





Customer Segment



Value **Prepositions** 



Channels

Customer Relationship



Revenue Streams



Key Resources



Key Activities



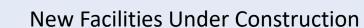




Cost Structure







- Transplant Centers
- Service Centers such as Dental,
  Ophthalmology
- Specialty Treatment Centers trying to meet Govt mandate
- Highly infectious common areas









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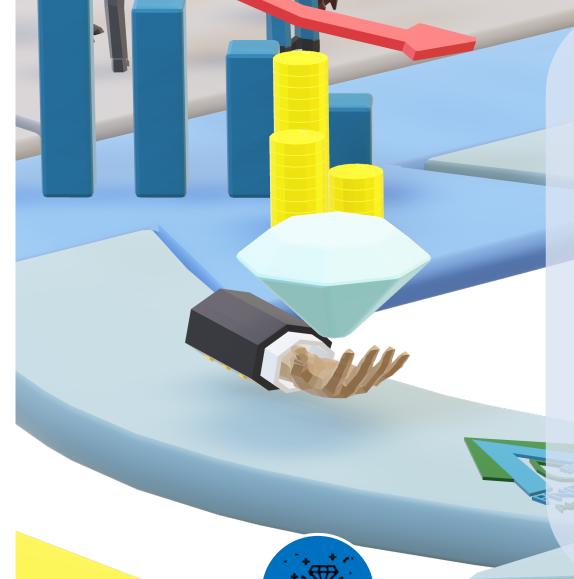
Key Activities



Key Partners



Cost Structure



## 2. Value Proposition

#### For Customer:

- Opportunity to increase revenue
- Ownership ROI < 2 years
- Subscription creates Additional Revenue
- Infection Control for Patients, Employees
- Meeting Govt mandate & WHO, CDC Norms
- Improves claims reimbursement --> more patients

### For Vendor:

- Training, Skills development from PneoTerik
- PneoTerik's investment (Planned)
- Dependable / Reliable client

#### For Channel Partner:

- No inventory reduce investments
- Attractive incentives from PneoTerik
- Very good margins
- Steady / sustained revenue streams
- Govt mandate increases demand



Home Customer Segment



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Key Activities

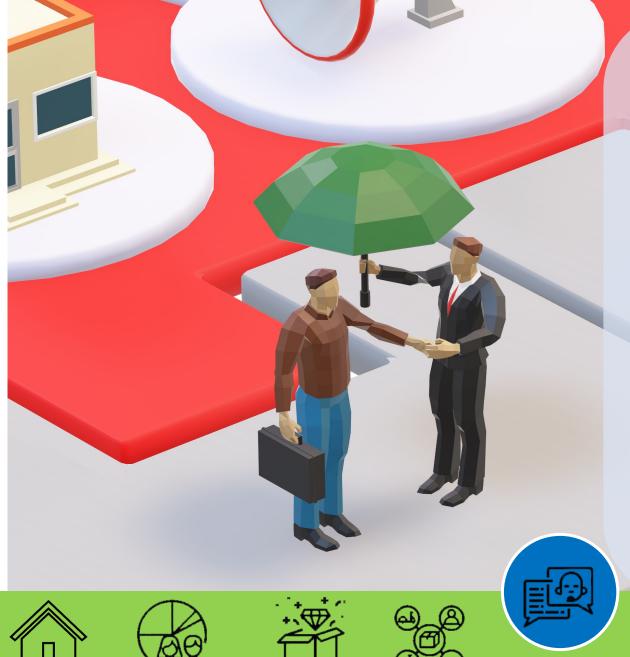


Key Partners



Cost Structure





# 4. Customer Relationships:

## **Pre-Sales:**

- **Ambience Inspection**
- Assess, Analyze and Propose the right solution
- Build and present the value proposition

## **During execution:**

- Install challenges
- Set up
- **Enable software control**
- **Systems Integration**

### Post-Sales:

- After Sales Service
- Data / Alerts Management
- Dashboards, Reports
- Product Upgrade
- Training when needed



Customer Home Segment



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Customer Channels Relationship



Revenue Streams



Key Resources



Activities

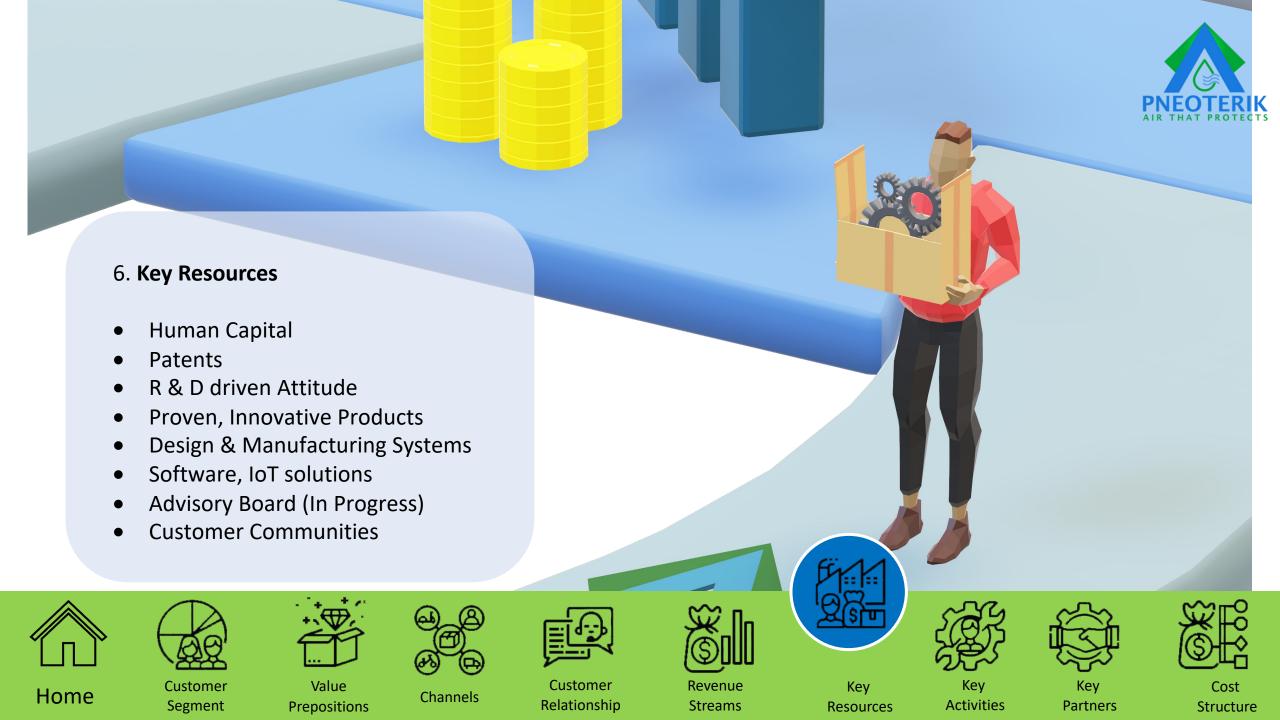




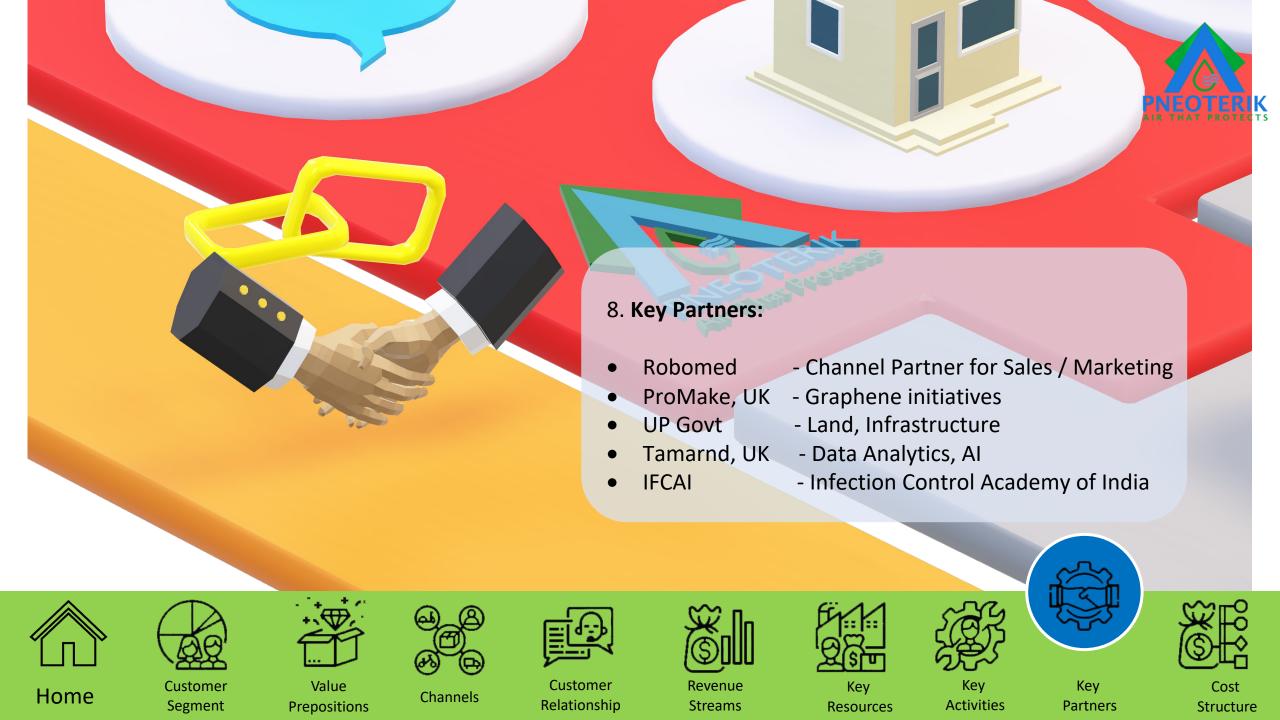


Structure













## 9. Cost Structure

- Manufacturing
- Logistics
- Marketing (Social Media)
- Sales
- After Sales Service
- **Product Improvement**
- Allied Products Design



Home



Customer Segment



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Key Activities



Key **Partners** 

Cost Structure