

Company Name:
EPOINT

8/11/2021

The Business Model Canvas

META GROUP

<p>PROBLEM</p> <ul style="list-style-type: none"> • HR Time • BAD publicity • Collection of DATA • Connecting to patients/residents 	<p>SOLUTION</p> <ul style="list-style-type: none"> • ALL in one solution <p>Key features Immersive</p> <ul style="list-style-type: none"> • Media application USB controlled • highest quality in the smallest size of box • 4K / HD sound 	<p>UNIQUE V PROPOSITION</p> <ul style="list-style-type: none"> • (EN) The sense garden experience system in shoe size box format, triggers • several senses simultaneously through one simple remote control in 4K video and HD • sound format saving time and creating a better experience. • (NL) Het sense garden belevingssyteem in schoendoos formaat, triggert verschillende zintuigen tegelijkertijd door middel van één eenvoudige afstandsbediening in 4K video en HD sound formaat. 	<p>UNFAIR ADVANTAGE</p> <ul style="list-style-type: none"> • Experienced Team members in dementia use cases • Engineering Excellence • Proprietary technology • R&D from Universities • Brand name SENSE GARDEN 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Private care home groups • Private ran care homes
<p>EXISTING ALTERNATIVES</p> <ul style="list-style-type: none"> • Life Book • USB stick smart tv • MS Office • Word document • Powerpoint • laptop with youtube TV • advantages/disadvantages 	<p>KEY METRICS</p> <ul style="list-style-type: none"> • how many sales in the first year • how did they hear about the box • how many boxes fail • how many active users • Keeping churn rate under 2% 		<p>CHANNELS</p> <ul style="list-style-type: none"> • One to one meeting • Demo • Exhibitions • Supported by SEO • Worth of mouth 	<p>EARLY ADOPTERS</p> <ul style="list-style-type: none"> • Senior living group • zorgbedrijf Antwerpen • Armonea • Integro • Vulpia • Korian • Care-ion
<p>Cost Structure</p> <ul style="list-style-type: none"> • Research & Development • Training of Employees • Infrastructure and hosting platform • Pre-financing renting system • Raw materials 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Subscription based freemium business model • 99 euro per month renting / first year first month free • 149 euro a month renting / after first year • Merchant business model • 55% margin Sense Garden multi senses box • Partnerships with online stores Amazon, Bol.com Coolblue.be • Partnerships with online gaming platform 		
<p>RECOMMENDATIONS</p> <ul style="list-style-type: none"> • Quantify what you say: for example 7 out of 10 of our pilots had very good experince with the SGH box • HR cut 50 % of time Spent less time with the patient and using the time of the informal caregiver to connect with the older adult • 50% of traction, we have by research proven the advantages of this magical SGH box 				