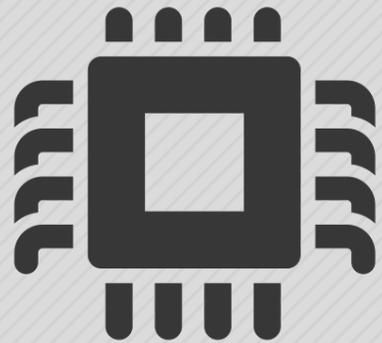


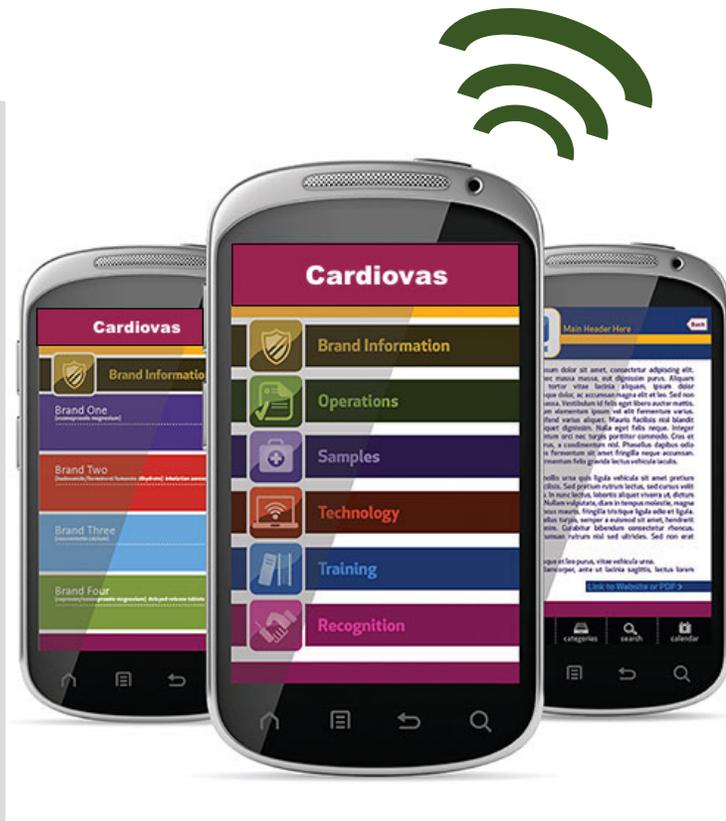
Cardiovas[↑]



Data gathering



Data transmission



Action Plan



Order



Community building



Business Model Canvas



Customer Segment



- Employed professionals (35-50y) with emphasis on health and fitness activities (early adopters)

Channels



- App
- Internet, social networks
- Physicians
- Pharmacy distribution chain
- Smart watches

Key Resources



- Soft- / Hardware R&D
- Support/Marketing
- Artificial Intelligence
- Customer Data Base
- State of the art mobile Application

Value Proposition



- Satisfaction of individual needs
- Healthier lifestyle
- Disease prevention & detection
- Time-saving health care
- Reduce Stress
- Real-time analysis of blood composition

Customer Relationships



- Automated Services
- Communities
- Up-selling

Key Partners



- Physicians
- Partner Developer
- Manufacturer (NFC chips)
- Pharmacies

Digitalization

Cardiovas App

Cardiovas Chip

Cardiovas Analytics

Cardiovas Community

Cost structure



- development costs
- personnel costs
- High fixed costs
- Low- mid variable costs

Revenue Streams



- Indirect sales medication
- Sale of supplements
- Pharmacy commission
- Direct through chip retail