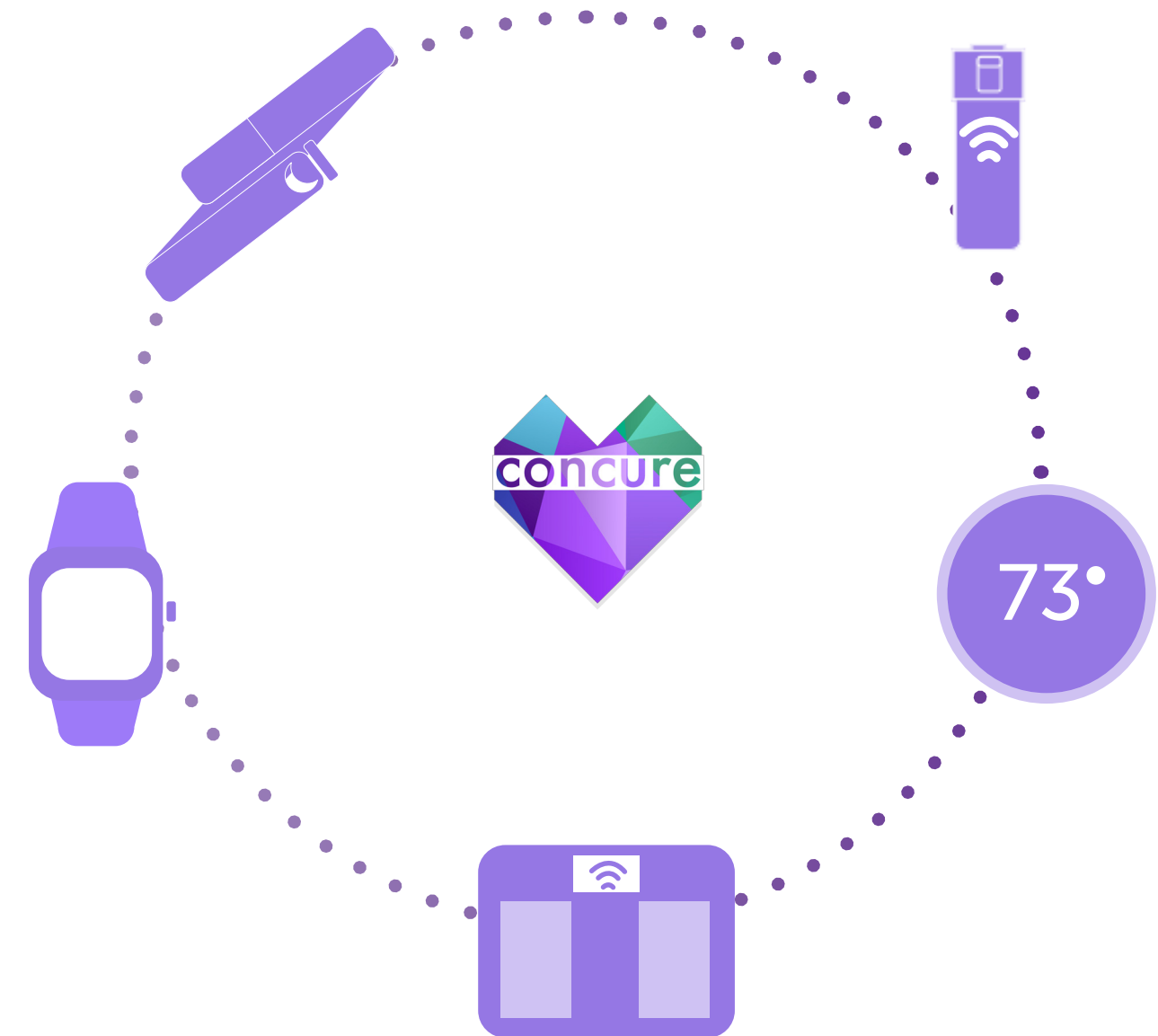


We bring all your products under one roof,
under one you. Curating your connected health.

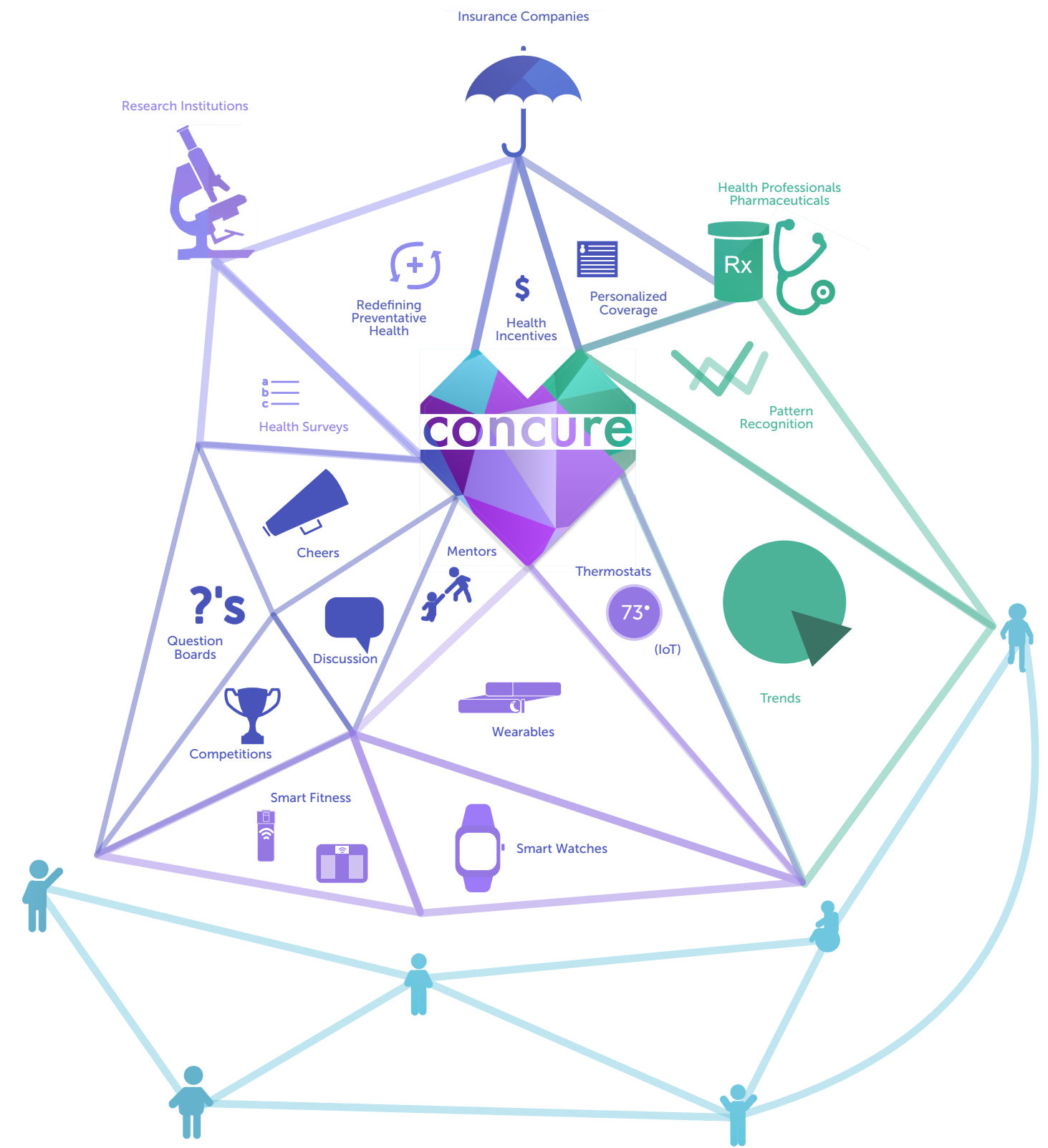
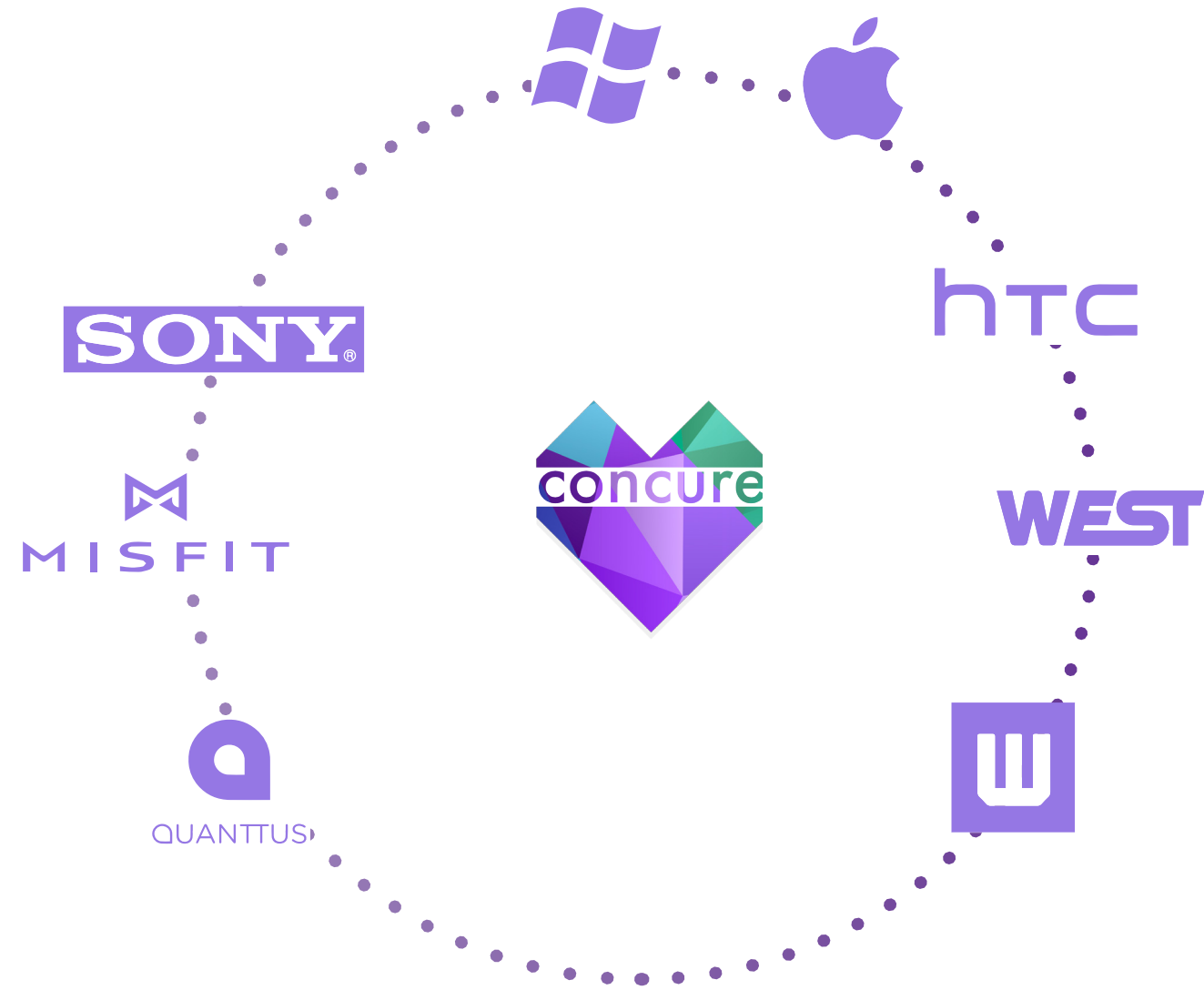
Bringing people together
to create a better understanding
of their health



Bring a user's multitude of
devices with different
Apps into one experience



Bringing all the different brands together in order to easily compare with your friends and family.

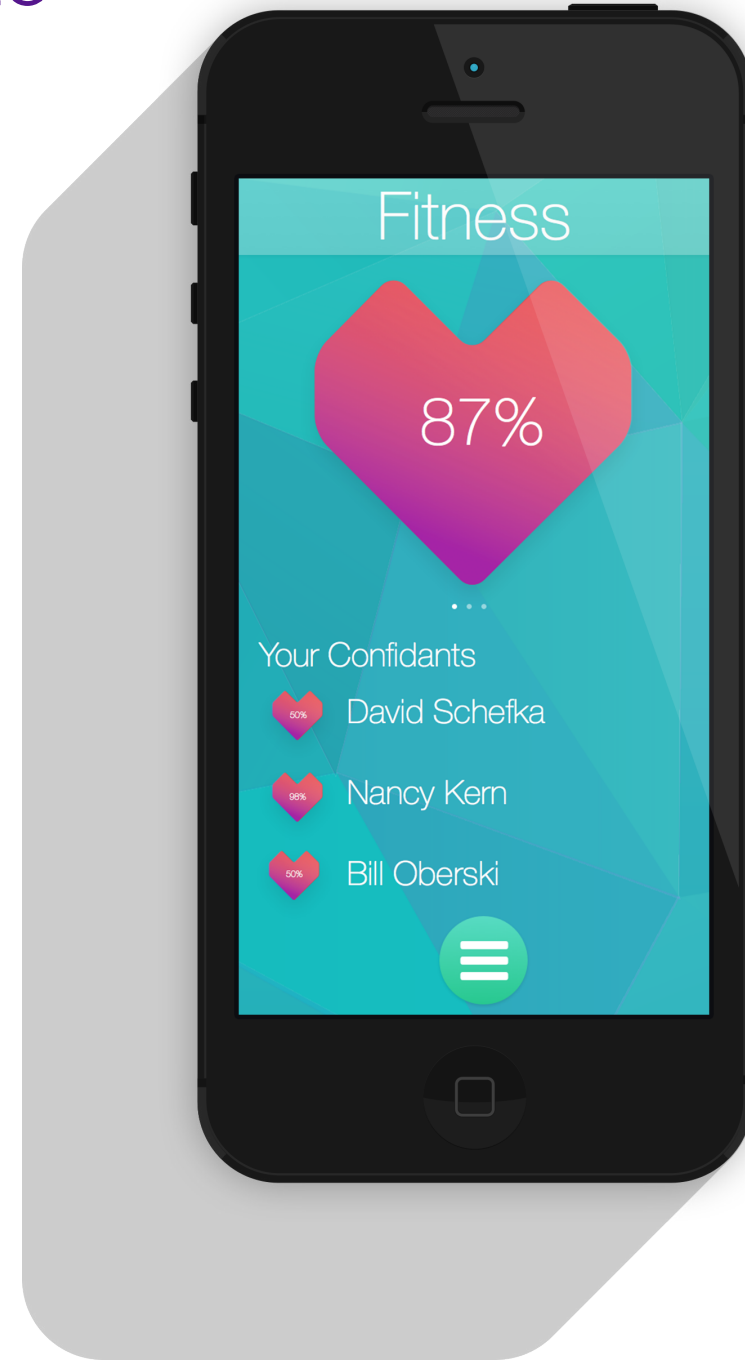


Now working together to create a better understanding of the user's health and create positive reinforcements in health decisions



At concure we are deeply passionate on ensuring that all of your products work together to deliver one message. But more importantly that you are all speaking the same language and that there is open conversation between you, your family, friends, care providers and larger concure community.

All of your data in one simple view, not a multitude of charts and graphs.



What is this going to take?

\$500,000

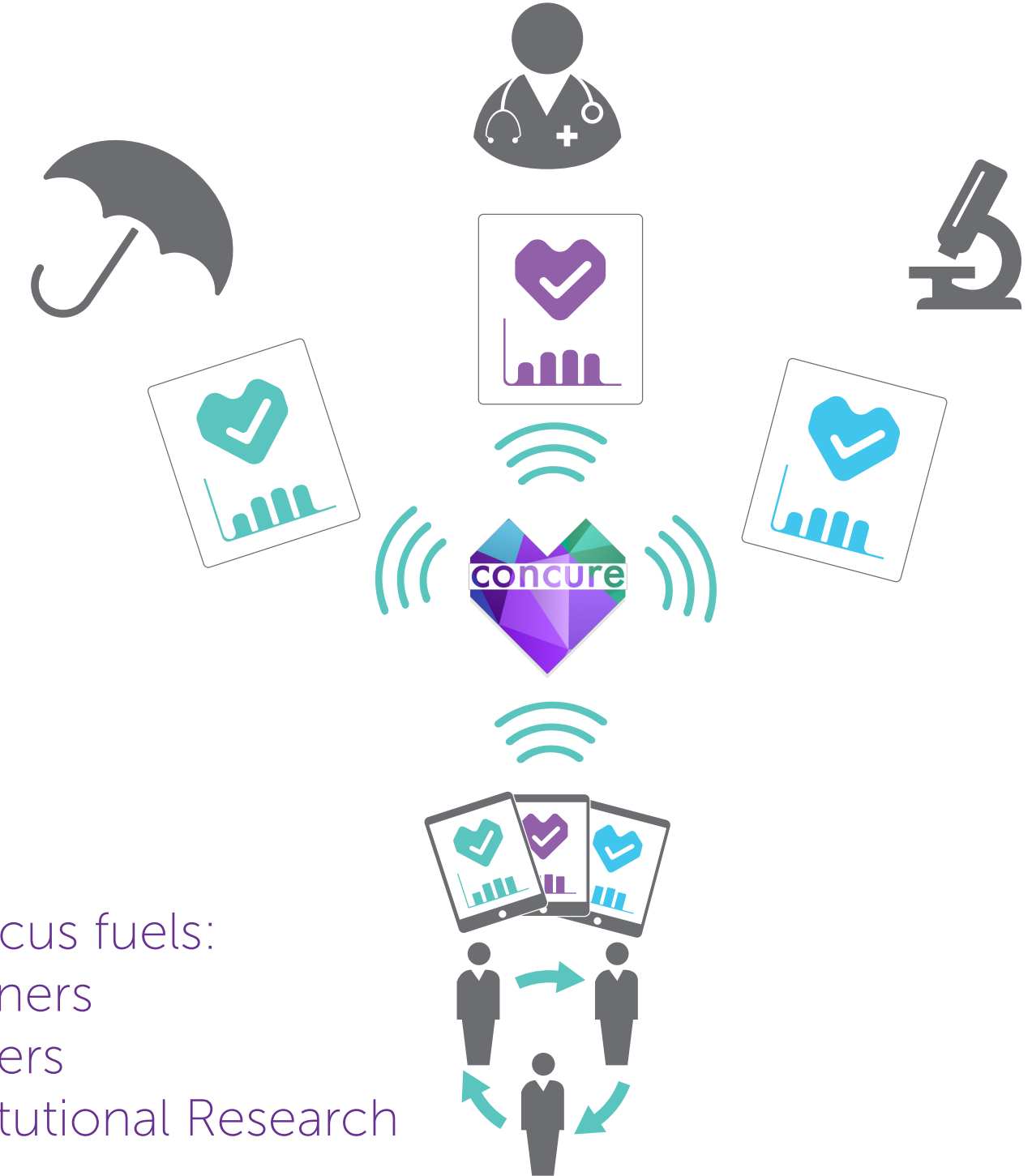
Development Team
PR/Marketing
Legal Staff

Made possible by



Phillips Health Public API

Multifaceted
Revenue
Stream



Strong research focus fuels:

- Medical Practitioners
- Insurance Providers
- Educational/Institutional Research

1 in every 6

Americans
owns a wearable.

 **WATCH**

 **fitbit**

JAWBONE
UP



moto 360


MISFIT



Opportunity Space

7,000,000

Users with multiple sources
of health information

Opportunity Space

50,000/7,000,000

Less than 1% of possible candidates for service

paying just \$10 a year for the service and premium access, guarantees a return on investment in the first year

Before data brokering even occurs

Opportunities at ROI as soon as 1 Year with diverse multifaceted revenue model

Projected Profit and Loss

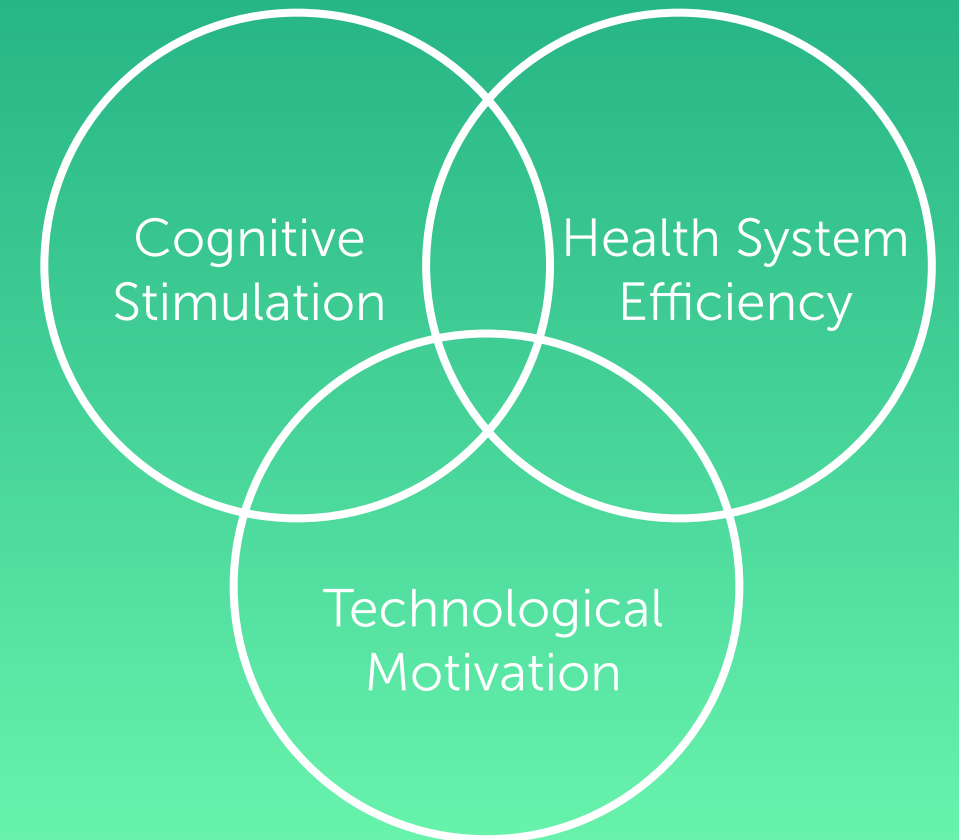
	Year 1	Year 2	Year 3
Sales	\$112,1160	\$2,555,060	\$5,108,910
Direct Cost of Sales	\$122,550	\$297,850	\$612,680
Other Costs of Goods	\$0	\$0	\$0
Total Cost of Sales	\$122,550	\$297,850	\$612,680
Gross Margin	\$998,610	\$125,721	\$2,496,230
Gross Margin %	89.07%	88.34%	88.01%
Expenses			
Payroll	\$174,050	\$266,320	\$422,040
Sales and Marketing	\$54,000	\$64,000	\$74,800
Rent	\$39,000	\$40,000	\$40,000
Utilities	\$17,000	\$27,000	\$37,000
Insurance	\$5,000	\$6,000	\$7,200
Payroll Taxes	\$6,108	\$11,494	\$16,306
Maintenance & Repair	\$8,000	\$10,600	\$15,000
Other	\$2,400	\$4,800	\$9,600
Total Operating Expenses	\$305,630	\$430,214	\$621,946
Profit Before Interest & Taxes	\$36,230	\$86,950	\$107,500
Interest Expense	\$57,210	\$52,950	\$82,230
Net Profit	\$554,160	\$603,000	\$1,319,450
Net Profit/Sales	18%	23.60%	25.83%

*Generous profit model, not final cost

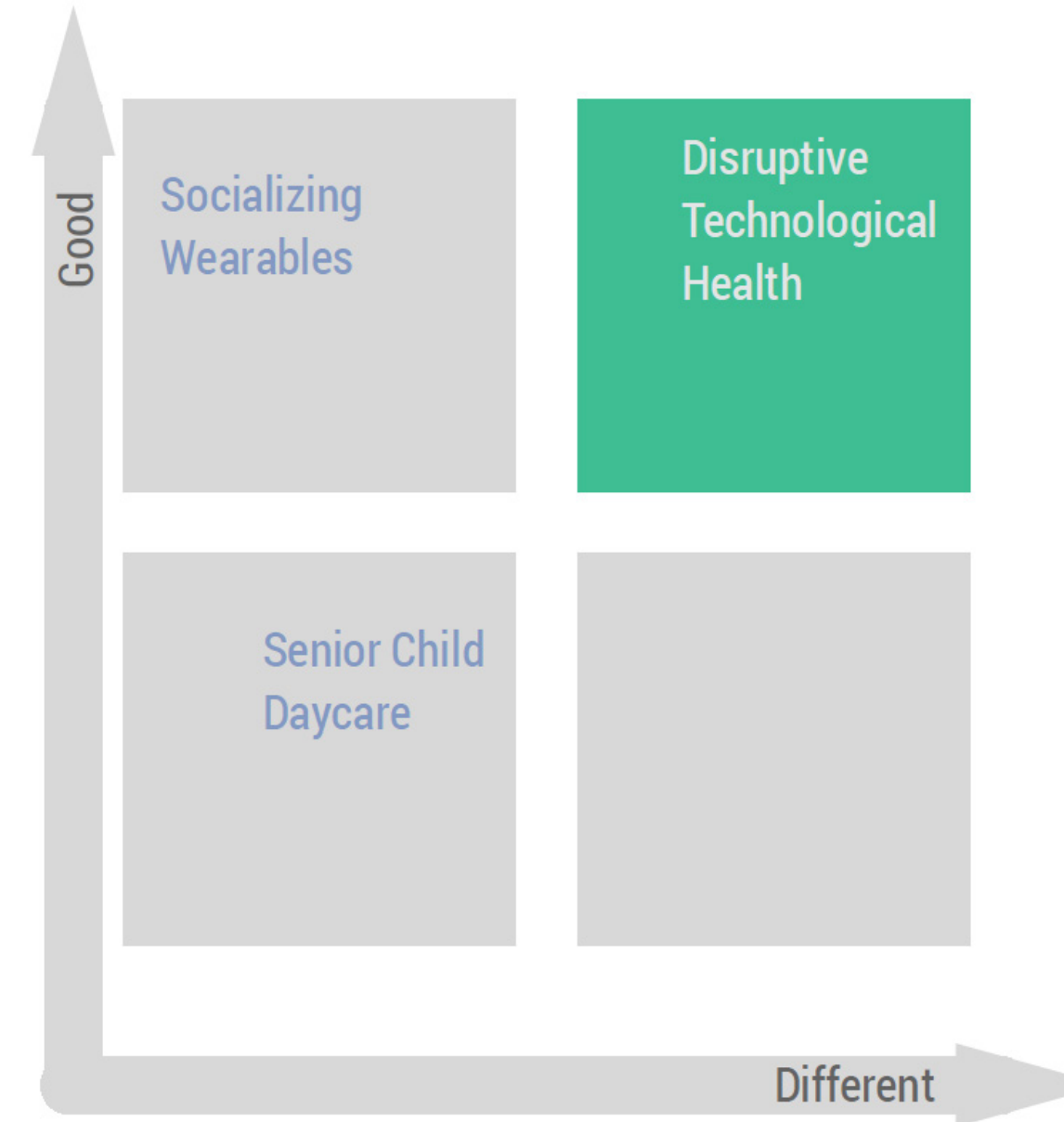
How we got there

Three Innovations of the future of health

- Senior and Child Day Care
- Socializing Wearables
- Disruptive Technological Health



Good and Different



Whitespace for the future of health

Creative Brief



Contents

- Project Overview & Background
- Category Review
- Target Audience Review
- Business Objectives & Design Strategy
- Project Scope
- Timeline/Phases
- Research Data

Project Overview & Background

What is the project:

A Social Platform for all people who want greater control over their health and lifestyles. We offer a 22nd century solution to health, that combines leading technologies to the assessment and coordination of your healthcare services. With an increase of wearables in the market today, followed by nano technology, and molecular assembly tomorrow this solution is adaptable and as agile as the technology driven industries it partners with. Overall quality of life will be improved via these innovative technologies and overall social service implementation.

What are we designing:

We are removing the clutter that keeps our users from being the best version of themselves. Complex data, lengthy diagnosis, lack of a regimen, inefficient visits, out of date records, endless paperwork, and little to no long term check-ins from industry professionals, all make up small fragmented snapshots of the living, breathing you. Our solution brings all the variable factors that make up your life, and turn it into something improvable, actionable, & maintainable. Optimizing the facets of Nutrition, Cognitive Stimulation, Physical Activity, Environments, and Sleep Habits are just a few of the services that our system coordinates. Giving you key understandings and visualizations about how to enrich your life and always put the best foot forward. Not through long doctors visits, or medical prescriptions, but in supplementing the activities you already participate in.

Not one more distraction but the first solution that is out of sight out of mind. Non-pervasive with maximum benefit.

Why are we doing it:

Based on our research we found a disconnect between the existing health services and their patients. Although some existing health monitors and wearables do seek to solve this problem none of them offer a complete solution that communicates to all of their health related services. We wanted to bridge that gap and create a framework so that your healthcare didn't stop when you left an office, or facility but carried over into your everyday lifestyle.

Why do you need it:

Immediate benefits include efficiency; saving time in waiting rooms, and safety in emergency situations. Larger benefits include the long term provisioning for a healthy lifestyle, and getting ongoing recommendations, analysis, and check-ups without needing visits to hospitals or healthcare facilities. This comprehensive solution provides peace of mind by giving necessary information to those that aren't health experts, but who are still very focused on leading and extending their own healthy lives.

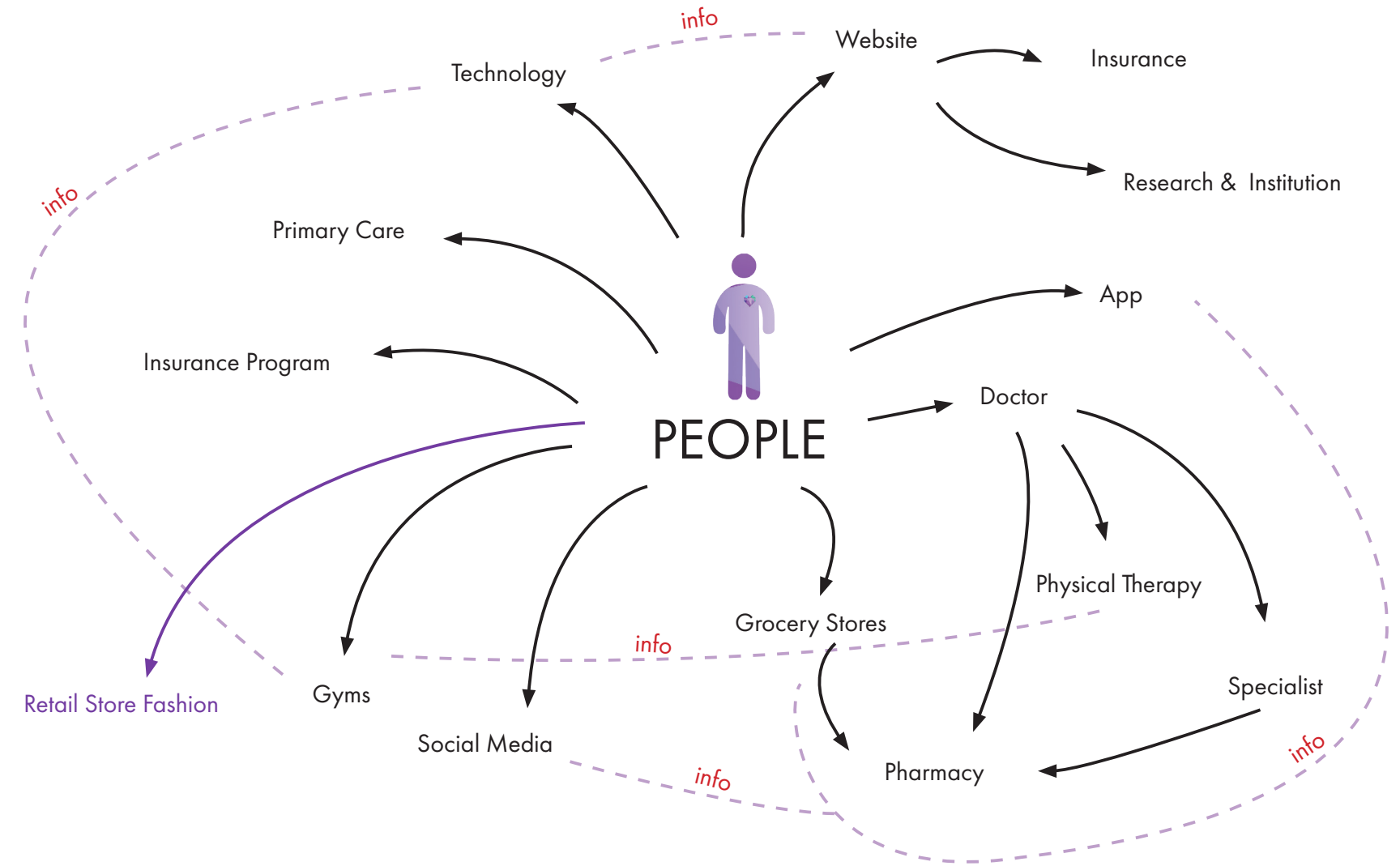
What's the Opportunity:

Through the allure of high fashion and relative "sexiness" of wearables today, this implementation has a chance of positively diffusing through Sharon Chang's theory of vanity and shame, the two catalysts and drivers of social change influencing adoption.

Shaming with vanity could make it's way into the product in pairing with the users social media presence and turning check-ups into pseudo check-ins, something that could come into vogue and be just as popular as posting a selfie, although this selfie really is about the true self.

Category Review

Lifestyle Application



List of Products

Wearable medical technology is becoming a hot commodity. As these devices come to market, they have the potential to help both patients and clinicians monitor vital signs and symptoms.

- **Blue-tooth Technology:** is key in systems such as 9Solutions IPCS, which uses it to track elderly patients' movements and send health measurements to caregivers. BodyTel uses the same Bluetooth technology to allow patients to wirelessly send measured body values to their doctors.
- **Smart Textiles:** AIQ develops "smart textiles" for a range of custom apparel, including a vital sign monitoring system in a t-shirt.
- **Metria Wearable Sensor:** is another new tool aimed at helping the healthcare industry shift toward prevention.
- **BodyTel :** products offer the convenience of home diagnostics to people who have chronic illnesses or simply hope to avoid health problems by making lifestyle changes advised by a doctor.
- **PolyPower:** The capacitive principle of the sensor, gives it high accuracy and repeatability so it can be integrated with textiles and wearable devices. Imec's wearable electroencephalography (EEG) headset and EKG patch; those keep tabs on your brain and heart activity, respectively. Imec also has developed a wireless EEG headset prototype. The system uses impedance monitoring

and active electrodes to increase the quality of EEG signal recording, compared to former versions of the system.

- **Wireless Sensor Insole:** The insole can be used in any shoe to measure the distribution and motion parameters for patients and athletes. It's currently used for everyday patient monitoring, rehabilitation measures, and for training analysis in sports.
- **Nuubo:** It is a new-generation wireless and remote cardiac monitoring platform. The tools are based on a wireless ECG remote monitoring platform that incorporates proprietary biomedical e-textile technology called BlendFix Sensor Electrode Technology.
- **Muscle Contraction (MC) Sensor:** The company's newest product is its MC sensor, which measures muscle mechanics directly and selectively under different loads and during exercise. It provides feedback on individual muscles for contraction and relaxation speeds, as well as produced force.
- **Preventice :** A developer of mobile health applications and remote monitoring systems. The system was developed in collaboration with Mayo Clinic and uses algorithms to support remote monitoring for patients with cardiac arrhythmias. It lets doctors monitor key biometrics while patients can go about their daily lives.

Industry Trends

Data-Driven Treatments

Social Support Communities

Overlay Or

Care Guidance

Remote House Calls

Cloud-Powered Medical Records

Holistic Tracking.



Embedded Vital Monitors Treatments

Incentivized Wellness

Game Therapy

DIY Diagnosis

Printed Procedures

Physician-to-Physician Networks

Company Business Strategy

Profit Model Option 1: Pay for Features

A more typical tiered profit model approach, with various levels of membership unlocking more integrated and beneficial features.

Bronze

Silver

Gold

Profit Model Option 2: Full Feature, Pay for Privacy

The service is free until such time that the user wants to have more control over what services are collecting and benefiting from their data. A simple do you want control of your sharing preferences or don't you.

Premium

Target Audience Review

Our primary customer base stems from mainstream Americans with a variety of healthcare packages, from upper middle class to even those on welfare and receiving government aide. All individuals serve to benefit from a system that offers a holistic solution to preventative health.

Other Channels

Other customer channels include the companies that serve to benefit from a greater understanding of patients health and general lifestyles.

Sectors that serve to benefit include but are not limited to:

- Insurance Companies
- Research Organizations
- Higher Education
- Retail Services, CVS, Walgreens, Kroger, etc.
- Health Clubs/Gyms
- Clothing manufacturers and Fitness Brands

What do they think about us?

They view the solution as approachable and on their side, one of the first implementations that puts big data back in the hands of those it's being gathered from. A money and time saving investment that creates a symbiosis between an industry that seemed reactionary, and one sided with doctors and related healthcare services seeming to benefit on surgeries, procedures and treatment plans in such a way that benefited their fiscal gains, over the patients real needs.

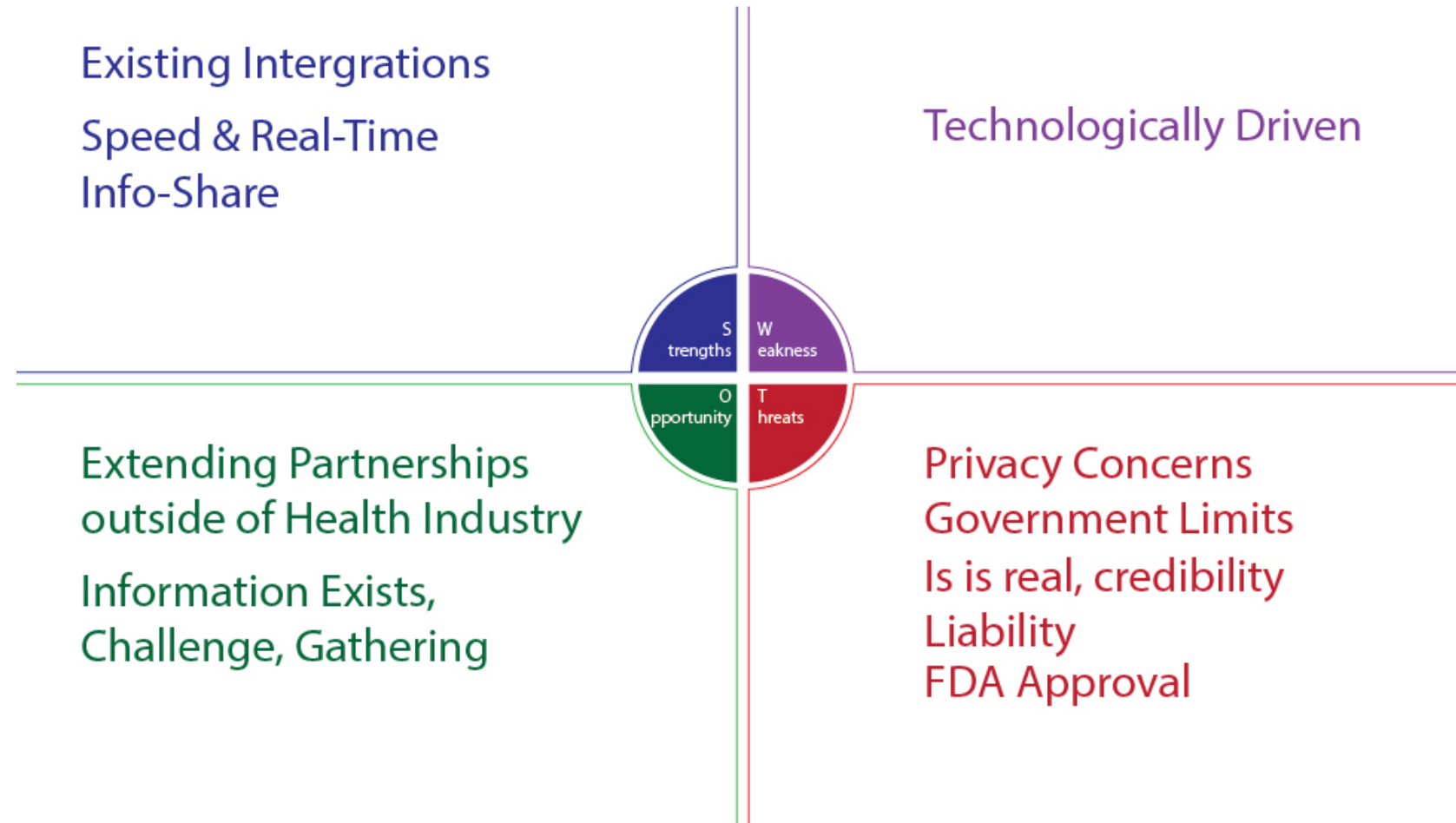
The ability to feel more in control of that experience, with a greater visibility of their best interests and treatment options, puts the patient back in the drivers seat in what used to be a disorienting, and intimidating industry.

Why do they care?

They want to feel taken care of given that doctor care and overall healthcare is expensive. Consumers are looking for a way to mitigate that expense while finding a less intrusive form of care that caters to their lifestyle and their needs, not the industries. This product goes far beyond efficiency and expediting their health service, but extends the knowledge of leading industry professionals into daily routines and habits. Information and understanding lifestyle changes that have long term health benefits are the main barriers to leading a longer and salubrious life.

Many specialists are aware of changes in diet, exercise, supplements, activities, cognitive stimulation and overall living adaptations that can have positive benefits and payoffs to living a longer life. While immortality is far off, there isn't a greater allure than extending your time on earth with a greater quality of life. This solution seeks to bring all of the tribal knowledge and expertise of the worlds best experts to our users in a contextual, relevant, and digestible manner, so that they can make adjustments to put their best foot forward, without even thinking about it.

SWOT of concure



Personas



Contents

Empty Nesters/Baby Boomers

Grumpy Grandpa

Connected Grandma

Preventative Picket Fencers

Dedicated Dad

Suzy Homemaker

Young Go Getters

Healthy Heather

Trendy Trent

Chronics

Wary Watchers

Health Gladiators

Empty Nesters/Baby Boomers: 55+



Grumpy Grandpa:

Is not familiar with technology, and doesn't show a passion about learning new technology. He has a general dislike of it without truly understanding the in and outs. He is afraid of looking foolish to his technologically savvy friends, family and grandchildren and as a result decides not to fuss with it at all. He relies heavily on past family & personal health experiences when making health decisions. He also is very frugal, with his funds and doesn't see technology as a necessity or directly related to his overall quality of life and or happiness.

Connected Grandma:

She uses technology where it connects her family, her daughter gave her an iPhone and she gets it to work most of the time, and preserves so her family doesn't have to fuss to talk to her. She loves face timing with her grandchildren and takes great pride in her grandson nick- naming his mother's iPad the "Call Nana" even when he wants to play games, on the call Nana over the iPad. She prefers segmenting devices by their purpose and doesn't like mixing them. She tries to stay relevant to better connect with those around her and enjoys her life most when it's simple and uncluttered by technological hiccups and issues. She is sociable and takes great care in reading up on her illnesses and medications. Making sure to follow closely the Doctors directions along with other sources like Dr. Oz and Dr. Phil.

Preventative Picket Fencers:30-54



Dedicated Dad:

A member of the middle to upper middle class, he is a college graduate and enjoys a relatively active lifestyle, throwing a ball with his son, or riding bikes with his youngest daughter. He is at a point in his life that is approaching fifty and wants to extend the prime years with his children. Cherishing his good health he knows preventative actions now lead to a better quality of life tomorrow. He uses his fitness tracker mostly as a check-in and affirmation of his active lifestyle, making small changes if too sedentary from time at the office.

Suzy Homemaker:

Suzy seeks to influence her whole family to make healthy decisions, a subscriber to Women's Health magazine, she buys organic and does what she can to only do takeout once a week. She isn't a risk taker and balances the families busy schedule as a part of her workout regimen, always rushing around to get the kids where they need to be and all the other many tasks that fill her day. She will wear a smart device on occasion but finds more value in her smart scale. She sleeps great and knows that and isn't really interested in the small feature set that the basic wearable provides. She knows she walks a lot and doesn't worry about how many steps she takes. Her smart scale keeps track of her weight and hydration when she's feeling in a funk. Her family comes first and she much prefers checking on her oldest son's sleeping habits and activity via his wearable device, than her own.

Chronics: All Ages



Wary Watchers:

This group speaks to a larger audience with a multitude of conditions and ailments ranging from M.S., Diabetes, ALS, and conditions that are greatly affected by general diet and your overall health “snapshot”. They must be very careful of what they consume, often times using food diaries, calorie counters, and cataloging symptoms when using new medicines. They are inconsistent with such methods and often times cheat and suffer the consequences, or don’t fully understand the relationship between their habits and how it affects their condition and how they feel day to day.

Health Gladiators:

This group is fighting a life threatening disease or condition, they attend support groups read inspirational literature and band together with their doctors, friends, and family, in a fight against our fiercest medical enemies. They are seeking to regain control over their life, and lead a healthy lifestyle again, they invest in wearable technology as a way to understand and track how they are doing and their improvement it serves as another platform for encouragement and cheers at their progress.

Young Go Getters: 12-28



Healthy Heather:

Heather is a health nut, she has hand-sanitizer in all of her bags and doesn't have time in her schedule to be sick. Her focus in health-care made her an early adopter of wearables and finds they are a nice addition to her health regimen, a reassurance of her lifestyle and a source of competition between her and her fiancé.

Trendy Trent:

Trent is a trend-setter working at his first job in high school he spends his extra cash on the newest tech and gadgets. He loves new products and is often tracking technology. He looks forward to the day of embedded computing and is comfortable with the idea of sharing data about himself to get a more customized experience. He has a wearable but hates the design of it, often complaining about ways it could be better or the next version that's about to come out.

20 Interviews informed our Personas, and Insights included the following Key Pain Points include:

- Difficulty keeping track of their health details for their doctor.
- Finding a credible doctor and trusting the advice and recommendations.
- An overall dissatisfaction with wait times, medical paperwork and administrative tasks.
- Calling on Health Care Professionals from the interpersonal networks with whom they had a long term personal relationship was common.
- Traveling to their native city was common when seeking care, finding health care providers they could trust in a new area was also a concern.
- Confusion about the data from a wearable came up often.
- The tendency was to do large amounts of external research to understand what was normal and healthy, when using a wearable.



Business Model Canvases



Business Model Canvases are a lens to analyze Potential Competitor & Compliment relationships. In turn these models help drive innovation in exposing key insights from mapping attributes from selected companies Business Models and overall operations.

Potential Competitors

- OMADA Health
- IODINE
- 23andMe

Potential Compliments

- WebMD
- Noom
- Phillips Healthcare



23andMe offers to customers is the ability to analyze their Genetic Data, via a simple vial of saliva and a 4-6 week wait time.

23andme been a company to closely watch, recently barred by the FDA from giving out any sort of recommendations or information surrounding your health. The company has quickly shifted it's business model to heredity analysis, tracing ancestral origins and biological makeup.

Why they were Chosen

At their inception 23andMe was home to a rich health environment and larger community as members who were flagged with certain pairs or markers that lead to major diseases/disorders banded together to seek treatment, at home remedies and general consolation regarding the deliverance of such reality altering information.

<p>Key Partners</p> <p>Illmina HumanOmniExpress CMS (Center for Medicine & Medicaid Service) CAP (College of American Pathologists)</p>	<p>Key Activities</p> <ul style="list-style-type: none"> - Providing Genetic ancestry data to consumers or users - Downloadable Genetic Data 	<p>Value Proposition</p> <p>Help people everywhere have access to their Genetic Data and have the ability to use that information to improve their lives.</p> <p>To help people access, understand and benefit from the human Genome.</p>	<p>Customer Relationships</p> <ul style="list-style-type: none"> - Disease communities - User to user forum to share DNA - Surveys - Blog/Media Centert 	<p>Customer Segments</p> <ul style="list-style-type: none"> - Any who choose to participate - Connects friends and relatives
	<p>Key Resources</p> <ul style="list-style-type: none"> - Genetics Lab - Website - DNA Collection Devices 		<p>Channels</p> <ul style="list-style-type: none"> - Mail - Online (website) - Surveys 	
<p>Costs</p> <p>\$99 one time testing fee for Consumers</p> <ul style="list-style-type: none"> -Cost of Lab Testing -Shipping and Handling -Web Services -Legal Fees 		<p>Revenue Stream</p> <p>For Profit Company</p> <ul style="list-style-type: none"> - Research studies based on DNA and data you provide - Customer purchase - 23andMe affiliate program 		

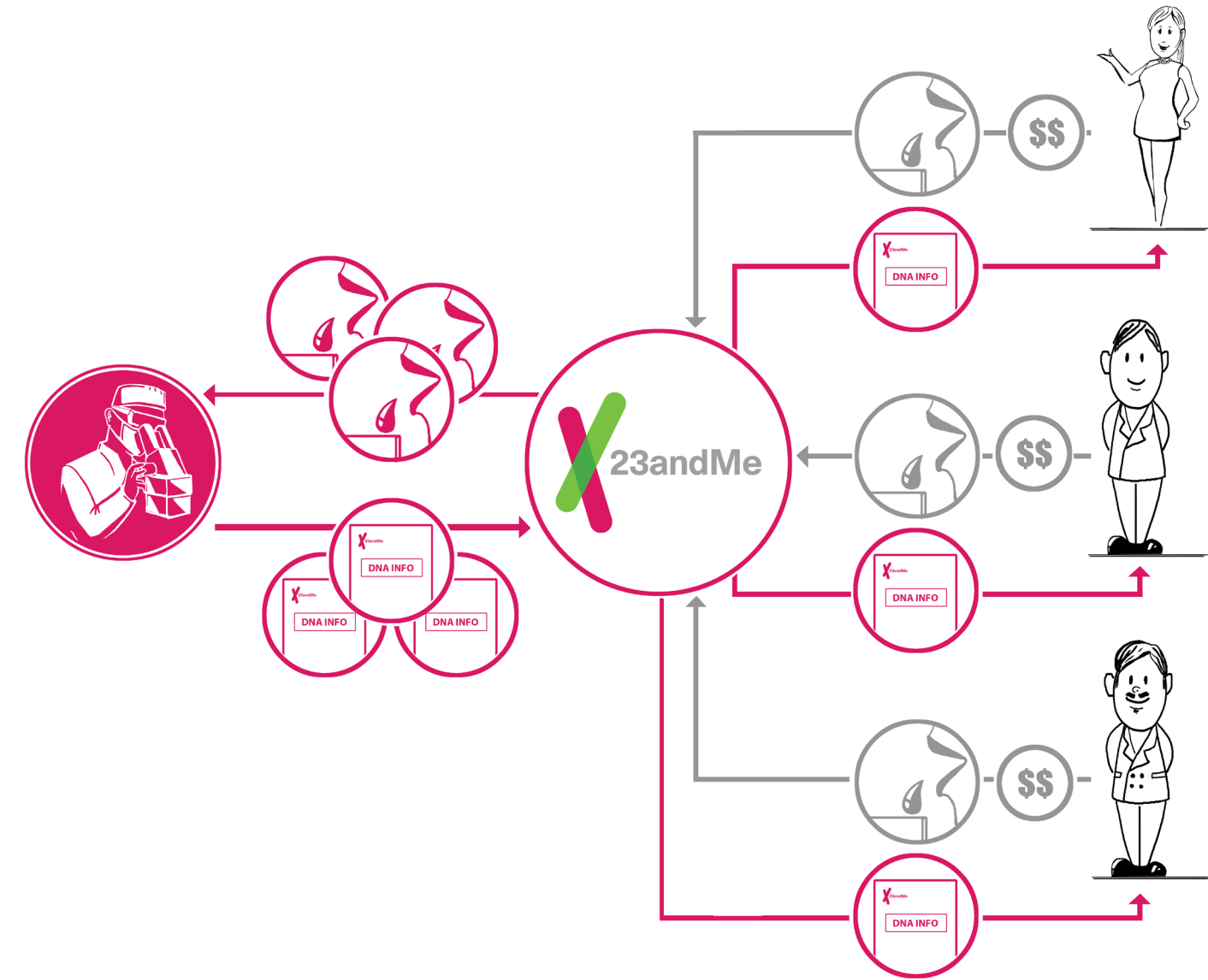
23andMe Insights

A partnership with 23andMe could extend their “heredity” service now, and provide an alternative to all those users still looking to understand their overall health.

23andMe saw a larger outpouring of positive social interaction in creating Disease Communities, however that feature is no longer offered for new customers.

23andMe offers an Affiliate program that gives a 5\$ credit towards their product for every referral.

Using their DNA Data 23andMe is very transparent about it’s contributions towards research, and regularly sends out surveys to it’s users from research studies to better understand who has what DNA and what certain strands might mean.



Example by connecting users who have previously received health related information from 23andMe along with their new customers to our users, who may have also participated in 23andMe we could expose a whole new version of “Family” history and leverage their lack of health permissions as a business opportunity to connect and provide a bigger genetic medical history.

Applying Insights



Analyzing similarities between our Business Model relative to our competitors and compliments, as an effort to drive innovation and drive towards a definitive blue ocean strategy.

Applying Insights from  23andMe

There lies an opportunity to recreate a place for disease communities to flourish and provide a positive interaction pool and information share. Our differentiator will be partnering and integrating with local and national chapters of that disease to further enrich that community and create a re-brand of the “Disease Community” into something that doesn’t sound like a quarantined camp of those battling illnesses.

There is an opportunity to be transparent about our research intentions and offer researchers the ability to ask additional questions of users who agree and want to contribute. Getting a better sense of a user, to better understand and facilitate research across different subsets of our users. Also using this activity as a potential for revenue.

About

Omada claims to be the first in the world of Digital Therapeutics combining the benefits of 1:1 personal coaches for a positive impact on your behavior. These coaches are also certified health care professionals, that give real time feedback and positive reinforcement.

Why they were Chosen

OMADA's Business Model is interesting for several reasons, first they only charge insurance companies for their program when positive results are seen in their patients coursework. Secondly they partner with insurance companies to lower the cost of their service in the popular trend towards preventative care. The last facet is their all digital platform that combines health professionals and individuals putting more agency in the individual and not forcing them to visit a hospital or practice to receive care and frequent check-ups

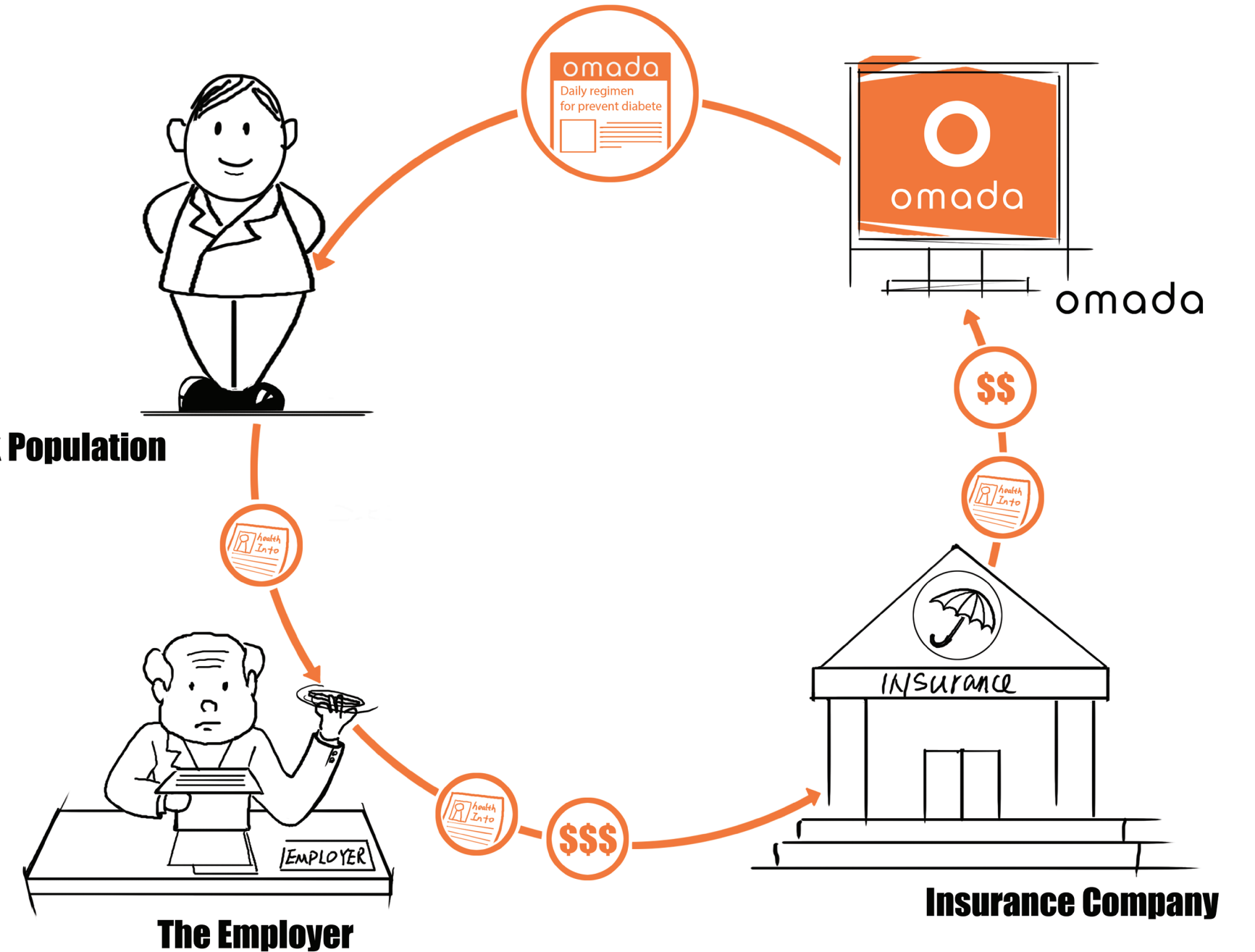
<p>Key Partners</p> <p>Partners Insurance Companies Doctors Businesses (Benefit Programs) Existing Health Platforms -Blue Cross Blue Shield -Health Net -CostCo (Wholesale) Iron Mountain Via Christi</p>	<p>Key Activities</p> <p>Providing an online regimen/course for preventing Type II Diabetes with a full service team & support from health professionals, paired with monthly insight reports and encouragement community within the users network.</p>	<p>Value Proposition</p> <p>Inspire People to change the specific habits that put them at risk for serious but preventable disease.</p>	<p>Customer Relationships</p> <p>Posts/Blog Messaging with Health Care Professional App Email</p>	<p>Customer Segments</p> <p>High Risk Population Customers whose insurance or company is offering the program for at risk individuals.</p>
<p>Key Resources</p> <p>Biometrics Health Claims, Online Risk Scanners Health Coaches Technological Resources: Website, App, etc.</p>	<p>Channels</p> <p>Website & App</p>			
<p>Costs</p> <p>Web Related Costs Large Engineering team salary Chrome Extension Development</p>		<p>Revenue Stream</p> <p>Businesses offer as an employee benefit package, Not a Flat Fee or direct Participant fee. The Participants Providers only pay if the Participants engage and receive statistically viable and positive results.</p> <p>Cost to Sponsors: Health Insurance Providers and Employers is \$120 per month in what is typically a 4 month program for a total cost for \$480</p>		

Omada Health Insights

Omada provides the powerful force of encouragement and praise not only from your social network to enact Vanity but from real sources of knowledge with personal medical advisors creating goals relative to your location habits and overall personality. Your personal trainer becomes even more personal and rewarding with their deep integration and user focus.

As their target audience and value proposition targets only those with preventable diseases we have a market segment in which no competition from Omada Health with occur.

Omada Healths Primary Revenue stream comes from partnering directly with Larger Providers and directly with Businesses like Via Chirsti to create customers from inside of those already established network.



Applying Insights



Applying Insights from 

Use of personal trainers or the “Cheerleaders” model from Omada is a key offering we will carry over, with the foundations to each specific ailment/disease providing the feedback and encouragement to make sure the experiences stay personally tailored while covering a greater range of participants.

The benefit to those Foundations participating is the opportunity to reach more potential members and increase awareness and funding through connections born on our platform.

Omada Healths, Online course model could easily be adapted to our solution with courses created for attendance Online and on-ground at specific organizations leveraging health professionals, & health instructors that use our platform, offering forms of employment to those that lead courses and increase engagement outside of the digital platform.

As a form to incentive engagement mimicking OMADA’s model that only charges those who actively participate is a revenue model to consider.

For Example: Giving monetary cost reductions to those using the platform regularly and even sharing about it through social media and other channels.

There is an opportunity to leverage corporate and business partnerships along with Educational Contracts to onboard customers not one at a time through word of mouth but diffusion using business development strategy fostering partnerships between companies and our products as a preventative health measure. As a case study Misfit and Coke's partnership serves as an example of a company encouraging the use of a product by giving FitBits to its employees. Our product could be an added feature set bundled into a similar program or a cheaper and more encompassing alternative to Omada's narrow Type II Diabetes program.

About IODINE

IODINE Crowd-sourcing your prescription information brings the results of scientific samples sizes to your computer screen. Bringing custom sort based on different attributes of respondents users quickly filter to find out how drugs make those most like them feel, when assessing potential symptoms or side affects before or while taking a prescription medicine. A gigantic database is the driver behind this technology, with additional extensions that allow users to easily digest the health jargon that appears on many pharmaceutical websites.

Why they were Chosen

IODINE's focus on making medicine approachable is a key tenant we greatly admire and work hard to make a reality. The powerful sort features along with the open forum to express feelings and side effects, makes relationships the next logical step in expanding such features. That is were concure comes in, we wanted to better understand a competitor for integration via API as we come Online.

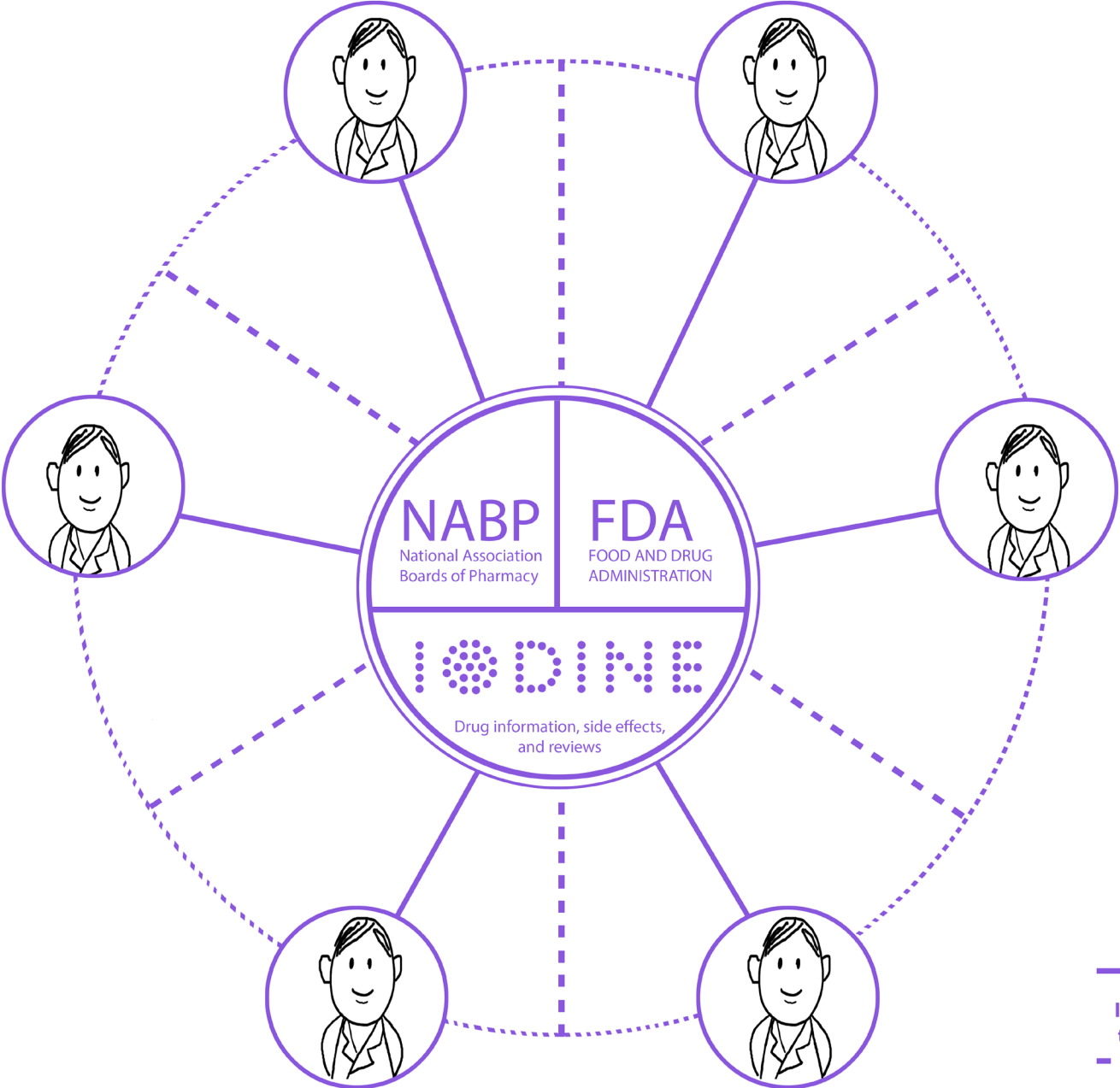
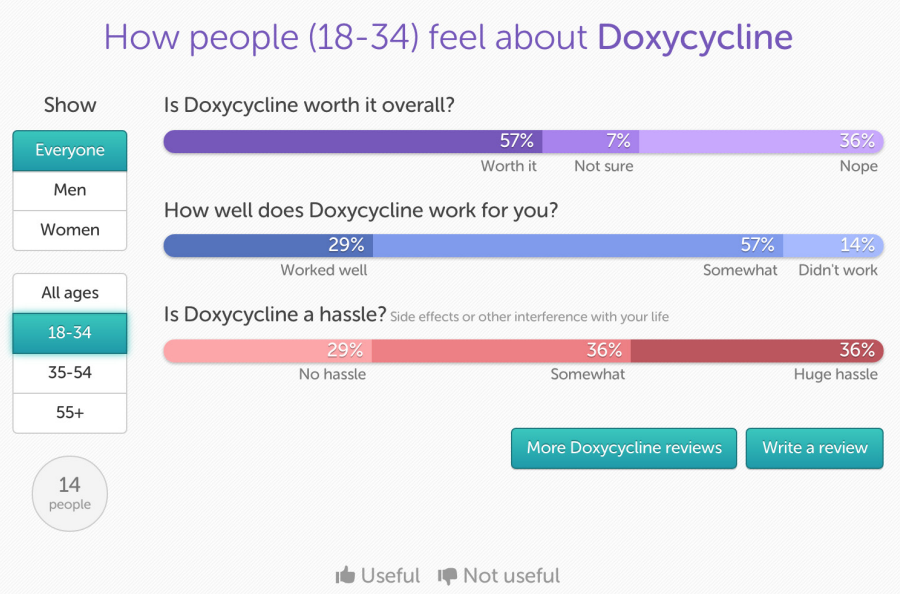
Key Partners -(FDA Api) -NABP National (Association Boards of pharmacy)	Key Activities Build tools that help people understand their health and improve their health care choices.	Value Proposition Combine clinical research with real life experience, creating better information that can yield new insights. Such that this combination can reduce fear & uncertainty about health, & enhance the dialogue between people and their care providers, and create valuable opportunities for better care.	Customer Relationships Formulary aggregation	Customer Segments Anyone taking medicine or who is looking at taking a new medication
	Key Reources -Doctors Knowledge -User Feedback -NDAC- database -FDA Database side effects		Channels -Chrome Extension -Website	
Costs Web Related Costs Large Engineering team salary Chrome Extension Development		Revenue \$tream Beta Period no profit model exposed		

Iodine Insights

Iodine’s partnerships and deep integration with national public databases surrounding the health sector are powerful tools that take a little bit of engineering for huge lasting benefits in consumer digestibility, and friendliness in a sector quite foreign and difficult to navigate.

Their key activity lends itself very well to our overall goal, just in a broader context, than their more focused mission centered around drug information.

The ability to view user feedback in friendly charts and bar graphs and filter it based on meta-data like people who are male, female, or fit into different age groups is extremely powerful and a feature we will be leveraging.



Directly searching on Iodine website

Indirectly connecting users through online community

Applying Insights



Applying Insights from 

Leveraging Iodine's strategy using databases of both nationally Recognized and tested data, paired with user feedback and personal rankings, brings together the science of quantitative research and the validation of applied ethnography. Using that strategy as a framework we want to mimic their merging of information into the broader category of their overall health, when battling ailments and day to day sicknesses.

There is an opportunity to partner with Iodine To integrate their service to help better understand how you are feeling when taking certain medications, paired with key factors like your sleep, weight, age, and other data that our service collects. Knowing more about the users who give feedback only extends Iodine's and our service.

Survey for Industry Partners



Potential Compliments

- Noom
- Phillips Healthcare
- `



<p>Key Partners</p> <ul style="list-style-type: none"> - Coaches - Coordinators - Developers - Designers - Chefs - Researchers - Operations Specialists - Record - Google Fit 	<p>Key Activities</p> <ul style="list-style-type: none"> - Supportive Communities - Online Communities - Weight loss program 	<p>Value Proposition</p> <p>Create products that help people live healthier lives</p>	<p>Customer Relationship</p> <ul style="list-style-type: none"> - App - Noom communities - Blog 	<p>Customer Segments</p> <ul style="list-style-type: none"> - Any who choose to participant
<p>Key Resources</p> <ul style="list-style-type: none"> - Coach Ai - Nutrition database - Support groups 			<p>Channels</p> <ul style="list-style-type: none"> - Online - App(Noom Health, Noom Walk, Noom Coach) - A global community 	
<p>Costs</p> <ul style="list-style-type: none"> - Application - Large engineering team salary - Marketing - Salaries - Products 			<p>Revenue</p> <p>Current estimates show this company has an annual revenue of 1,700,000 and employs a staff of approximately 20.</p>	



PHILIPS
Healthcare

Key Partners <ul style="list-style-type: none"> - Clinical Specialties - Non-clinical specialties - Engineers - Designers - Researchers - API - Georgia Regents Medical Center - Banner Health - University Medical Center, Zurich University Hospital, Utrecht - Saudi Ministry of Health 	Key Activities <ul style="list-style-type: none"> - Philips Healthcare Education - Online Communities - Philips Learning Center - Service training - Clinical education 	Value Proposition <p>Enter a new transformative era for healthcare, and technology is enabling the industry to connect to, care for and engage with patients and each other in a profound new way</p>	Customer Relationship <ul style="list-style-type: none"> - App - HealthSuite digital platform - Blog 	Customer Segments <ul style="list-style-type: none"> - Individuals - Communities - Company
	Key Resources <ul style="list-style-type: none"> - Resource library - Website - App - Healthcare publications 		Channels <ul style="list-style-type: none"> - Online - App - Device Cloud - Magazines 	
Costs <ul style="list-style-type: none"> - Application - Fair market value lease - Salaries - Products 		Revenue <ul style="list-style-type: none"> - Products - Investments - ProPlus - Cash plus - Public finance 		



Key Partners <ul style="list-style-type: none"> - Doctors - Full-time Staff Professionals - Medical Writers - Editors - Health Educators 	Key Activities <ul style="list-style-type: none"> - Organizations - Supportive Communities - Online Communities 	Value Proposition <p>Provide valuable health information, tools for managing your health, and support to those who seek information.</p>	Customer Relationship <p>Online form decision-support applications & communications services</p>	Customer Segments <ul style="list-style-type: none"> - Physicians and healthcare Professionals - Any customer participants that visit site or download app
	Key Resources <ul style="list-style-type: none"> - User experience - Up-to-date medical reference content databases 		Channels <ul style="list-style-type: none"> - Online - Magazines - Medical imagery graphics, animation - Communities - Live web events - Interactive tools 	
Costs <ul style="list-style-type: none"> - Health information services - Serving consumers, physicians, employers, healthcare professionals, health plans 			Revenue <ul style="list-style-type: none"> - Medical education credits 	

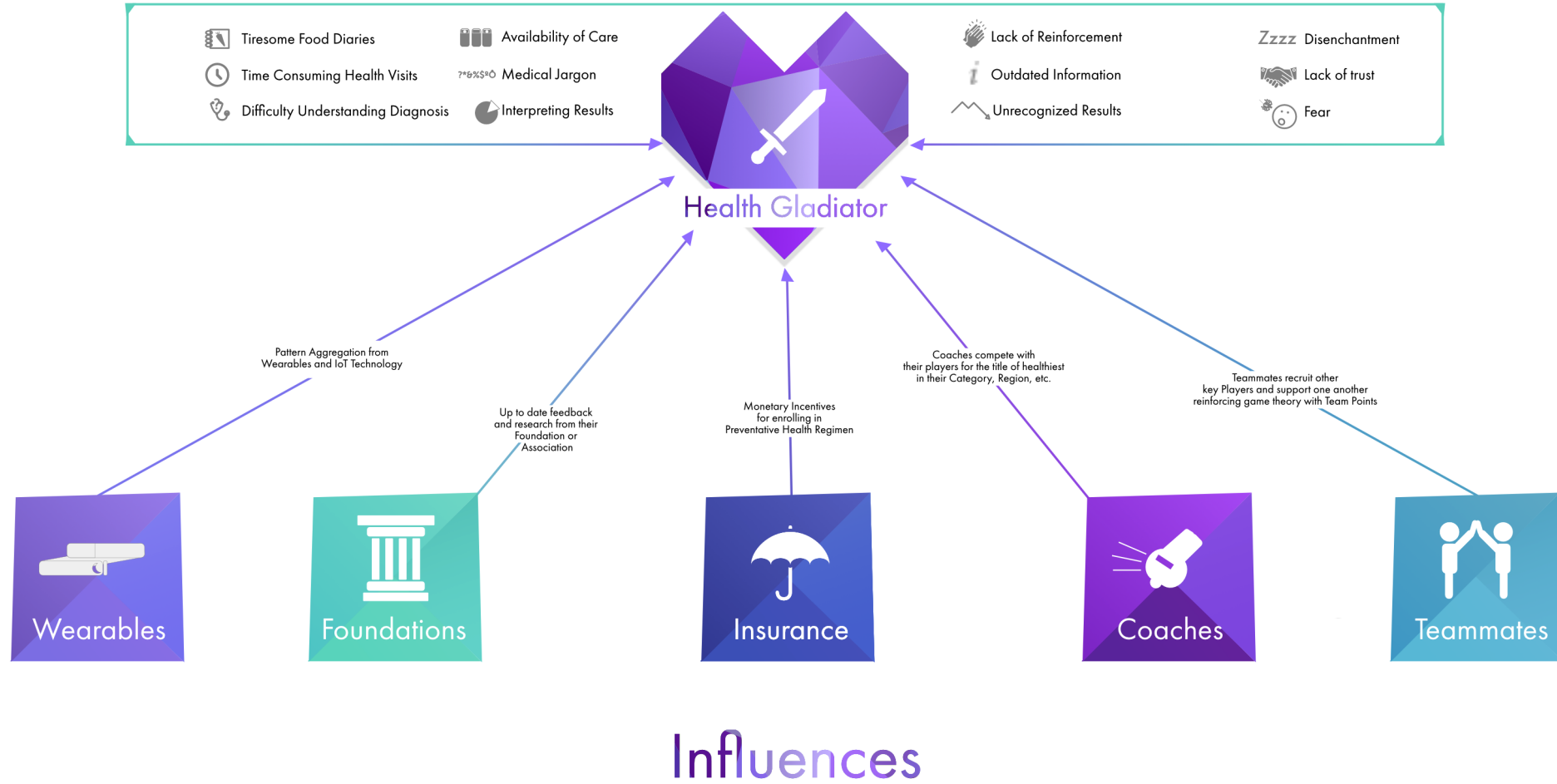


Framing the Business



Barriers and Influence Map

Barriers and Influences that Impact People in their Overall Health

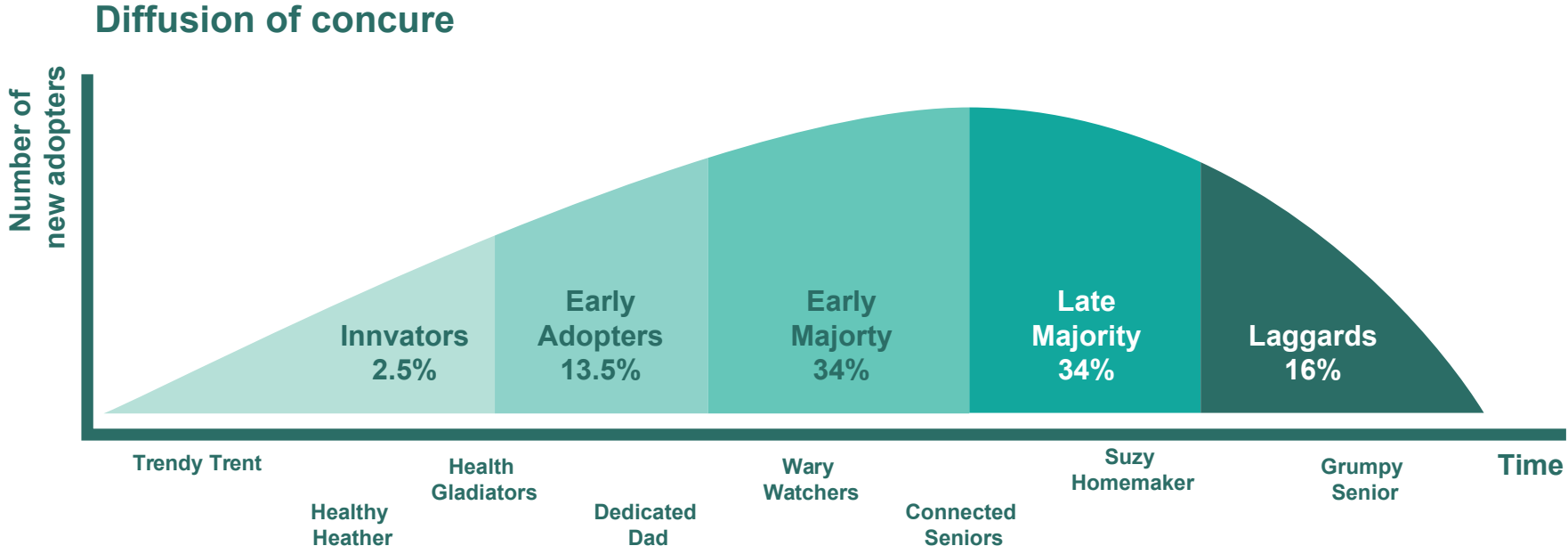


concure

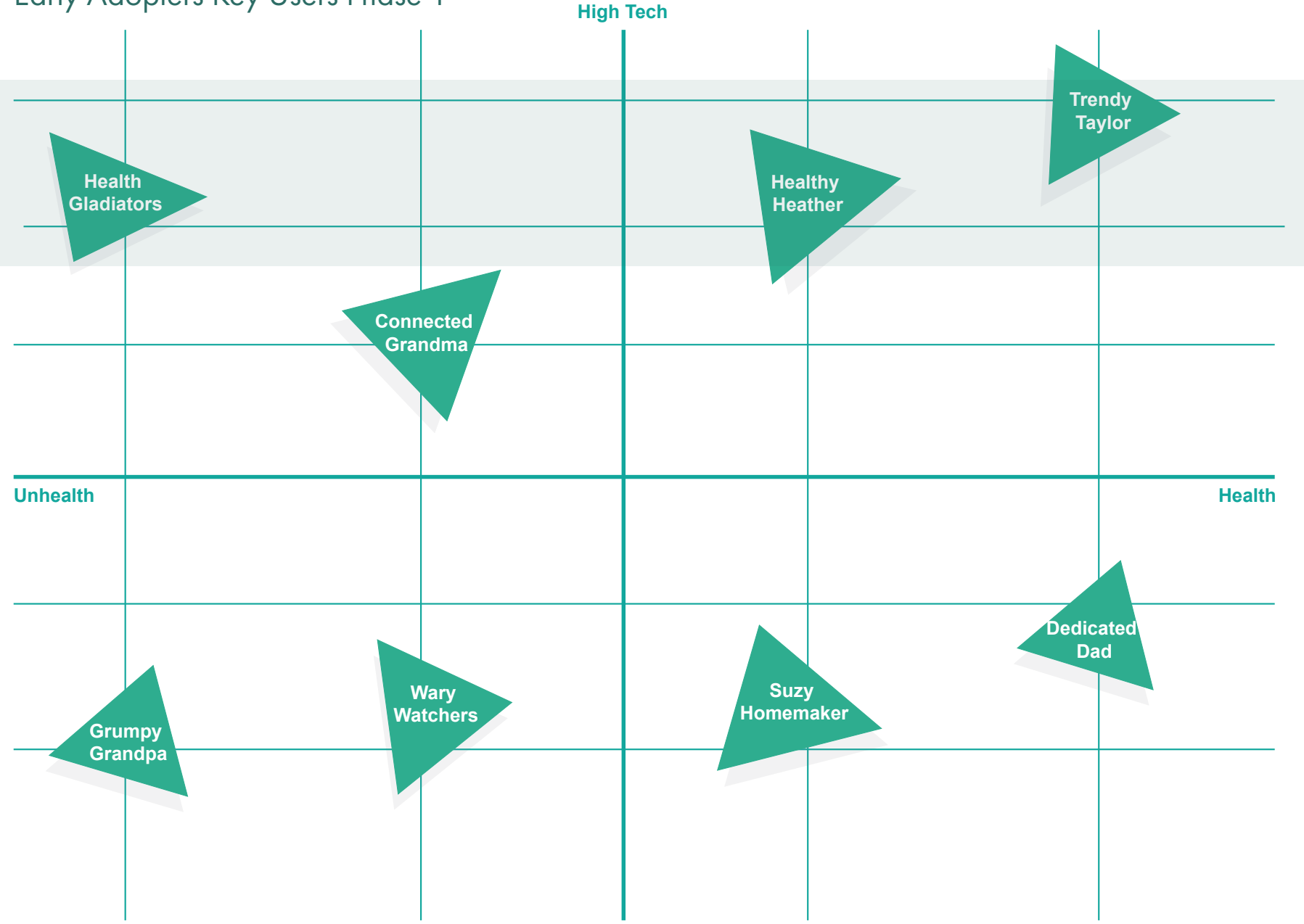
What sets concure apart is its thriving community of health coaches, teams, and recruiters. Teams work together to find their healthiest selves and recruiters bring new members on board to continue enriching the community. Health Organizations, Associations, and Foundations embed concure with relevant information that varies from preventing ailments to battling more chronic diseases.

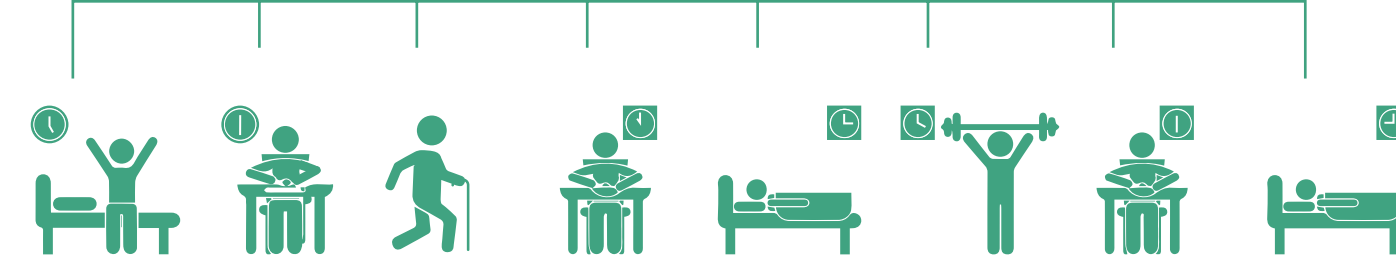
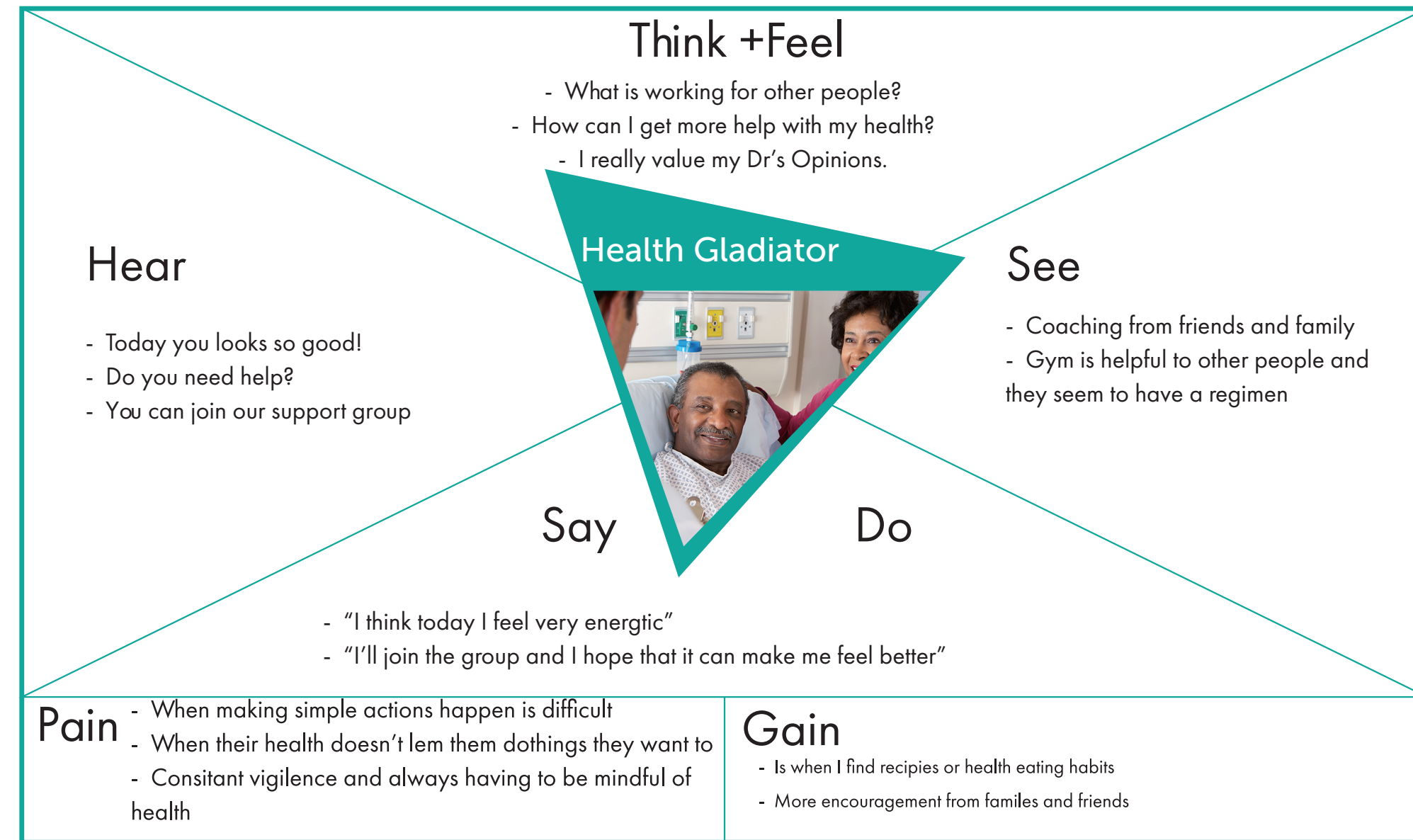
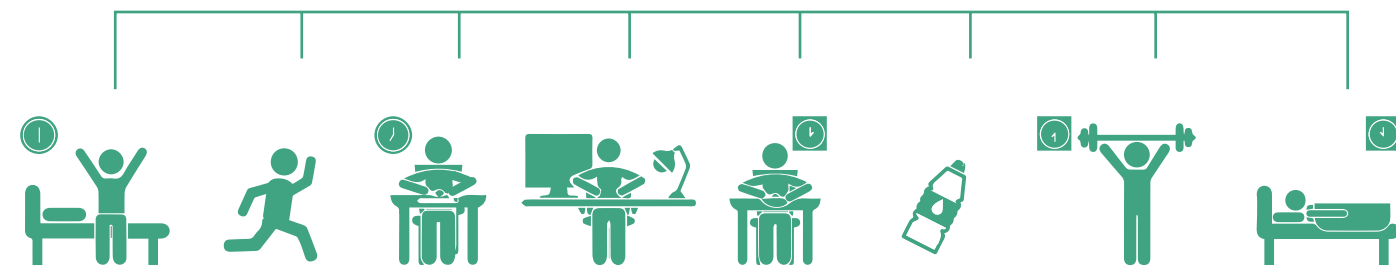
All of this is done on a support structure facilitated with a digestible presentation of all your health information. Our databases recognize and exposes patterns, while your network pushes and cheers to help community members make and maintain positive health choices.

User Adoption Diffusion Curve



Early Adopters Key Users Phase 1





Think +Feel

- Very picky about quality of technology
- Very image focused & want others to see him as forward thinking
- Like playing games

Trendy Trent



Hear

- How does this work, How much?
- Where can I get it.
- Can you help me learn my computer.

See

- Latest trends
- Cares about clothes
- Looking good.

Say

- I like "Fiddling" with technology
- I can't help but buy the new "thing"

Do

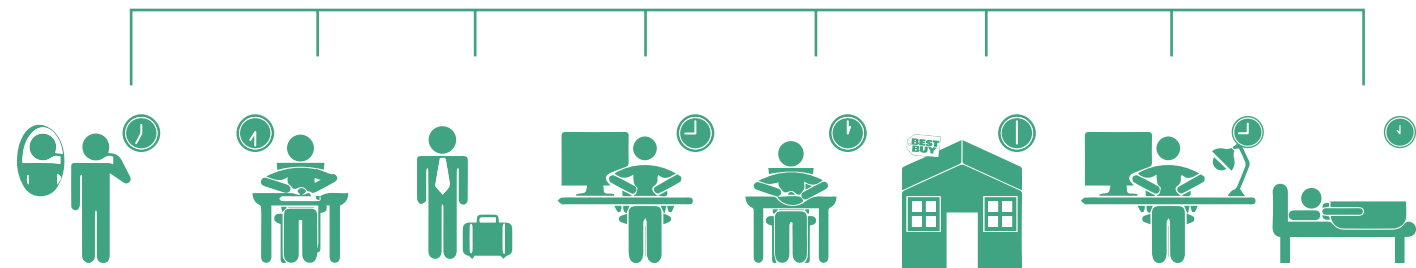
- Let's other people try it
"shows off functions"
- I can't live without technology

Pain

- I have to save for new technology
- minding his money between new investments
- Losing/breaking his technology

Gain

- Check's this health statistic's likes knowing he compares to others like him not Just all users
- He loves compliments his on technology



Start Up Costs

First Year Expenses

Legal Consent form	
IP registration	\$8000
Phone/utilities deposits	\$500
Licenses / Tax Deposits	\$4,000
Insurance	\$3,000
Brochures / Sales literature	\$500
Advertising	
Online	\$25,000
Magazine	\$15,000
Trade Shows	\$14,000
Office Rental	\$39,000



Employee Salaries

Founders

Isaac, Jenny, Tyler, Jonas

4x \$40,000 =	\$160,000
Website Developer	\$75,000
App Design iOS & Android	\$75,000
Public Relations Coordinator	\$40,000
Database programmer	\$90,000
Miscellaneous	\$1000

Total Start-Up Expenses \$550,000

Start-up Assets

Electronic Equipment	\$10,000
Furniture and Supplies	\$7,000

Cash Required	\$17,000
Start-up Inventory	\$0
Other Current Assets	\$0
Total Assets	\$17,000
Total Requirements	\$567,000

Start-up Funding

Start-up Expenses to Fund	\$550,000
Start-up Assets to Fund	\$17,000
Total Funding Required	\$567,000

Projected Profits and Losses

	Year 1	Year 2	Year 3
Sales	\$1,121,160	\$2,555,060	\$5,108,910
Direct Cost of Sales	\$122,550	\$297,850	\$612,680
Other Costs of Goods	\$0.00	\$0.00	\$0.00
Total Cost of Sales	\$122,550	\$297,850	\$612,680
Gross Margin	\$998,610	\$125,721	\$249,6230
Gross Margin %	89.07%	88.34%	88.01%
Expenses			
Payroll	\$174,050	\$266,320	\$422,040
Sales and Marketing	\$54,000	\$64,000	\$74,800
Rent	\$39,000	\$40,000	\$40,000
Utilities	\$17,000	\$27,000	\$37,000
Insurance	\$5,000	\$6,000	\$7,200
Payroll Taxes	\$6,108	\$11,494	\$16,306
Maintenance & Repair	\$8,000	\$10,600	\$15,000
Other	\$2,400	\$4,800	\$9,600
Total Operating Expenses	\$305,630	\$430,214	\$621,946
Profit Before Interest & Taxes	\$36,230	\$86,950	\$107,500
Interest Expense	\$57,210	\$52,950	\$82,230
Net Profit	\$554,160	\$603,000	\$1,319,450
Net Profit/Sales	18%	23.60%	25.83%

What does concure need to do to keep its intellectual property Rights?

Trademark

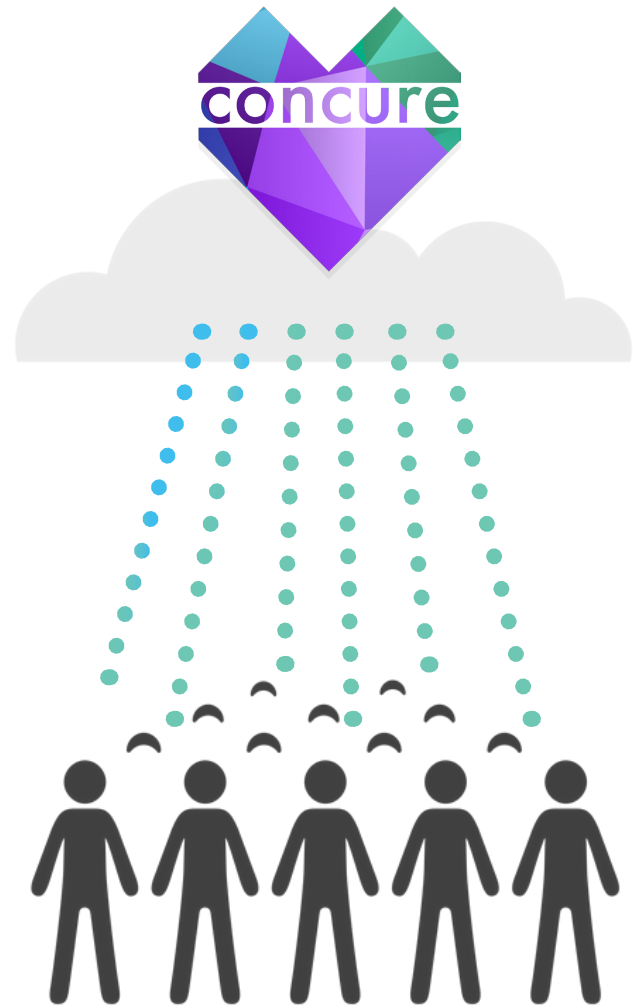
U.S. Trademark law protects consumers from confusion or deception by preventing other businesses from using the same or a confusingly similar names for their products. A trademark protects the name of "concure" by preventing other businesses from offering a similar service under the same name. Having a unique and identifiable name for concure's products and services is an advantage for concure's business.

concure's trademark: Heart, consisting of different colorful and shape triangles, signifies concure's ability to bring all people together to build an inclusive and health focused community.

concure's trade name: The name of our program, "concure", announces the same concept as our trademark does. "Con" is relative to connection which brings people together. "Cure" means prevention and treatment.

concure's tagline also needs to be trademarked as it simply distinguishes concure from other health care organizations.





Trade Secrets

NDA, NCA, WFH contracts for all concure's employee, such as recruiters and mentors, the two categories playing a crucial role in activities within concure's health community. Concure has a series of training process with well-designed teaching material to train every employee recruiter and encourager.

NSA contracts for concure's partners, such as expertise in operations regarding clinical research, analyzing health data, and building health databases, they are all essential pieces to concure's larger product and business design. Asking them to sign an NSA in order to protect concure will be standard practice.

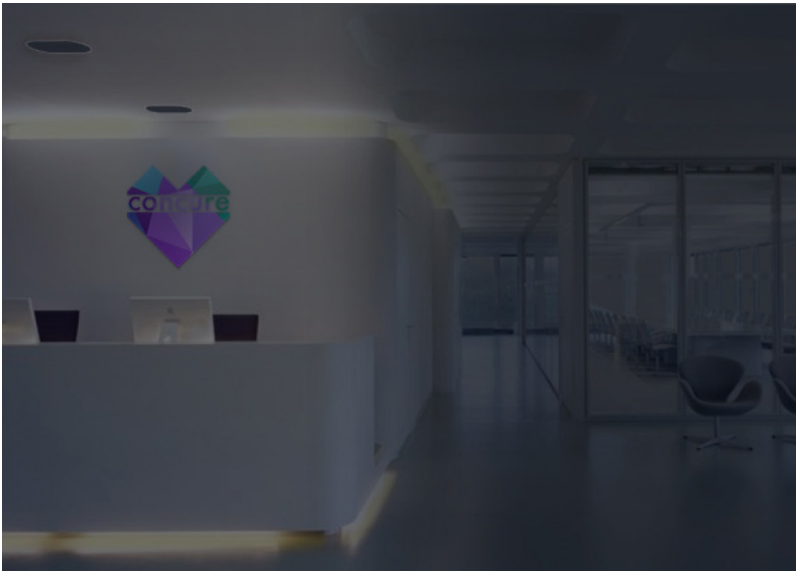
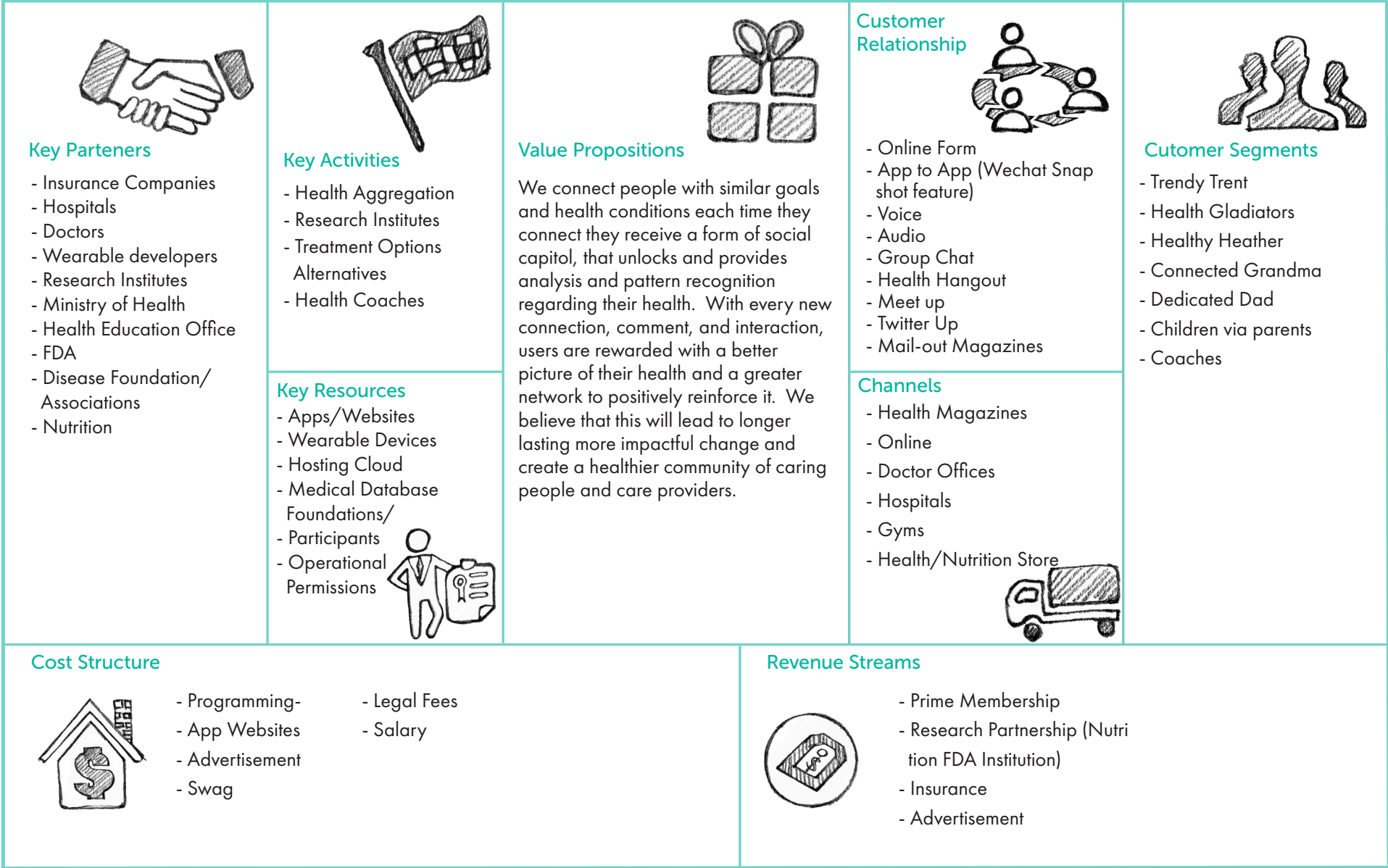
Copyrights (Original work / Fixed in a Tangible Medium)

A copyright is necessary to protect concure's original authorship of a health data base, including individuals' health data collection, diagnosis, medical case of illness.

- Contracts, such as NDA, NCA, WFH for protecting concure's Partners and trade secrets.
- Website Copyright
- Programs for analyzing big data
- Information aggregation



Business Model Canvas



concure

Communications

Guideline

Overall Strategy

Strategic Approach

- Focus on ways to have the concure experience live within a broader national and eventually international experience, these key activities will lead to that grander vision and greater experience

Two-step market penetration process:

- Phase 1 (Alpha): Build for scale and get adoption (download, use, promote locally)
- Phase 2 (Beta): Build for revenue and monetization larger scale
- National scalability beyond Savannah launch, with the ability to customize in new markets, when opportunities arise internationally once profitability and consistent revenue stream achieved in the U.S.

(Obviously activities of localization, cultural probes, messaging adjustments and related research will take place when expanding outside of U.S. markets)

With a high density of relevant and compelling health experiences across a range of applications/market segments, we can create a sustainable behavioral change in our users. Users will gain value by accessing information conveniently from one deeply integrated app and larger community.

2015 Objectives

- Testing. Test the tractability of consumers in local focus groups, gather feedback, and create a pool of interested alpha testers.
- Assess & learn what is required (qualitatively and quantitatively) to bring someone to our app daily and see how users value our feature set. Determine key players required, for the diffusion of this alpha location, and establish a scalable vision/recipe for implementation within other destinations for beta period and overall diffusion.

This in turn supports the following outcomes:

- Realize: Finding our 20/80 ratio, the 20% of our feature set that users are using 80% of the time, and focus our development efforts on maintainability and scalability of those feature sets. We have a solution in place, and engagement, which demonstrates a self-sustaining infrastructure.
- Prioritize: We will understand what are the key concure experiences and capabilities that meet the customers needs to make the solution desirable, and worthwhile.
- Measure: How do we measure this success? Qualitative evidence that we met user needs various users = various needs and personal value propositions as well as impressions, engagement duration, and reach.

Channels for Outreach

- Developing social media and related content plan targeting the shortcomings of solutions by the “Big Brands”
- Campaign 1:
“Apple, Google, Microsoft couldn’t do it” highlighting our cross platform compatibility, and bringing conversation into your curated health, unlike the big guys.”

Campaign 2:
“We don’t add one more app to your life, we removed the need for all the others.”

Campaign 3:
“In 2008 the number of connected devices surpassed the number of humans, which ones are you using to track your health?”

Opportunities for Outreach include

- Day to day social posting across all social networks
- Social media management and monitoring of health discussions and engagement on other communities

- Contexts:
 - o Twitter
 - o Facebook
 - o Instagram
 - o YouTube
 - o Pinterest
- Influencer outreach (Finding key change agents, leveraging existing terrestrial social networks (Gyms, Wellness Center, Health Meet-ups/Tweet-Ups)
- Promote on favorable websites
i.e. wearable-technologies.com
Women Wear Daily
- Industry podcast placement
- Forums (WebMD, Various Health Associations)



No one needs more notifications in their life, find out what it's like to have all your apps under one roof #thecure





Branding Guideline

Branding Guidelines

- 1 Logo
- 2 Proportions of the Logo
- 3 Logo Variations
- 4 Incorrect Use of Logo
- 5 Typeface
- 6 Color Palette

Application

The Concure logo should always be used in full never as partial text or concure separate from it's heart.

The logotype should never be moved or adjusted.

Logo

The dimensionality of our logo is what makes it stand out. Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements.

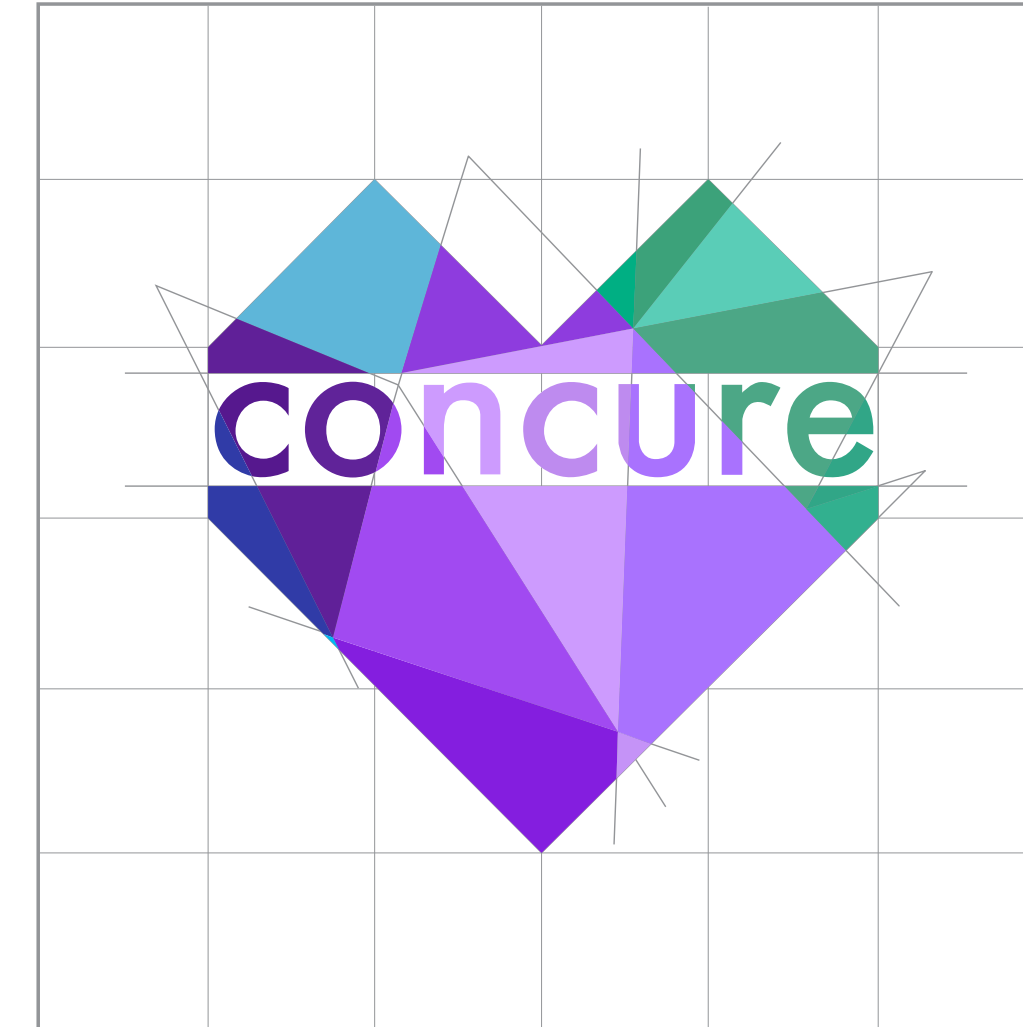




Proportions of the Logo

The logotype has been created with specific letter spacing and the logotype letter forms have been customized for the concure brand.

Always use approved artwork when reproducing the concure identity.



Application

The concure logo should always be used in full.

The logotype should never be moved or adjusted.

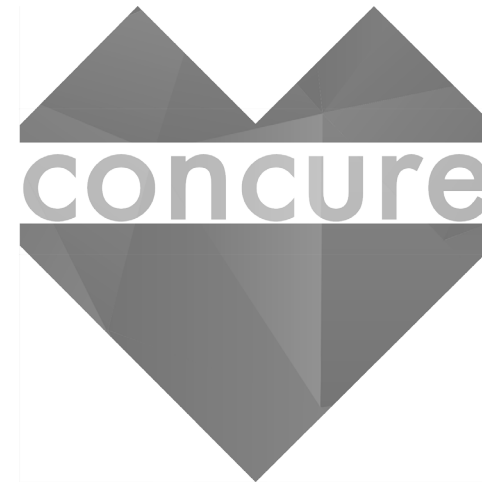
Monotone Black Logo

The monotone white logo [A] is the preferred and primary logo for print and screen usage. Use it whenever possible. If a colored background is used, make sure that there is enough contrast for the logo to remain clear. When the logo is reversed [B], it can only be used on dark backgrounds. Use this logo for greyscale printing also, stamping (embossing) and for using on Facsimile or Memorandum layouts.

A



B



Logo Variations

When to use which color specification:

Monotone Black is preferred specification for printing. RGB is preferred for screen-based applications. Monotone Black version can also be used for greyscale printing, stamping, embossing or using on Facsimile / Memorandum layouts.





Typeface

Please note that before you start working with the external typography (advertising/ promotional material), you need to order the 'Museo Sans' font.

Museo Sans has been chosen to make text in concure external communication clear and easy to understand for the reader. This typeface should be used in printed external communication such as advertising, brochures, packaging and signs.

Museo Sans 100

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (!@#\$%^&*)

Museo Sans 300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (!@#\$%^&*)

Museo Sans 500

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (!@#\$%^&*)



Color Palette

Neutral colors are used as the main primary colors so as to give more importance on the copy, subject or image

These gradients give a pop of color when designing.
Use thoughtfully and in moderation.


Concure has a limited color palette, which allows simplicity when making design choices.



Primary Colors

C72 M90 Y10 K0





concuire

Find out more at www.conduxivedesign.com/concuire