



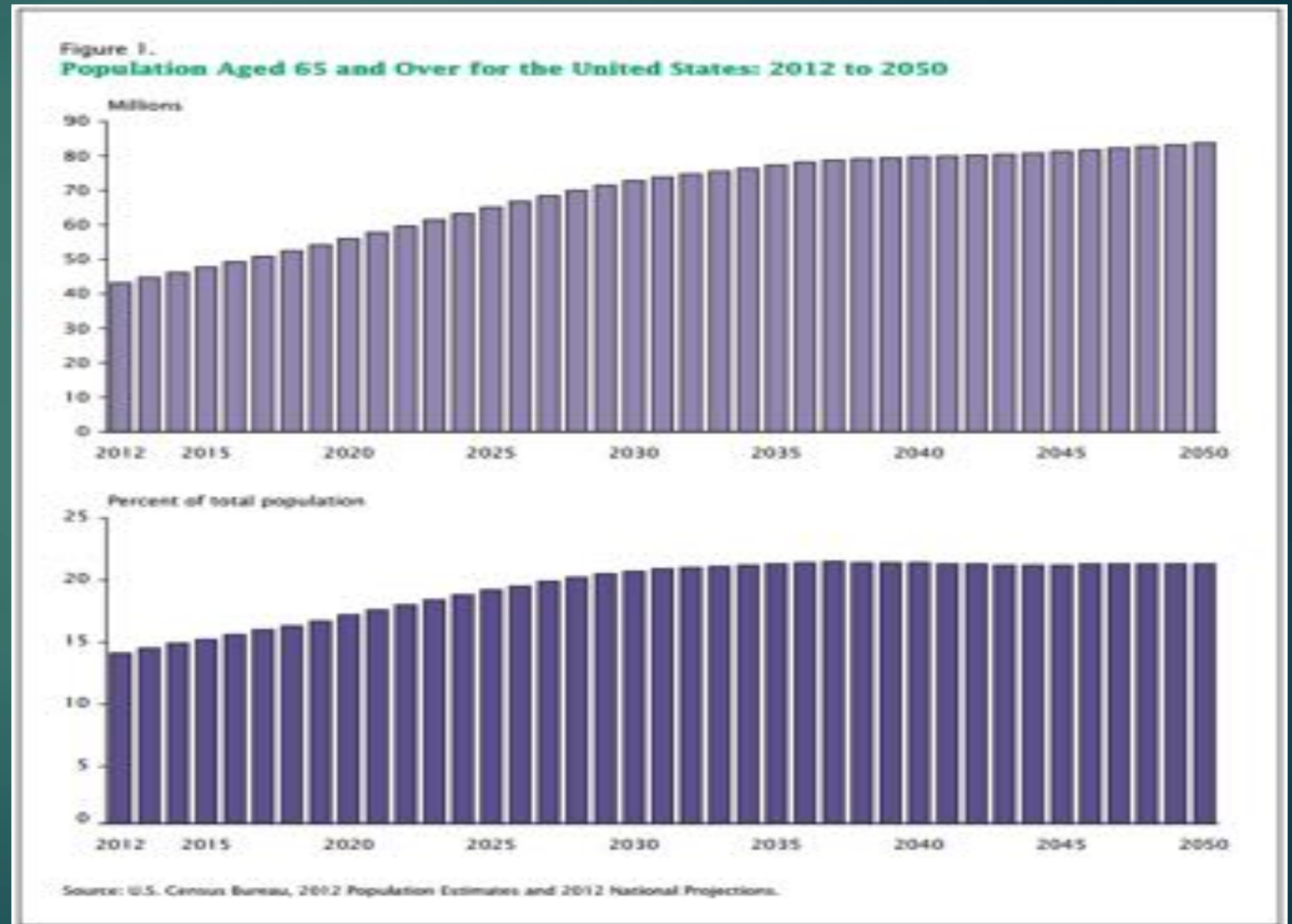
MediMinder

An Application for Android

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Problem

A recent study by the Mayo Clinic and Olmsted Medical Center in Rochester Minnesota shows that around seven in ten Americans take some form of prescription medication. This information combined with the ever-growing senior population in our country makes this app very useful. With MediMinder people will no longer suffer potentially severe medical complications as a result of forgetting to take their medication on time.



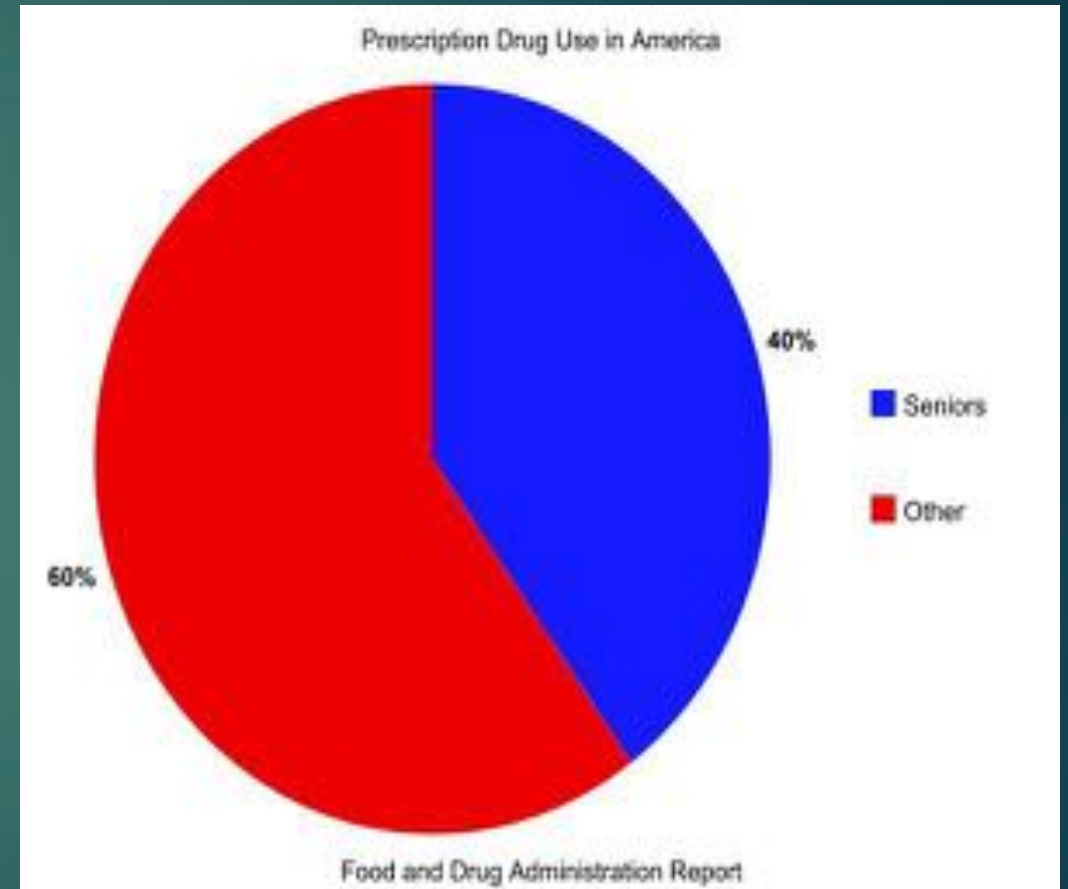
Solution



So how does this application solve that problem? MediMinder replaces those old pill boxes that many seniors rely on with a similar idea. The user will program in the days and times that they have to take their prescription along with any other information such as dosage or whether or not you should eat or drink while taking it. Then the application will set up recurring alarms to ensure the user never misses a dosage.

CONSUMER/MARKET

So far I have only talked about seniors using medication and how this app can help them. However, while they do make up a large majority and most of our target demographic, this application can also help out anyone who is forgetful or wants to make sure they take their medication on time and in the right amount. Anyone with a large amount of prescription medication will find this app incredibly useful.



COMPETITION

- ▶ At the moment there are only a few other applications like this one on the market. MediSafe, Dosecast, and Med Helper are our three main competitors. They lack several things that we bring to the table. First of all, we have no premium version that costs extra and no ads. In addition to that there are features such as taking pictures of your pills, having multiple accounts, and having a simple user interface. This application brings all of those things together in one place.



Economic Model

- ▶ As I said in the last slide, this application does not rely on ad revenue or premium subscriptions. Our main goal is to help the user. The application is being made with no cost and any investment in the product would go toward further development. Ideally this application could be used by an insurance company or doctors to ensure the wellbeing of their patients.

Business Model Canvas

Business Model Canvas



INVESTMENT

- ▶ The great thing about this application is that it is being made for free.
- ▶ Development will still continue regardless of investment.
- ▶ All of the tools needed to create *MediMinder* are free.
- ▶ The only cost to make this application is the time that has been and will continue to be put into this project.