

futurpreneur 

My Health Team

Business plan

1.0 Executive Summary

Company Profile Summary

My Health Team understands that as people live longer and awareness of mental health issues increase, the complexity of an individual's health care grows. Diagnosis, treatment and follow-up are stressful for patients and often confusion and agitation can result in family members who are stepping in to advocate on the patient's behalf. My Health Team aims to improve communication and decrease patient stress by providing an easy to use application that aggregates patient, family member, and health care professional information in a single location available anytime from a secured iOS application. The goal is to provide a collaborative environment from the initial diagnosis to avoid the potential of missed appointments and misunderstandings that arise as diagnosis/treatment decisions are made.

My Health Team is fully owned by Marc Thibault, an experienced, award winning mobile application developer, and Leah Chartrand a meditation leader for several health care providers in the downtown Winnipeg area. Marc Thibault has been an active participant in Winnipeg's start-up community attending Red River College in the heart of Winnipeg's Innovation Alley. Leah Chartrand is passionate about improving community health, specifically for the Métis Nation. She has worked for youth services in Winnipeg to help individual's organize access to services for mental health and addiction issues. Both have been advocates for family/friends struggling with managing their own health care needs and recognized the frustration and stress involved.

Market Research Summary

The mobile application industry is growing across all categories when comparing 2013 statistics to 2012 according to a report by Flurry. Increases in sports, health and wellness applications are occurring at a slower rate, likely attributed to the overall caution health care professionals have when perceiving the risk associated with going 'mobile'. However, analysts predict in an overall change to the health care system to support increased virtual interactions between patients and health care professionals. With fewer applications in the category, My Health Team has a greater opportunity to be found by users searching Apple's App store. However, due to the confidential nature of the information being stored within the My Health Team application, building trust with users will be critical for success. My Health Team plans to address this concern by selling their application to Healthcare Professionals as opposed to individuals directly. My Health Team will focus on health care professionals with patient bases of more than 500 patients in the Winnipeg area.

Marketing Summary

My Health Team's strategy is to establish partnerships with health care professionals in the Winnipeg area to make bulk purchases of the application for distribution to patients. My Health team will focus on engaging with health care professionals already part of Ms.Chartrand's network. A secondary strategy will be to promote brand awareness through a website that builds credibility and trust through the owner's stories, user testimonials, and a listing of health care professionals already using the application.

My Health Team will work out of a co-working space in Winnipeg's Innovation Alley to add credibility for health care professionals of the seriousness of My Health Team. My Health Team will manage all bulk purchases on behalf of health care professionals providing them personalized printed "Free Download" cards to distribute to patients. My Health Team's mobile application will be available for individual purchase only through Apple's App store. This will ensure secure and reliable payment processing, download and installation for users. My Health Team will require liability insurance. My Health Team will work with a third party information architect, web designer, and quality assurance tester to ensure a premium quality mobile application as this will be critical to gaining traction with cautious health care professionals.

Finance Summary

\$6,600 will be needed to start the business with funds coming from the Futurpreneur Canada Start-up Program with Mr. Thibault and Ms. Chartrand making up the difference. In the first year of business My Health Team expects to generate \$105,000 in sales (40 bulk purchase through health care providers and 11,000 individual downloads) with expenses of \$46,300. By the second year plans are to increase its sales by 15% to \$120,750.

2.0 Company Profile

Business Overview

My Health Team is a health and wellness e-commerce business dedicated to improving the quality of care of elderly and mentally ill individuals by increasing transparency and communication between patients, their advocates, and medical professionals. My Health Team was established on 01/10/2013.

My Health Team is an iOS mobile application that makes it easy for patients, health advocates and health care professionals to securely share information about their health while managing appointments and medications.

My Health Team is a product business. My Health Team provides a single iOS application available in single and bulk purchase. The product features include:

- Linking of multiple users in different roles (patient, family advocate, health care professional) to a single 'patient'
- Secure storage of all medical and affiliated information entered into the application
- Passcode protected application launch as a added security measure
- Patient role includes: ability to input medication list, doctors appointments, health care professional contact information, and appointment notes. Also includes automated push notifications to trigger patient reports on mood, pain, and medication tracking. Ability to invite advocates and health care professionals to access information.
- Family Advocate role includes: ability to input appointments, medications, and notes on behalf of patient. Push notifications for new appointments and appointment reminders. View weekly summary of patient mood, pain and medication tracking data.
- Healthcare Professional Role includes: ability to add notes to existing appointments

and medications. View weekly summary of patient mood, pain and medication tracking data.

- Application has responsive design to accommodate for iPad, iPad mini, iPhone/iPod device sizes

NOTE: My Health Team has plans to release an android application in the future; timing will depend on uptake of their initial iOS application.

Company History

The inspiration for My Health Team came from one of the owners, Marc Thibault's, personal experience caring for aging parents. His parents, whom live independently, recently went through the stressful experience of his mother being diagnosed with cancer. During the initial diagnosis, testing, and treatment there were many times Mr. Thibault received incorrect information from his parents resulting in unplanned departures from work to attend appointments and increased stress due to a lack of information. Mr. Thibault saw an opportunity to align his programming skills with the need for a centralized application that he could access from his phone to keep up-to-date with the care his parents were receiving.

He pitched his idea to a friend, Leah Chartrand, who works as a meditation leader throughout Winnipeg. Ms. Chartrand is Métis, and actively involved in promoting mental health awareness within the Métis community and other Aboriginal nations in the Winnipeg area. She suggested that the application could be expanded to include individuals with mental health issues that also rely heavily on family advocates for support to manage their illness.

It was from here, that Mr. Thibault and Ms. Chartrand decided to form a My Health Team as a partnership. The business has been registered and a lawyer has drawn up the terms of a partnership agreement. A bank account has also been opened with BMO.

My Health Team has completed the process of securing a D-U-N-S number from Dunn & Bradstreet Canada in order to complete enrolment in the iOS Developer Program and setup their company bank account as part of their iTunes Connect account.

They have completed the initial development of the application and submitted it for quality assurance testing with a third party. My Health Team is currently waiting for review and approval by Apple for submission into the App store.

Management

My Health Team is fully owned and operated by Marc Thibault and Leah Chartrand. Marc is a graduate of Red River College's Business Information Technology diploma. He attended the Exchange District campus, giving him experience working in the heart of Winnipeg's "Innovation Alley" amongst entrepreneurs. He has been employed for the last two years at a local digital interactive agency at a senior mobile app developer. His last project received a philanthropy award for their development of a mental health mobile application.

Leah Chartrand is a graduate of University of Manitoba's Family Social Science program where she focused on child and youth developmental health. Ms. Chartrand was raised

in a multi-generation household proud of their Métis heritage and spent a year working with at risk Aboriginal youth in the north Winnipeg area. For the last two years, Ms. Chartrand has been employed as a meditation leader for a psychologist office, naturopathic clinic, and Youth services centre. This has allowed Ms. Chartrand to develop relationships with a variety of individuals who act as health advocates for family members. Ms. Chartrand is also a member of the Manitoba Métis Federation where she is an ardent supporter of the economic and business development. She regularly contributes to mental health education initiatives.

Location

My Health Team will be a storefront. My Health Team will be located at 245 McDermot Ave., Winnipeg Manitoba, R3B 0S6. My Health Team will focus on distributing their application through local doctor and psychologist offices in the Winnipeg area, capitalizing on the office making a volume purchase of the app and then distributing it to patients via prepaid PINs. In addition, My Health Team will market their app directly to consumer via Apple's App Store, which will handle all online payments.

Legal Structure

My Health Team is a partnership. My Health Team will operate as a partnership to start, in order to manage start-up costs and may consider incorporating at a later time depending on the advice of a lawyer.

My Health Team is not interested in protecting their intellectual property at this time.

Vision & Mission

To be an established health and wellness application developer known for providing easy to use tools that promote communication and transparency for patients, advocates, and medical professionals.

My Health Team's product provides a convenient and easy to use tool for individuals to help manage their own or other's physical and mental health care.

Professional Advisors

My Health Team will rely on the services of Thomspson Dorfman Sweatman LLP (TDS Law) whom they were connected with through Innovate Manitoba. TDS Law has referred them to an accountant who also specializes in helping start-ups.

Goals & Objectives

- Steady download of 250 app downloads/day for iTunes by second month
- Two volume purchase agreements with clinics in first month
- \$25,000 in sales within the first 12 months

3.0 Market Research

Industry Profile & Outlook

My Health Team operates primarily in the software/computer application industry.

Within the software/computer application, mobile application development has taken off. Gartner estimates that there are more than 200 companies creating mobile application development platforms and millions of developers creating mobile apps. (<http://www.gartner.com/newsroom/id/2648515>). The market for application is also growing. In 2013, mobile app use “grew a whopping 115 percent over 2012,” with consumers using mobile apps more now than they ever have,” according to research also released today by mobile ad platform Flurry. (<http://www.flurry.com/bid/103601/Mobile-Use-Grows-115-in-2013-Propelled-by-Messaging-Apps#.U9YdgoBdUi4>)

The mobile application industry has few barriers to entry. Individuals or companies can create apps and submit them for review by Apple for placement in the App store. Apple reviews every app that is submitted and provides a long list of dos and don'ts to help developers successfully manage the review process (<https://developer.apple.com/appstore/resources/submission/index.html>). The largest barrier is knowledge of programming language to produce the actual binary code of the application. My Health Team's owner has extensive experience creating mobile apps over the last two years, with the most recently released app being in January 2014.

With such high volume of apps being built and consumed, it will be critical for My Health Team to ensure keywords are accurate and to create positive reviews in iTunes from users. In the same report by Gartner, they noted that “consumers are increasingly turning to recommendation engines, friends, social networking or advertising to discover mobile applications” instead of trying to search through the app store. (<http://www.gartner.com/newsroom/id/2648515>). This aligns well with My Health Team's marketing strategies to target health care providers for volume purchases. This will ensure that a trusted individual recommends the app to patients and family members, which is likely to help increase the number of actual installs of the app.

The mobile app industry continues to change as consumer's use of smartphones increases and data plans become more reasonable. Despite recent announcements from Apple of having paid out a total of \$15 billion dollars since the store launched to developers, many consumers are not paying for a lot of apps (<http://www.gartner.com/newsroom/id/2648515>). However, My Health Team sees an opportunity to use Apple's existing Volume Purchase program to target businesses to purchase their app on behalf of their customers. There are already successful models for this with Starbucks being the most prominent with their weekly “free download” cards for customers. For this reason, My Health Team will be looking to partner with local doctors, naturopaths, and psychologists to purchase the app and distribute it to patients as a way to facilitate better communication and transparency with patients and their family advocates. There are many applications providing free apps that rely on advertising as revenue. My Health Team is not looking to compete in this category.

In looking at Flurry's review of 2013, it found that every single app category showed growth. Applications focused on utilities and productivity posted 149% growth in users year-over-year. It is believed the increased use of smartphones and tablets as personal computers is driving this large growth. Applications focused on sports, health and wellness saw a more modest increase of 49%. It is not surprising that the sports, health,

and wellness category is growing at a slower speed, in an article in the Financial post, it notes that the “health care lags other industries when it comes to incorporating IT and mobile computing.” However, analysts are predicting a disruptive change in the health care system as more care is delivered virtually. (<http://business.financialpost.com/2014/06/16/449423/>) This is supported in a statement from the president of the American telemedicine association which said, “By the end of the decade, a quarter of all care will be delivered virtually, without the doctor and patient in the same space.” (<http://business.financialpost.com/2014/06/16/449423/>). My Health Team is at the forefront of moving the medical professional into the mobile app space by providing a tool that doesn’t change how health care providers deliver services, but instead helps them work with patients and their families to improve the services they provide.

Local Market

There are currently over 1,700 medical professionals practicing in the Winnipeg area according to a search of RateMDs.com website, including family doctors, psychologists, and specialists (cardiologist, endocrinologists, etc.). However, there are five access centres in Winnipeg that a large number of doctors work out of instead of individual private offices. My Health Team will target these access centres as the volume purchases would be largest and potentially more readily financed by a group of medical professionals.

Key Competitors / SWOT Analysis

	Strengths	Weakness	Opportunities	Threats
Track My Multiple Myeloma	<ul style="list-style-type: none"> • Already released into the app store 	<ul style="list-style-type: none"> • Specificity of name “Myeloma” limits the audience likely to download application • It has no user reviews or ratings 	<ul style="list-style-type: none"> • Could apply general application logic to other medical diseases 	<ul style="list-style-type: none"> • My Health Team’s application is not linked to a
My Health Team	<ul style="list-style-type: none"> • Simple user interface, easy to use regardless of level of technology familiarity • SSL secured data with clear terms of use for data stored on the app 	<ul style="list-style-type: none"> • Not yet available in Apple’s App Store for download 	<ul style="list-style-type: none"> • Easily able to rollout add-ons through application API for specific health care scenarios (GPS tracking for dementia/ Alzheimer family members) • Ability to provide summary information back to doctors on their general patient usage 	<ul style="list-style-type: none"> • Celgene Corporation could release a general collaboration and tracking tool based on existing Myeloma application

Target Market

My Health Team is focused on selling to Businesses (B2B); with a secondary direct to consumer market (B2C).

Target Market profile for My Health Team businesses:

- Healthcare professional with an established patient base of approximately 500 patients (demographics)
- Healthcare professionals who are early adopters of new technology (behaviour)
- Healthcare professionals who work as part of a team often referring patients to others for diagnosis, testing, treatment, or follow-up (behaviour)
- Located in Winnipeg, Manitoba and surround rural municipalities (scope)

Target Market profile for My Health Team consumers:

- Male or Females over the age of 25 with parents who are living independently and recently diagnosed with an acute or chronic medical condition (demographics)
- Male or Females over the age of 25 with parents who are the primary support for a sibling or parent with a mental health illness or addiction (demographics)
- Owner of an iPhone, iPod, or iPad device (demographics)
- Household income: \$80,000 or more (demographics)
- Individuals currently using iOS applications for secured transactions, such as banking (lifestyle)
- Individuals who view technology as a way to organize and simplify their lives (psychographic)
- Individuals who want access to information easily while “on the go” in an easily digested format (lifestyle)
- Individuals currently coordinating appointments and medications from various health care providers in the Winnipeg area (scope)

Keys to Success

Establishing My Health Team as a reputable and trustworthy company will be critical to their success. My Health Team will work to develop Ms.Chartrand’s existing network of health care providers in Winnipeg into volume purchaser of My Health Team application to distribute to patients building credibility and trust for the application. My Health Team will work to collect medical professional’s reviews of the application in iTunes to further raise the credibility and profile of the application within the App Store.

A solid, crash-free application with an easy to use interface is necessary for the application to be approved by Apple for release in the App Store as well as to collect positive reviews from users. My Health Team will create an initial prototype and distribute to five families for a month as a pilot use case. Feedback collected from these users will be aggregated and integrated into the prototype after approval by Apple as the first update. The initial application and all future release updates will be reviewed by a third

party quality assurance tester to ensure the application adheres to web development and user interface standards.

Customer Survey Summary

My Health Team sent an online survey to all doctors at the registered as part of the 5 ACCESS centres in downtown Winnipeg. These were directed to both decision makers (primarily physicians) and office managers within each location. 20 people completed the survey. Over 90% indicated the need to better coordinate with patients and their advocates for referrals and follow-up appointments. Office managers overwhelmingly supported the user of a mobile application that would allow patients and their advocates to share information amongst themselves to increase accuracy and communication. Physicians were tentative about the usefulness of checking a mobile application for patient data, with a third reporting they'd be willing to test it with current patients.

4.0 Sales & Marketing

Pricing Strategy

Prices of mobile application range from free to \$999.99 within Apple's App store. However, the average cost for an application is \$0.99.

Competition: Free

My Health Team: \$3.99/download of application (this may include multiple people all linked to ONE account)

My Health Team Volume Purchase:

- \$1,150 - 250/downloads of application and 250 printed PIN cards for distribution to patients.
- \$2,250 - 500/downloads of application and 500 printed PIN cards for distribution to patients.
- \$3,400 - 750/downloads of application and 750 printed PIN cards for distribution to patients.
- \$4,500 - 1000/downloads of application and 1,000 printed PIN cards for distribution

Pricing will reflect the image of a secure and valuable and well-constructed application, while still being a relative low cost for their target market.

Marketing Strategy

- Presentations to Healthcare Professionals/Office Managers

Creating awareness of the My Health Team mobile application with health care professionals will be critical to the success of the business. With relationships already established with the customer survey panel, My Health Team will focus primarily on health care professionals within Ms. Chartrand's personal network. My Health Team's key strategy is

to establish demand for the mobile application through volume purchase agreements with doctor's offices so patients and/or their family members begin to inquire about it to their health care providers.

- App Store Reviews & Keywords

A secondary strategy will be to collect reviews from health care providers and adjust keywords associated with the app, within the App store, to increase the visible of the App to potential new users searching the store.

- Website

My Health Team will create an online website that links to the download page for the application on iTunes. They will use the website to share the personal experiences of Mr. Thibault and Ms. Chartrand to create authenticity about their motives for building the tool. The website will also host a directory of health care providers using the tool with patients and their contact information. For health care providers and individual patients or family members unwilling to provide reviews within the App Store, the website will include a gallery of customer testimonials. These will have written consent to be posted and will be added to the site by Mr. Thibault. These will help to create trust and credibility for the application.

Primary Marketing Activity

My Health Team's key marketing activity will be a face-to-face meeting with the owner and/or office manager at a health care provider's office. These will be focused on known colleagues of Ms. Chartrand in the Winnipeg area. Representatives will be professionally dressed yet casual at all times and will arrive ten minutes early to all appointments. Presentations will include an iPad, iPhone and iPad mini all running the application as a different user role (patient, family advocate, and health care professional). In addition, examples of the "Free Download" card will be provided as examples to the key decision makers in attendance at the meeting.

To encourage health care providers to make a volume purchase of the application, Ms. Chartrand and Mr. Thibault will ask the health care professional for a common and simple patient scenario they experience in their office. Using the My Health Team application they will show how the application can be used to improve communication, increase patient and family advocate's experience, as well as streamline referral bookings for their own office staff. The support materials on hand will be a printed How-to guide for setting up their office in Apple's Volume Purchaser Program and a My Health Team feature sheet.

The goal of attending these presentations is to create a positive engaging experience with the health care provider and office manager showcasing how My Health Team could improve quality of care for their patients and their families. The weekly costs will average around \$5 a presentation for print costs. Expected sales resulting from a presentation are expected to be a bulk purchase of 250 applications, with 1 in 3 presentations resulting in a sale.

Marketing Objectives

Goal #1: Booking 10 presentations with health care providers in Winnipeg per month

Goal #2: Increase of traffic to website by 50% month over month for first 12 months

Goal #3: Five iTunes reviews with a rating of a minimum of 4 stars in first month

Positioning Statement

My Health Team is an easy to use, mobile health care application that provides individuals, family advocates, and health care professionals a way to collaborate for improved patient care.

The Sales Process

My Health Team sales cycle is two – four weeks.

The sales process will kick off with a phone call and/or email to the office manager to coordinate a face-to-face meeting with themselves and the office owner(s). My Health Team will begin these calls with known contacts from Ms.Chartrand's network to increase the likelihood of booking a meeting.

During the presentation, Ms. Chartrand and Mr. Thibault will introduce themselves and share their motivation for building this application. They will make eye contact with all individuals in the room and inquire about known pain points (identified from their earlier customer survey). My Health Team representatives will be friendly and encourage sharing from the prospective client. My Health Team representatives will single out one use case scenario provided by the health care professionals that resonated with the group. They will use this to demonstrate how the My Health Team mobile application could be used to address the pain points they mentioned in the scenario. The goal is to establish an authentic use for the My Health Team application for the health care professionals they are meeting with. By incorporating the health care professional's example the My Health Team representative has a specific instance of how the mobile application aligns with the needs of their patients and themselves.

To showcase the example, the My Health Team representatives will pass out the iPad to one of the health care professionals in attendance and the iPad mini to the office manager. They will then walk through the features of the application. They will do this with each person using a device representing a different role in the "team": Patient, Family advocate, and Healthcare professional. Again, this will provide a tangible experience of the ease of use of the tool and provide reassurances that although the application is functional.

If the health care professionals show interest and respond positively to the application, the My Health Team representative will move onto explaining the benefits of purchasing the application on behalf of their patients. They will introduce the "Free Download" concept by distributing example cards to everyone in attendance.

Regardless of whether the My Health Team representative receives confirmation of interest during the meeting, they will provide a "how-to" guide for becoming a Volume Purchaser with Apple and a My Health Team feature sheet.

One week after the initial meeting, a My Health Team representative will follow up with either an email or phone call, depending on the office's preference. At that point, depending on the office structure, they may be ready to place a bulk order OR may require a second presentation to additional board stakeholders.

If a health care professional is ready to purchase, a My Health Team representative will arrange a time with the Office Manager to help estimate their bulk purchase requirements based on their total patient base. Payment is due to My Health Team via a certified personal cheque or a business cheque at time of order. My Health Team will provide a paid invoice upon receipt of the cheque and a tentative delivery date for the printed "Free Download" cards.

My Health Team will ship the printed "Free Download" cards within 5 business days to the office. These will include a unique redemption PINs on each for secure download of the My Health Team application by their patients, WITHOUT charge.

5.0 Operations

Location(s)

My Health Team will be set up as a storefront located at 245 McDermot Ave., Winnipeg Manitoba, R3B 0S6. The location is a co-working space provided run by The Arts and Cultural Industries Association of Manitoba. It was decided a co-working space provided support from likeminded individuals and provided credibility to health care professionals looking to purchase the application.

My Health Team website will launch/launched on 10/07/2013.

My Health Team will have a custom domain: www.myhealthteam.org that will host a WordPress template site. My Health Team will have four main components to their website:

- About Us
- Product Feature list & link to Download
- Healthcare, patient, and family advocate testimonials
- Directory of Health care professionals using My Health Team application (that have released their name to be published on the website).

The website will be hosted by DreamHost on their shared hosting service for \$8.95/month. My Health Team will target adding 2 new testimonials to the website each month.

The website will be developed for launch and will be developed by Mr. Thibault. The website design will be provided by a local digital marketing agency also housed in Innovation Alley. Mr. Thibault will be responsible for maintenance and support of the website.

Legal Issues

My Health Team anticipates the following legal issues:

business licenses

contract agreements (partnerships, independent contractors etc.)

My Health Team has registered the company name with the Manitoba Companies office and received their business name registration number at a cost of \$60. Their lawyer, part of Thompson Dorfman Sweatman LLP (TDS Law) has provided the partnership agreement for Mr. Thibault and Ms. Chartrand as well as a template agreement to use with health care professionals for bulk purchase orders.

Insurance Issues

My Health Team requires liability insurance.

Human Resources

My Health Team will have 0 full time staff.

My Health Team will have 1 - 10 part time staff.

My Health Team will start out small with the two owners as the only employees. My Health Team will utilize Floprint.com as their supplier of the printed download cards, feature sheets, and how-to guides. My Health Team will utilize the same digital marketing agency that designed the application and website to provide quality assurance testing services for the initial build and each release update. Plans to move to two full time staff in October of year two when the need to increase the number of health care provider meetings arises. This will expand the local market further into the rural municipalities surrounding Winnipeg.

Process/Production

1. Mr. Thibault will produce a wireframe of the My Health Team mobile application that will be reviewed by Ms. Chartrand for ease of use. My Health Team will also collect informal feedback from peers in the mobile development industry.
2. My Health Team will provide the wireframe of the application to the designer at the digital marketing agency. They will provide layered PSD files back to My Health Team. Ownership of the design and PSDs will be transferred to My Health Team upon receipt of the final files as per their vendor agreement.
3. Mr. Thibault will program the application functionality and layer in the design files supplied.
4. Mr. Thibault will utilize an agile framework, developing in short sprints with set features in order to test the application as it's being developed.
5. An initial viable product will be produced and released to a third party quality assurance tester in an isolated testing environment that is separate from development.
6. The quality assurance tester will review the application and login all bugs in a free-productivity application, Trello. The list will be shared with Mr. Thibault and Ms. Chartrand in order to review, resolve, and assign back to the quality assurance tester for confirmation the initial bug is resolved.

7. Steps 5 & 6 will be repeated until the complete feature list for launch is completed.
8. Once all bugs are resolved, the application will be promoted to a production and submitted to Apple for review and approval into the App store via My Health Team's iTunes Connect account.
9. Apple will approve the application for sale in the app store.
10. When an INDIVIDUAL purchases the application from iTunes they will be required to login with their Apple ID and valid credit card details prior to downloading the application. Apple will verify payment and install the application on the users iPad, iPod, or iPhone.
11. When a Health care Professional purchases a bulk order, the My Health Team representative will deposit the cheque into the My Health Team's bank account.
12. My Health Team will then login from their Apple Deployment Programs account with the associated Apple ID and purchase via the Apple Volume Purchase Program the required number of application downloads (250, 500, 750 or 1000) using a My Health Team Credit card. Apple will verify the payment and provide redeemable codes for each application download.
13. My Health Team will download the spreadsheet of redeemable codes and transfer these via secured FTP to their printer along with the completed "Free Download" card template that includes the Health care professional's contact details.
14. The printer will provide a digital proof of the cards for approval by My Health Team.
15. My Health Team will request changes (as needed) or approve the digital proof.
16. The printer will print the required number of "Free Download" cards (two sided business cards) and ship these to My Health Team.
17. My Health Team will review the printed "Free Download" cards and ensure the redeemable codes match the numbers provided from Apple at time of purchase.
18. My Health Team will then deliver (by courier) the box of cards to the Health care professional's office where a signature is required to acknowledge receipt.
19. Apple will provide 70% of all sales revenue from the App Store directly into the My Health Team's bank account associated with their iTunes Connect account. This will be done once they have reached the threshold minimum payment amount of \$150USD or within 45 days of the last day of the month, whichever comes first. (These are the terms set out by Apple and aren't negotiable.)

Risk Assessment

My Health Team will spend the majority of its efforts in presenting to health care professionals within Ms. Chartrand's personal network. However, should these efforts prove ineffective, Mr. Thibault and Ms. Chartrand will begin cold calling Healthcare professionals in the Winnipeg using the RateMD.com listing cross referenced with Yellowpages.ca.

My Health Team's strength lies in their understanding of user interface design and the

building of reliable secure iOS mobile applications. If, the code produced by Mr. Thibault proves unreliable during quality assurance testing OR the development schedule extends beyond the estimated timeframe, My Health Team will consider hiring outside technical resources. The repercussions for this additional operational expense are covered in the partnership agreement.

If, after a full year of business, sales are less than \$20,000 (cumulative) My Health Team would not renew it's co-working space agreement and divide the remaining profits between the partners as described in the partnership agreement.

6.0 Financials

Start-Up Costs

The example business plans do not include start-up costs, cash flow or income statement example content. To review how to create these elements for your business, please visit www.futupreneur.ca/en/bplan and use the free online business plan writer. Not only does it provide tips and tricks on what to include but also it outputs a custom spreadsheet with all the formulas you'll need.

Break Even

Fixed costs for the year are \$6,600 (includes cell phone, initial design, booth construction, postcards, carbon off-setting, etc.)

Average sale price is \$3.99/download

Average production cost is \$1.50/download (printing "Free download cards", Apple commission, and card delivery)

Break -even point:

$$\frac{\$6,600}{\$3.99 - \$1.50} = \frac{\$6,600}{\$2.49} = 2,651 \text{ downloads}$$

You would start to make a profit after selling 2,561 downloads of the application, assuming all downloads are through health care professionals and not individual direct purchases through the Apple App store.

Sales Forecast

- No sales for the first month, while application is under review by Apple for release into the App Store.
- Slow months in December due to holiday and vacation schedules
- Initial meeting booked within 1 week of calling
- 1 out of 3 health care professional meetings results in a bulk purchase
- 65% of bulk purchases will be for 250 downloads with 35% being for 500

downloads

- Each health care professional will purchase once a year
- Individual downloads direct from the App Store will start at 0/day and steadily increase to the average paid app download rate of 250/day after the first year.

Year One Sales Forecast (Including Assumptions)

October - \$0

- Submission of mobile application for review and release into Apple App Store
- Launch of company website
- 25 calls to contacts in Ms.Chartrand's network
- Booking of 10 meetings for November with health care professionals

November - \$2,748.75

- Completion of two 250/download bulk purchase with health care professionals
- 125 individual download for Apple App store
- 25 calls to contacts in Ms.Chartrand's network
- Booking of 5 meetings for November with health care professionals
- Collection of two testimonials from signed health care professionals for website
- Addition of 5 ratings in Apple App Store
- 1 review and rating in Apple App Store

December - \$3,873.75

- Completion of one 500/download bulk purchase with health care professional
- Completion of one 250/download bulk purchase with health care professional
- Booking of 12 meetings for January with health care professionals
- Follow-up phone calls to 4 of 10 health care professionals met with in November
- 125 individual download for Apple App store
- 2 reviews and ratings in Apple App Store

January - \$6,622.50

- Completion of one 500/download bulk purchase with health care professional
- Completion of three 250/download bulk purchase with health care professional
- Follow-up phone calls with 3 of 5 health care professionals met with in December
- Follow-up phone calls with 8 of 12 health care professionals met with in January
- Booking of 10 meetings for February with health care professionals
- Addition of 3 testimonials from health care professionals for website
- Blog post on Start-up Manitoba (Ramp Up Manitoba) website about My Health Team mobile applications business model and application.
- 250 individual downloads from Apple App Store

- 50 ratings in Apple App Store
- 4 reviews and ratings in Apple App Store

Year Two Sales Forecast

Cash flow

The example business plans do not include start-up costs, cash flow or income statement example content. To review how to create these elements for your business, please visit www.futurpreneur.ca/en/bplan and use the free online business plan writer. Not only does it provide tips and tricks on what to include but also it outputs a custom spreadsheet with all the formulas you'll need.

Income Statement

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