

Medical Application

Business idea: Medical Application storing all history

The business idea will act as a very secure app that will connect with other medical apps to grab older results from medical tests and blood tests. This app will have two sides. One will have integrated APIs from another medical app with which the user will be connected and the other will act as a wallet in which the user will store all the data he has.

	High potential	Low potential
Market	x	
Harvest	x	
Competitive	x	
Management	x	
Fatal flows	x	

I believe this project has great potential to grow because of the **low competition**. In most cases, users are overwhelmed by the huge amount of documents they need to take care of. This application will come in handy for people because of the flexibility it has and the security it brings along with the great connectivity between human users and medical systems.

Going from the **profitability point of view**, this business can generate a very nice ROI from both sides: the users and the providers. Because both of them will have benefits from using this application.

Regarding **competition**, this medical sector is still using the old fashion way of paperwork, so as technology is rising, it will be a great advantage to have such an application. I believe there is only one on the market right now, which doesn't have all the requirements the present one is promising.

This project will require at least one, developer, one graphic designer, one marketing and business lead, and one lawyer. The business management will be done in agile methodology in order to adapt to market changes.

The only **fatal** event I can foresee is the rejection of partnerships with other medical systems. But in this case, the app will only have medical results from the moment the user starts using the application and the app will not have the history updated automatically, only if the user will upload it willingly.

