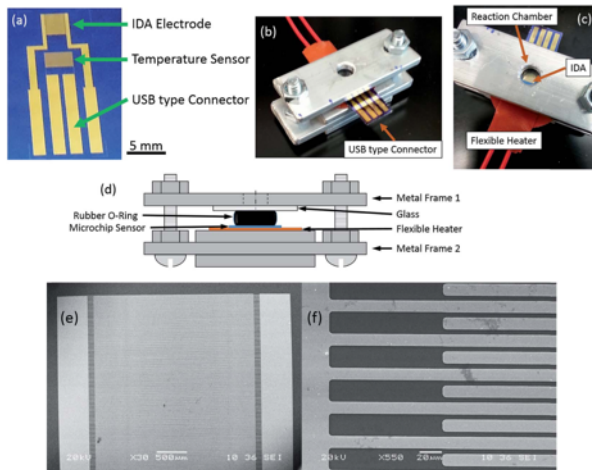


Development of a cancer biosensor microchip for the point-of-care



Business Thesis:

Primary physician will use our portable cancer detection device to obtain an early screening result.

New Interviews

Total Interviews

34

79

What did you learn from talking to your customers?

REITERATED INSIGHTS:

What they told us...	We learn..
None of their family members went to the doctor to get a general examination. None of them were worried that they too might have cancer.	Fear is not a motivation.
Prefers to go to a doctor for screening testing, relies more on those results.	Patients want accurate results.
They would buy the device if it is economic or if it is covered by the health plan.	Patient do not want to spend a lot of money on this type of device.
They would do whatever is necessary to take all the treatment/analysis the doctor recommends.	The physicians have to recommend our device, because the patients trust their suggestions.
Patient prefers to receive the news of having cancer from the physician along with the plan of action/treatment. Patient would be afraid to see a positive analysis of cancer at home.	We have to determine if the results should be available to the patient or the physician.
The convenience of having tests done at home every month would give peace of mind and if something is not, he can go to the doctor immediately - instead of waiting months.	Patient value "peace of mind" and convenience.
The patient would use any treatment at home as long as is easy to use.	Technology must be easy to use especially for elderly patients.

Demand Creation and Budget Forecast

	Physical Product: Medical Devices	
GET Customers	<ul style="list-style-type: none"> • Sales Representative- Medical Offices, hospitals • Social Media-Facebook, tweeter • Trade Events- Medical Conferences and Conventions 	<ul style="list-style-type: none"> • Pharmaceutical Rep: ~ \$68,000 • Trade Event: \$32 sq ft (10x10) ~ \$3100 - \$3300
KEEP Customers	<ul style="list-style-type: none"> • Email Subscriptions- Promotions, news, surveys. • Software/apps: connect patient with the physician. 	<ul style="list-style-type: none"> • Domain Name – \$10/year • Hosting – \$10 to \$100 a year (depending on traffic and hosting services) • Continued Website Maintenance – \$500 a year and up (depending on number/type of updates required) • Marketing Your Website Online – \$750 a month and up
GROW Customers	<ul style="list-style-type: none"> • Partnership: make a alliance with an existing company to offer a “care kit” bundle (supplementary products). Take advantage of their existence customers. 	

NEXT STEP: We need to...

- Talk to primary physician to know:
 - How they make purchases
 - Who decides the purchase of new equipment
 - Who influence the purchase
 - What kind of tests they are doing or can do at their office
- We need to meet with more companies that makes medical devices to learn:
 - How they sell to customers and how they establish their relationship.
- FDA (next week)
 - Regulation

Key Partners

- Medical devices companies - interested in manufacturing ...
- Doctor offices
- Hospitals
- Governments Agencies: FDA

Key Activities

- R&D
- Networking
- Education

Key Resources

- Human Resources
- Intellectual: Patents
- Financial

Value Propositions

- Screening Tool: Early Cancer Detection
- Fear: history of cancer in the family/ recurrence of cancer

Customer Relationships

- Education: conferences and conventions
- Web Page and Videos
- Conference Calls

Channels

- Direct Sales Force: Medical of pharma rep
- Drugstores Distributors
- Pharmacy

Customer Segments

- Primary Doctors and Internal Medicine Subspecialties
- Cancer Patients
- Cancer Survivors

Cost Structure

- Sales & Marketing
- R&D
- Suppliers

Revenue Streams

- Direct Sales

