

1. Customer Segments

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



Home



Customer Segment



Value Propositions



Channels



Customer Relationship



Revenue Streams



Key Resources



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



Value Propositions



Home



Customer Segment



Channels



Customer Relationship



Revenue Streams



Key Resources



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



5. Revenue Streams:

- Sale of Machine
- Subscription of Machine
- AMC (Annual Maintenance Contract)
- Custom Install
- Data Management Services
- App Subscription
- System Integration



6. Key Resources

- Human Capital
- Patents
- R & D driven Attitude
- Proven, Innovative Products
- Design & Manufacturing Systems
- Software, IoT solutions
- Advisory Board (In Progress)
- Customer Communities



Home



Customer
Segment



Value
Propositions



Channels



Customer
Relationship



Revenue
Streams



Key
Resources



Key
Activities



Key
Partners



Cost
Structure

7. Key Activities:

- Sales & Marketing
- Investment / Finance Management
- Improve current models
- New Product Development
- Support Software development



Home



Customer Segment



Value Propositions



Channels



Customer Relationship



Revenue Streams



Key Resources



Key Activities



Key Partners



Cost Structure

8. Key Partners:

- Robomed - Channel Partner for Sales / Marketing
- ProMake, UK - Graphene initiatives
- UP Govt - Land, Infrastructure
- Tamarnd, UK - Data Analytics, AI
- IFCAI - Infection Control Academy of India



Home



Customer Segment



Value Propositions



Channels



Customer Relationship



Revenue Streams



Key Resources



Key Activities



Key Partners



Cost Structure

9. Cost Structure

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



Home



Customer Segment



Value Propositions



Channels



Customer Relationship



Revenue Streams



Key Resources



Key Activities



Key Partners



Cost Structure