Business model and marketing channels

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Karde AS, Norway

Connected Health Summer School
Mobile health to support people with
dementia and their caregivers

Artimino, Tuscany, Italy 25 - 28 June 2018

Facts about Karde

- Norwegian SME founded in 2004

- Business idea: Innovation projects within ICT

- Together with sister company Tellu IOT AS, we are 10-15 persons

- Participant and coordinator in several AAL JP projects

- Coordinator for FP7-project. POSEIDON 2013 -2016. People with Down syndrome

- Main areas:

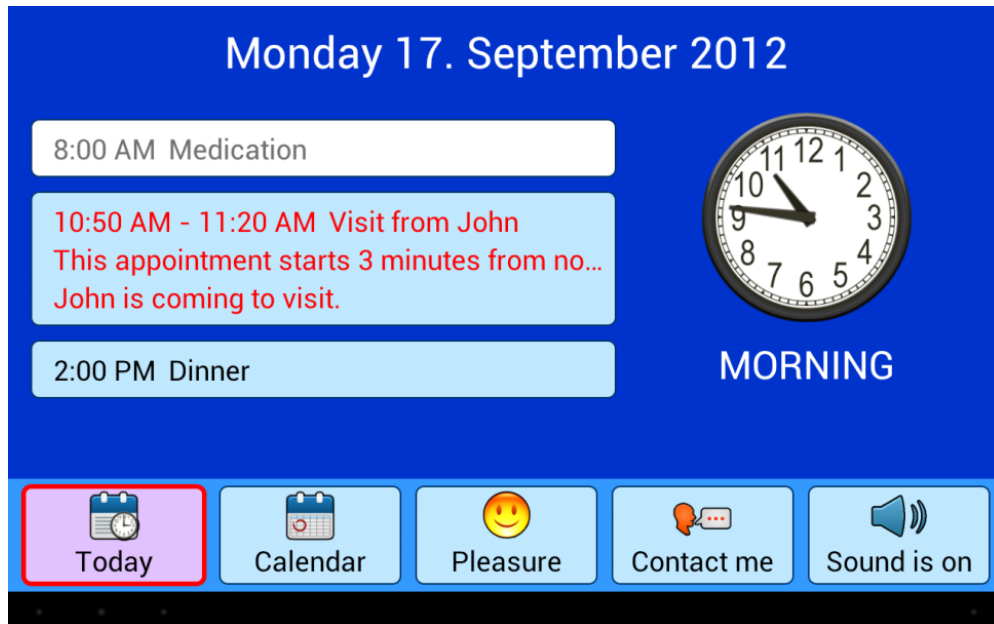| **Digitisation of public sector**	**Assistive technologies for persons with cognitive decline**	**Tellu IOT**
- Information governance - Semantics - Collaboration - Organisational aspects	- Elderly - Memory impairment (e.g. dementia) - Intellectual disability (e.g. Down's Syndrome)	- IOT- and integration-platform - eHealth and personal security - Medical device, ISO 13485 - Partner with Telenor - External investors

www.karde.no   www.tellcloud.com

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Memas

- Karde has developed Memas
- Tellu did the systems development
- Mylifeproducts AS owns Memas
- Karde owns 100 % of the shares in Mylifeproducts AS

- Memas is a **Mem**ory **As**sistant
- Assistive technology for people with cognitive impairment (e.g. dementia)

- Memas has been developed through as series of R&D-projects, both national and international
- Memas is available in Norwegian, Swedish, English, German, Italian
- Via REMIND-project it will also be available in Spanish
- https://www.mylifeproducts.no/

User interface specifically developed for the target group

Memas
run on Android tablets and phones

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Personalisation web for carers

Memas contain the following function

- Reminders - appointments Today
- Calendar
- For pleasure
  - Albums, pictures
  - Radio
  - Newspapers
  - My page
  - Weather
  - My music
- Contact me
- Several skins
- Add and remove functionality

Business models definition

- A business model describes the rationale of how an organization
  - creates, delivers, and captures value,
  - in economic, social, cultural or other contexts.

- The process of business model construction and modification is also called business model innovation and forms a part of business strategy

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Business Model methodologies

- PESTEL analyses
- SWOT
- Stakeholder analyses
- Value proposition
- Market analyses, customers - competitors
- 4 Ps of Marketing-mix model
- Market channels
- Business model canvas

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PESTEL analyses

Comprehensive understanding of the macro environment in which your business is currently operating

PESTEL

- Political factors
- Economic factor
- Social factors
- Technological factors
- Environmental factors
- Legal factors

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PESTEL analysis of Switzerland

Political
- Government type: Federal republic (formally a Confederation))
- Political stability #9 worldwide.
- Home care paid by state (SPITEX)

P

Technological
- Considered a global innovation leader. Highest number of patents per capita with 892 applications per million inhabitants.

T

Economy
- GDP per capita USD $79,887.5
- Health expenditure per capita: USD $6,325 the second country spending the most on health.

E

Environment
- New energy act which set of measures aimed at increasing energy efficiency and renewable energy sources.
- Recycling fines.

E

Social
- Internet users 89.4% population in 2016
- Life expectancy at birth: 82.6 years
  The longest life expectancy for men in the world 81.3 (world average of 69.1)

S

Legal
- Medical services paid by mandatory private insurance.
- PwD will receive funds from a health insurance and the state.

L

HOME4DEM

Number of People with Dementia

+110,000
2014

200,000
2030

300,000
2050

Source: DomoSafety, AAL Home4Dem-project

04/03/2019

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SWOT analyses

SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face.

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Stakeholder analyses

Types of stakeholders include:

- Primary stakeholders: are those ultimately affected, either positively or negatively by an organization's actions.
- Secondary stakeholders: are the 'intermediaries', that is, persons or organizations who are indirectly affected by an organization's actions.
- Key stakeholders: who can also belong to the first two groups have significant influence upon or importance within an organization.

Stakeholder Map: Who Needs What?

INTEREST of STAKEHOLDER

KEEP COMPLETELY INFORMED

MANAGE MOST THOROUGHLY

REGULAR MINIMAL CONTACT

ANTICIPATE AND MEET NEEDS

INFLUENCE of STAKEHOLDER

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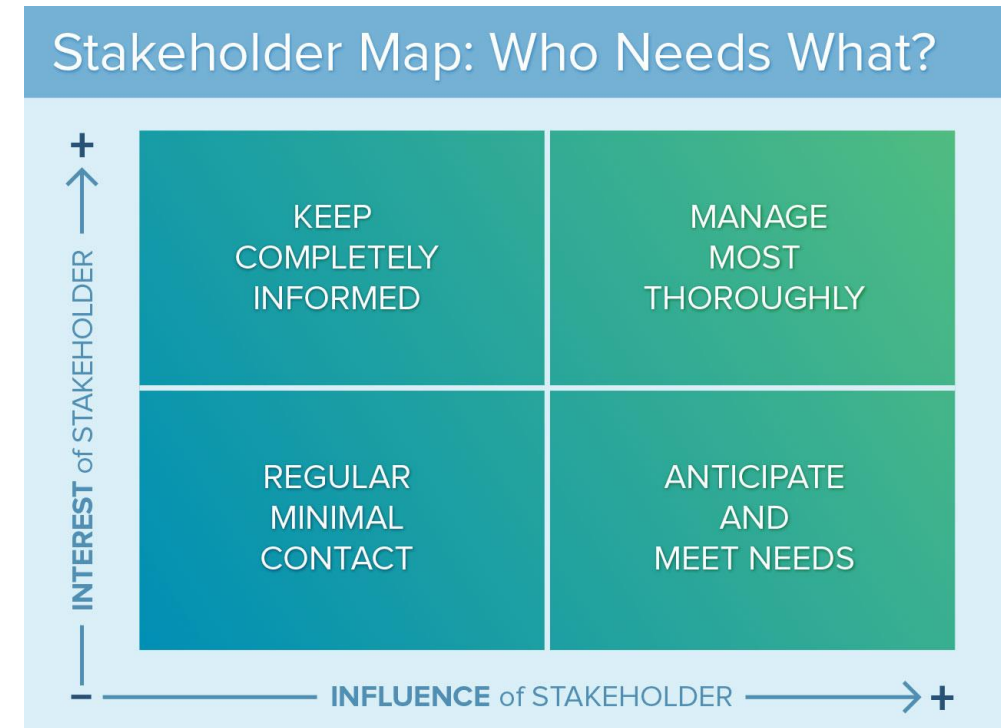
Value proposition

- Value proposition is the most important element of your overall marketing messaging.
- You may have different customers.
- Examples (source: https://www.wordstream.com/blog/ws/2016/04/27/value-proposition-examples)
  - Uber – The Smartest Way to Get Around
  - Apple iPhone – The Experience IS the Product
  - Slack – Be More Productive at Work with Less Effort
  - Digit – Save Money Without Thinking About It
  - LessAccounting – Bookkeeping, Without the Hassle
  - CrazyEgg – Website Behavior Tracking at an Unbeatable Price

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Market analyses, customers and competitors

A market analysis is the process of learning the following:

- Who are my potential customers?
  - **E.g. for a REMIND-system: PwD, Formal and informal carers (family and friends), Private and public nursing homes, Municipalities**
  - What are their buying and shopping habits?
  - How many of them are there?
  - How much will they pay?

- Who is my competition?
  - What have their challenges and successes been?

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The 4 Ps of Marketing-mix model

- Product
  - have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it
- Price
  - price determinations will impact profit margins, supply, demand and marketing strategy
- Promotion
  - advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more
- Place – distribution channels
  - the right product, at the right price, at the right place, at the right time

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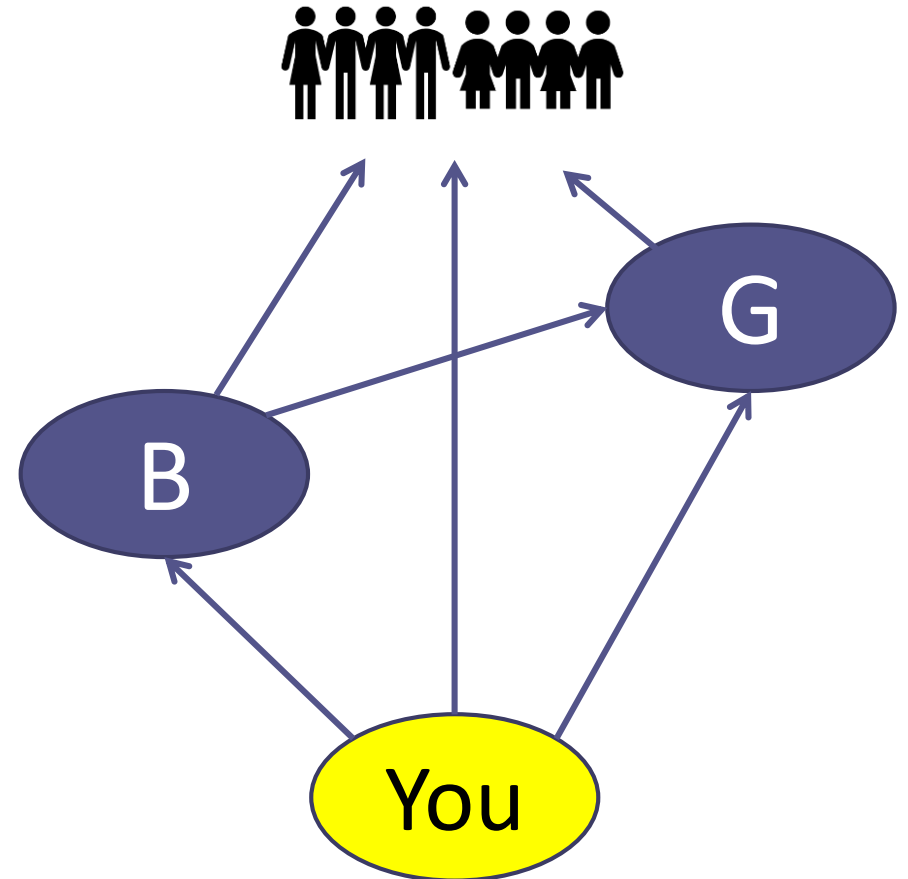Innovation Development Management

Market channels

B2B – Business to Business

B2G – Business to Government

B2C – Business to Consumer

Your product must fit in a value chain

Business model canvas – Osterwalder

- Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models

- It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances

Sources: Wikipedia, https://strategyzer.com/

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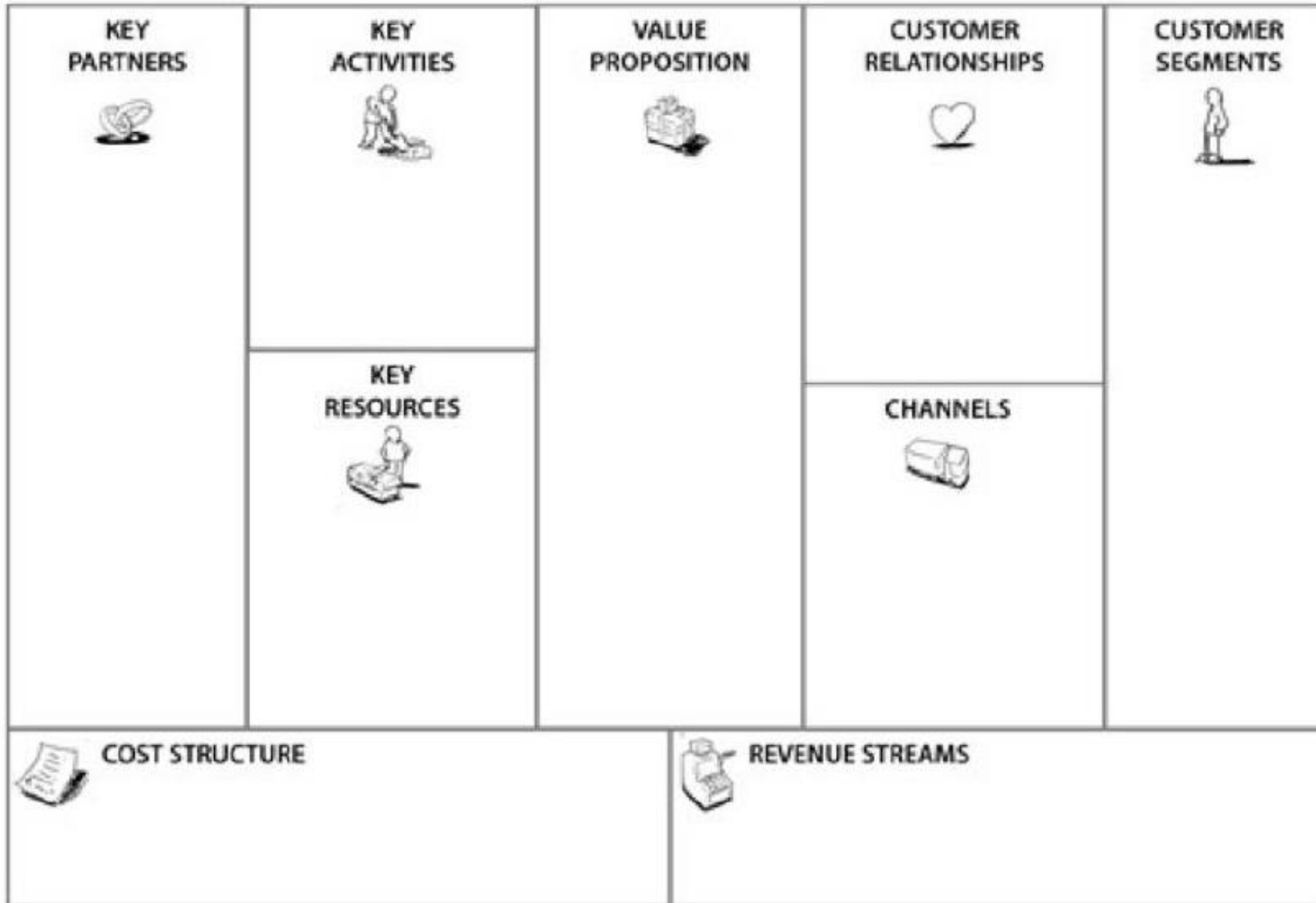
Proposed by Alexander Osterwalder in 2008

Also called Osterwalder model

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