

Key Partners

Strategic Alliance
with HIS-Vendors

Key Customers
Product development in cooperation with a selected customer

Investors

Key Activities

Certifications & Approval

Marketing

Product Development & Maintenance

Key Resources

Patents & Copyright

Code base
Tracking Algorithm, actual Software

Staff

RFID Tags & Hardware

Value Proposition

Realtime patient tracking

Single-click coordination and automated notifications

Treatment Time Estimates

Increased patient throughput

Prestige & Trust

Customer Relationships

Personal Assistance

Personal Service, Training and Support rather than automated support

Online Support

Automated Updates

Customer Conference

Channels

B2B Direct Sales

HIS Vendor Partnerships

Brokers

Customer Segments

Interventional Radiologists

any Interventional Specialist

Nurses

Hospital Finance Department

Hospital Quality Assurance

Cost Structure

Marketing & Advertisement Cost

Human Resources Cost

Infrastructure & Hardware Cost

Prototyping Expenses

Revenue Streams

Pay-per-patient

Pay-per-unit

Pay-per-year

Maintenance Revenue