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Hello!

Kim Wintraecken

UX designer

Kiki Veenhof

Consumer marketing manager

Joris Raaphorst

Program manager

Thomas Pilaet

Product & design analist

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We all deal with illness!

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We all deal with illness!

Infection of airways - 2.266.200 patients/year

Neck and back injuries - 2.064.900 patients/year

Diabetes mellitus - 1.186.400 patients/year

Cornaire heart disease- 778.900 patients/year

Asthma - 636.200 chronic patients

COPD - 613.800 patients/year

Cardiac arrhythmias – 428.700 patients/year

Burn-out - 263.500 patients/year

Heart failure - 242.300 patients/year

Endocardial Disorders - 127.700 patients/year

Cancer patients – 115.000 patients/year

All heart patients - 1.578.600 patients/year

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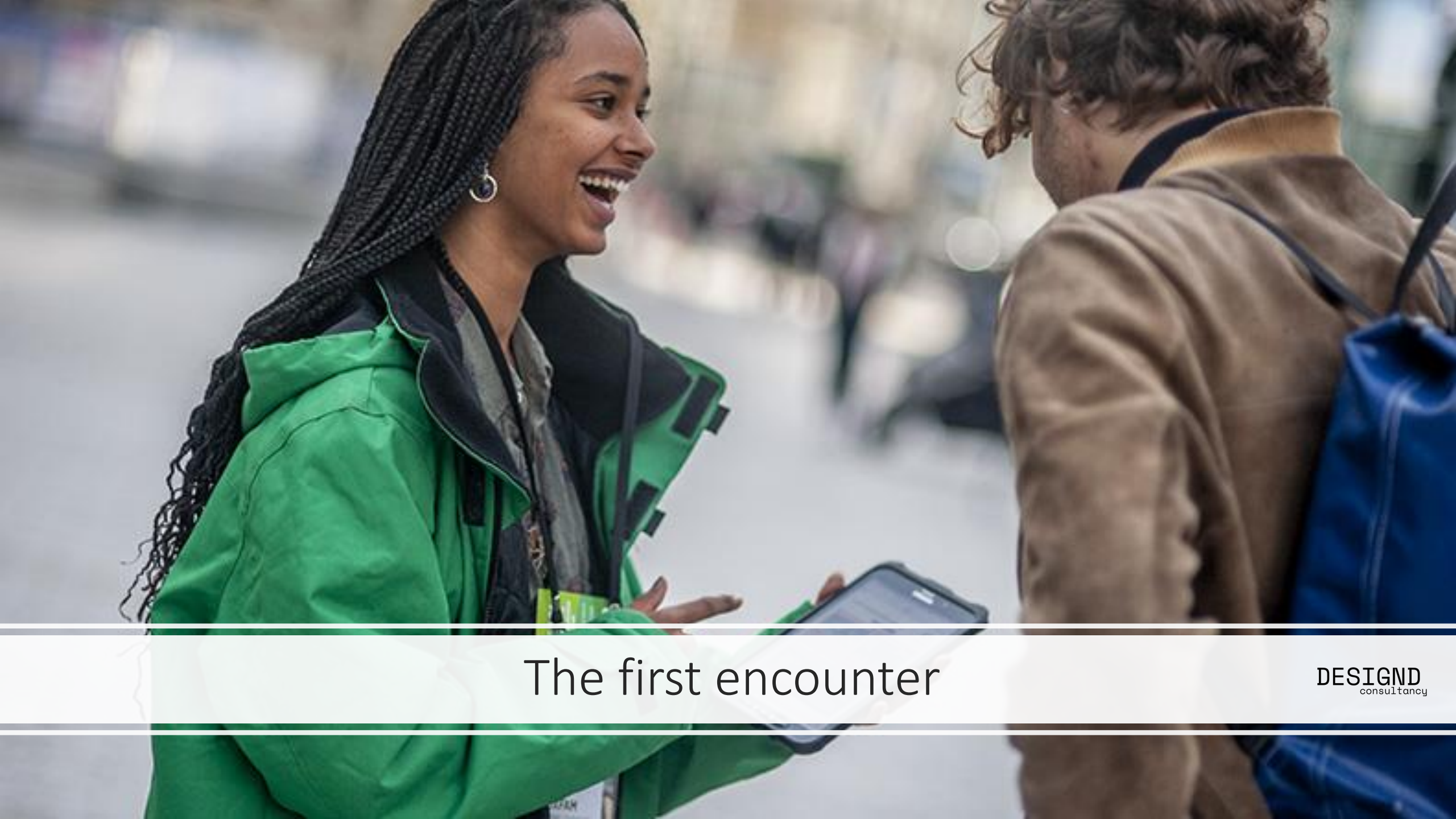

The first encounter

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Hello Jon Doe

How are you feeling today?

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Facts

Tips

Products

REVA

A product of

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Ethics – Data & Privacy

Food, exercise and sleep

- Lifestyle data is anonymized
- Recommendations are based on region and anonymized lifestyle data

Communities

- Communities can be made private
  - Invite by other members
  - Referral by medical expert

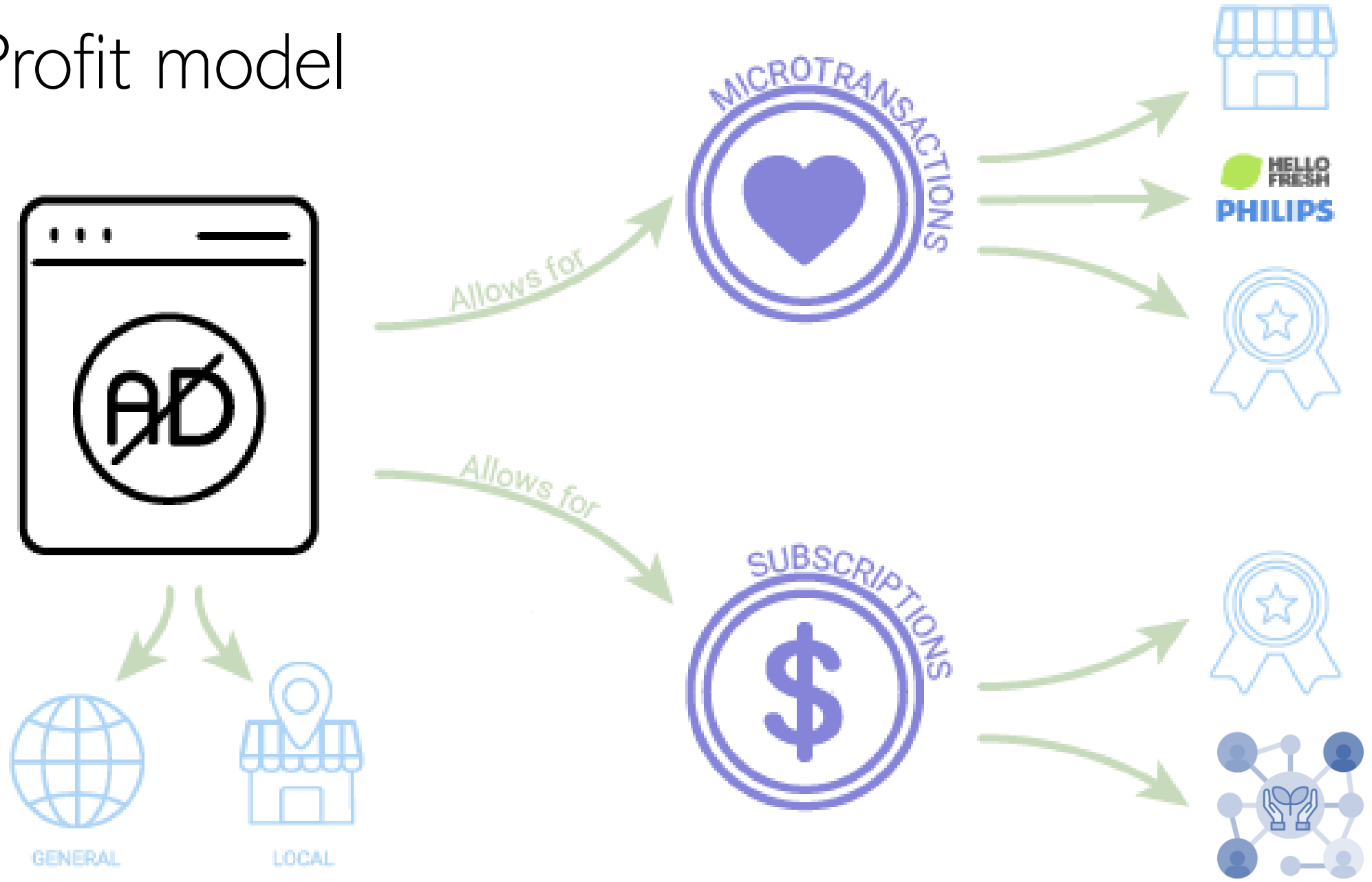
Microtransactions

- Purchases made not shared with different partners

Gift Shop

- Home adresses not shared with other users
- Bank account details not shared with other users

Profit model



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Business Model Canvas

Key Partners

PHILIPS

HELLO FRESH

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Fontys

Key Activities

Key Resources

Value Propositions

Community support in behavior change

Improve patient's ability to adapt to lifestyle changes

Customer Relationships

Channels

Awareness:
Broad promo
Communities
Medical

Customer Segments

- Communities
- People motivated for healthy lifestyle
- Rehabilitation patients

Cost Structure

Development	Maintenance	Board Salary
€500k	*€220k/y*	*€150k/y*

Revenue Streams

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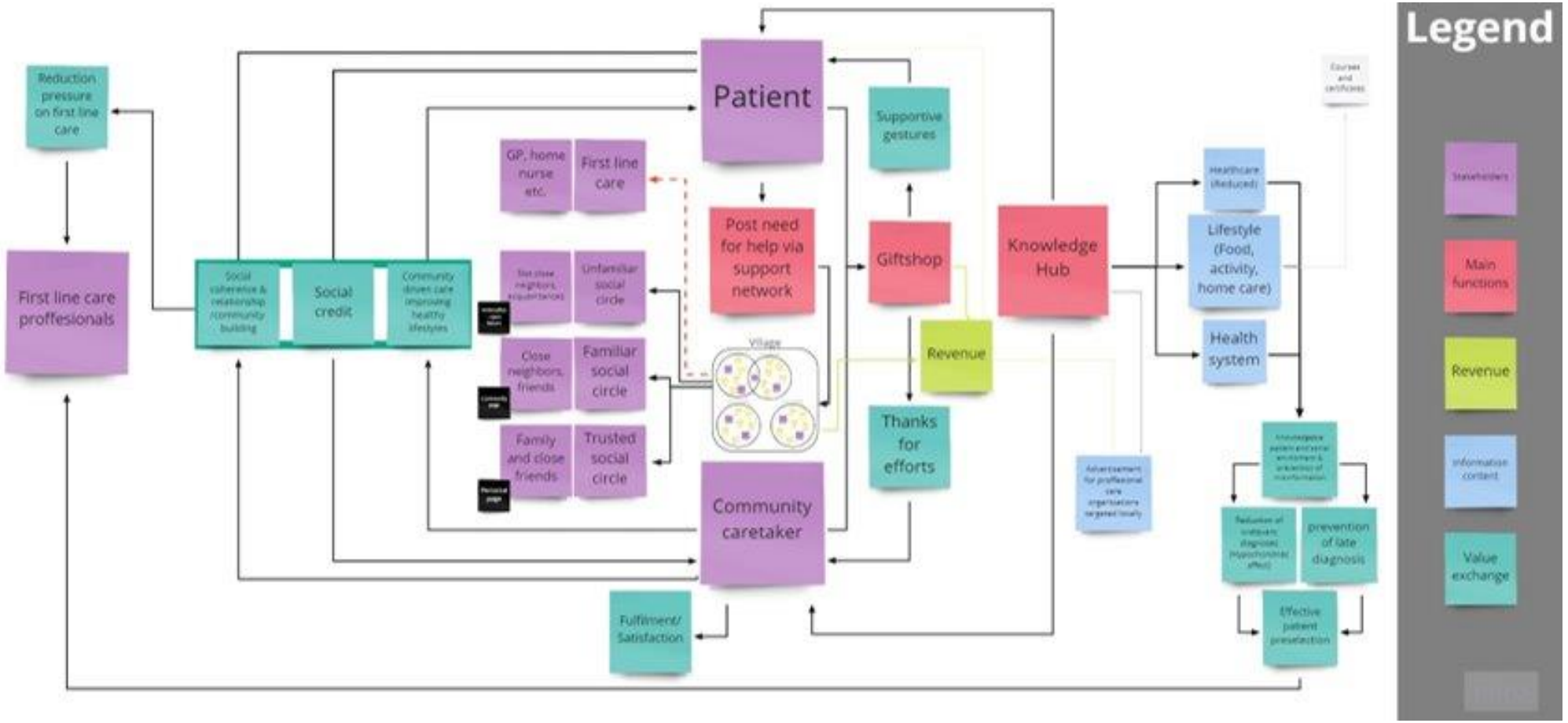
Sprint 1 – First draft!



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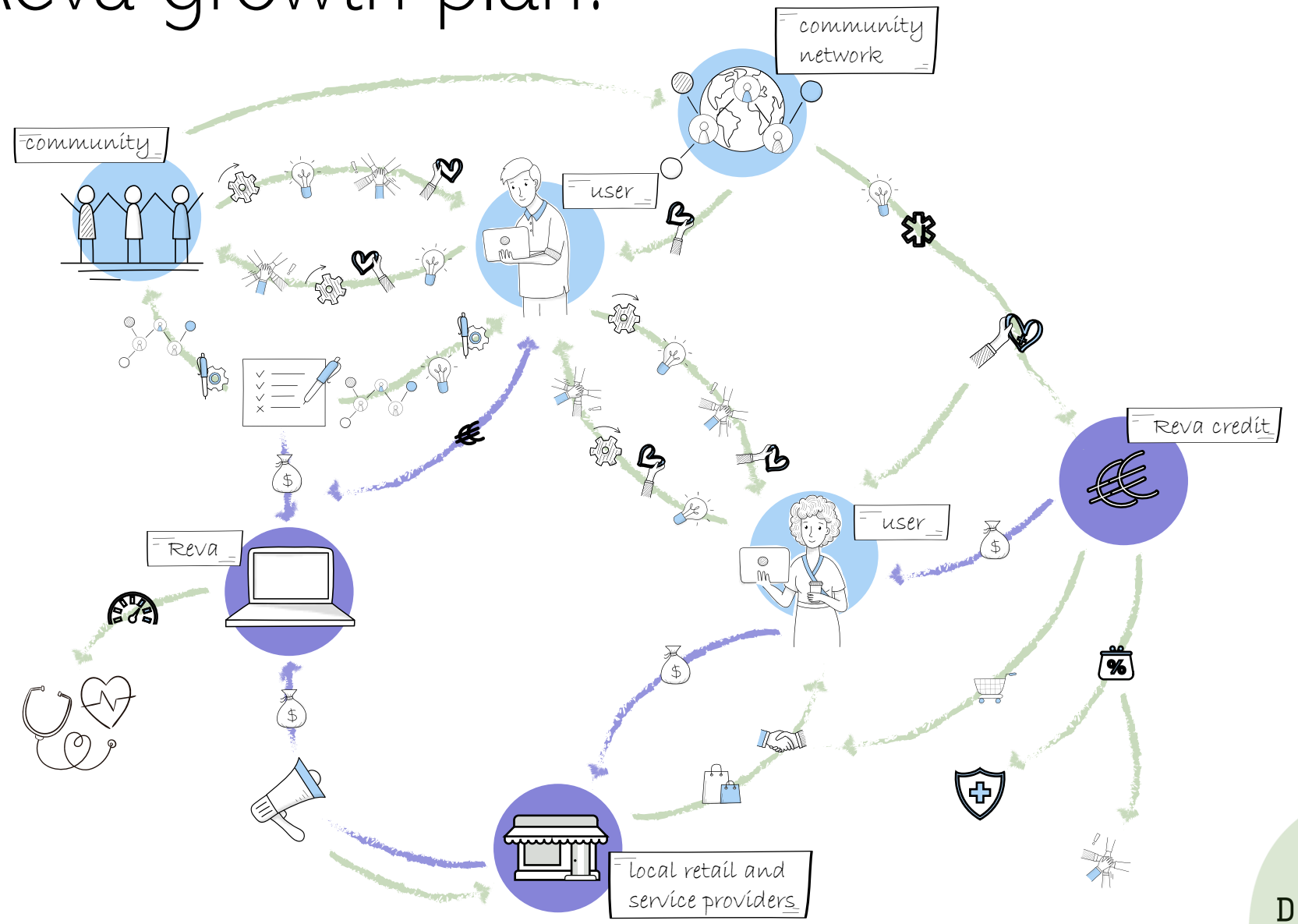
Sprint 2 – Reva growth plan!



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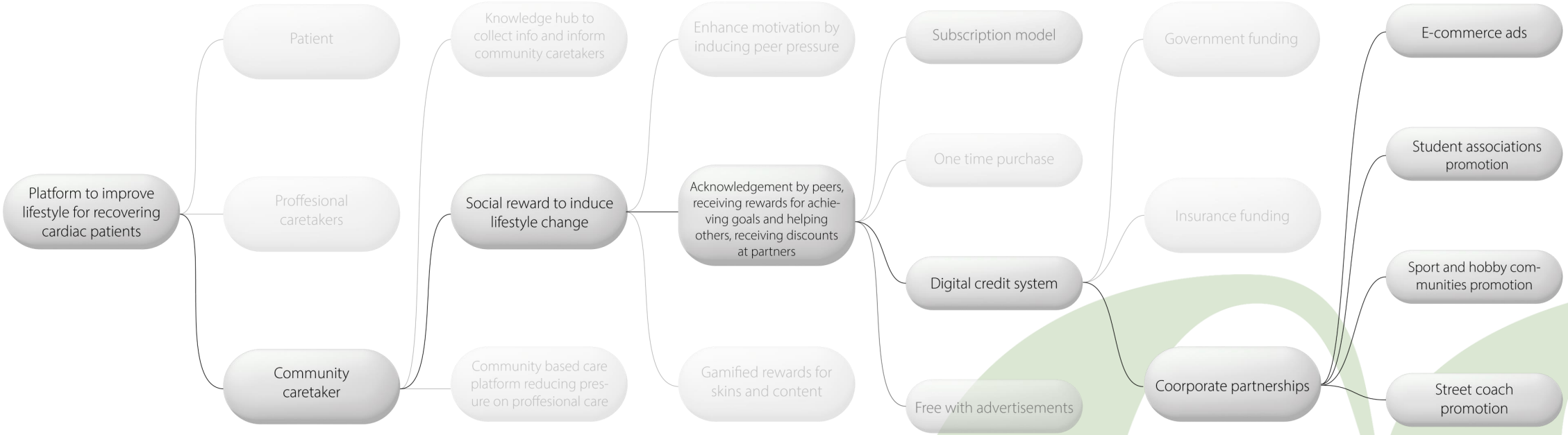
Choices & Pivots



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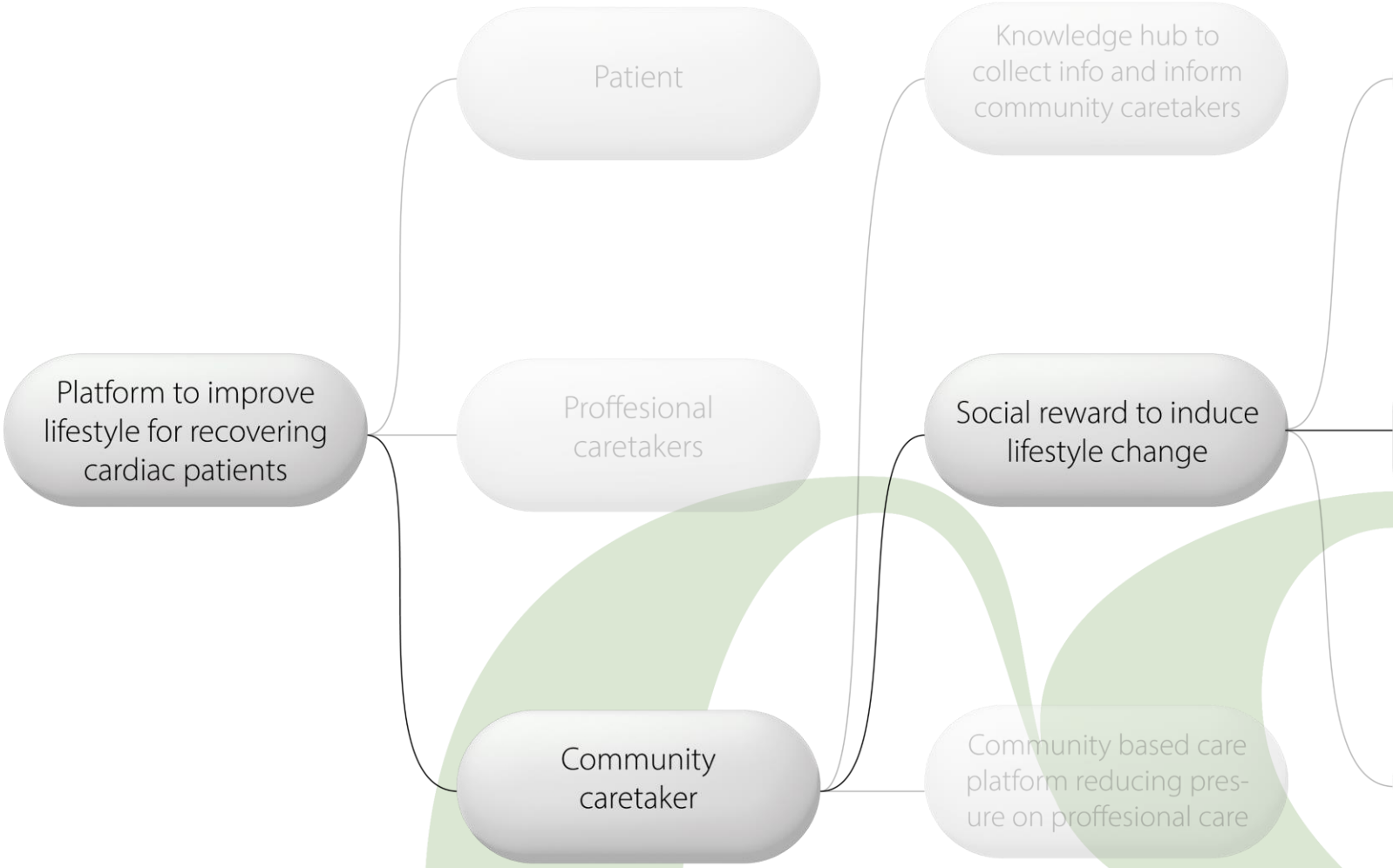
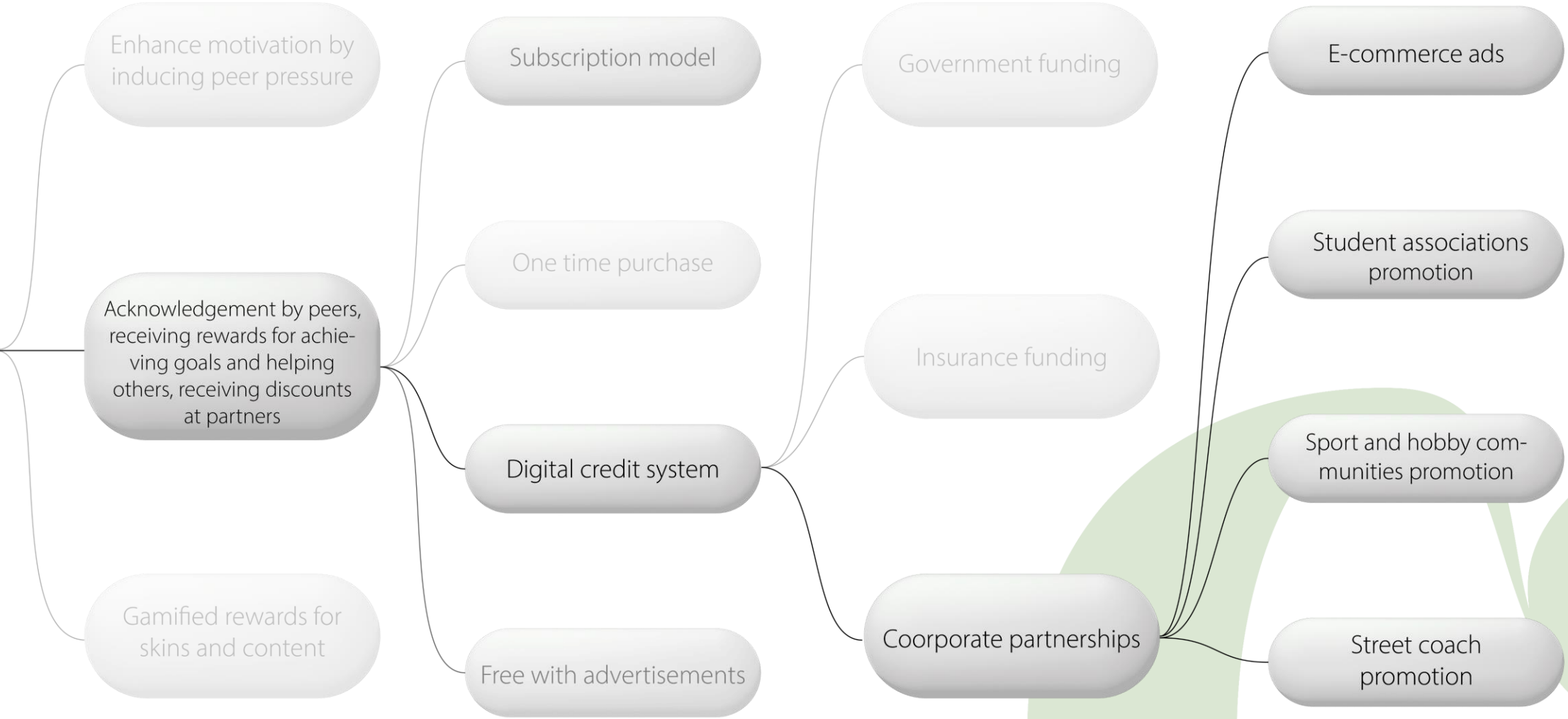


Choices & Pivots



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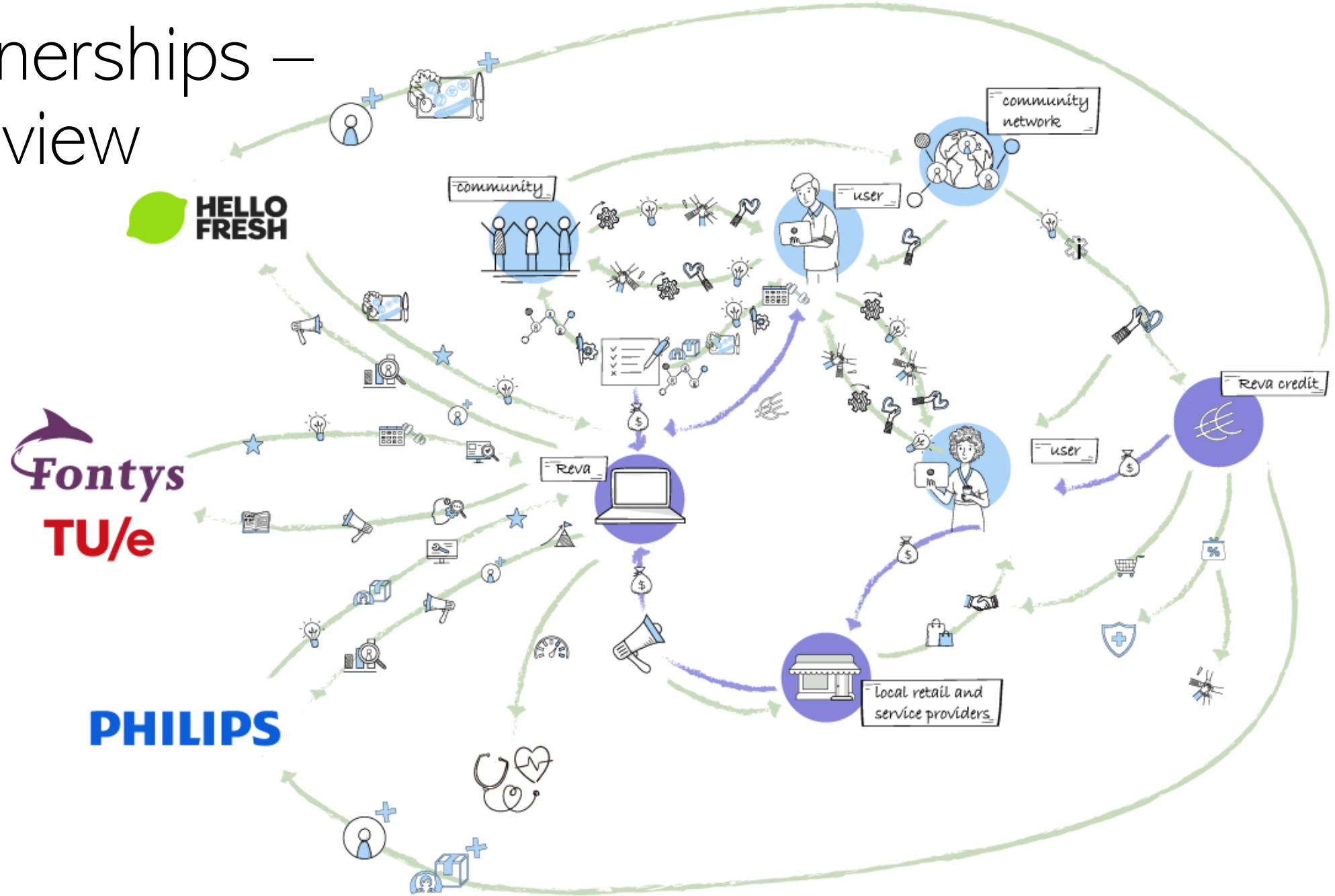
Partnerships – overview



HELLO FRESH

Fontys

TU/e

PHILIPS

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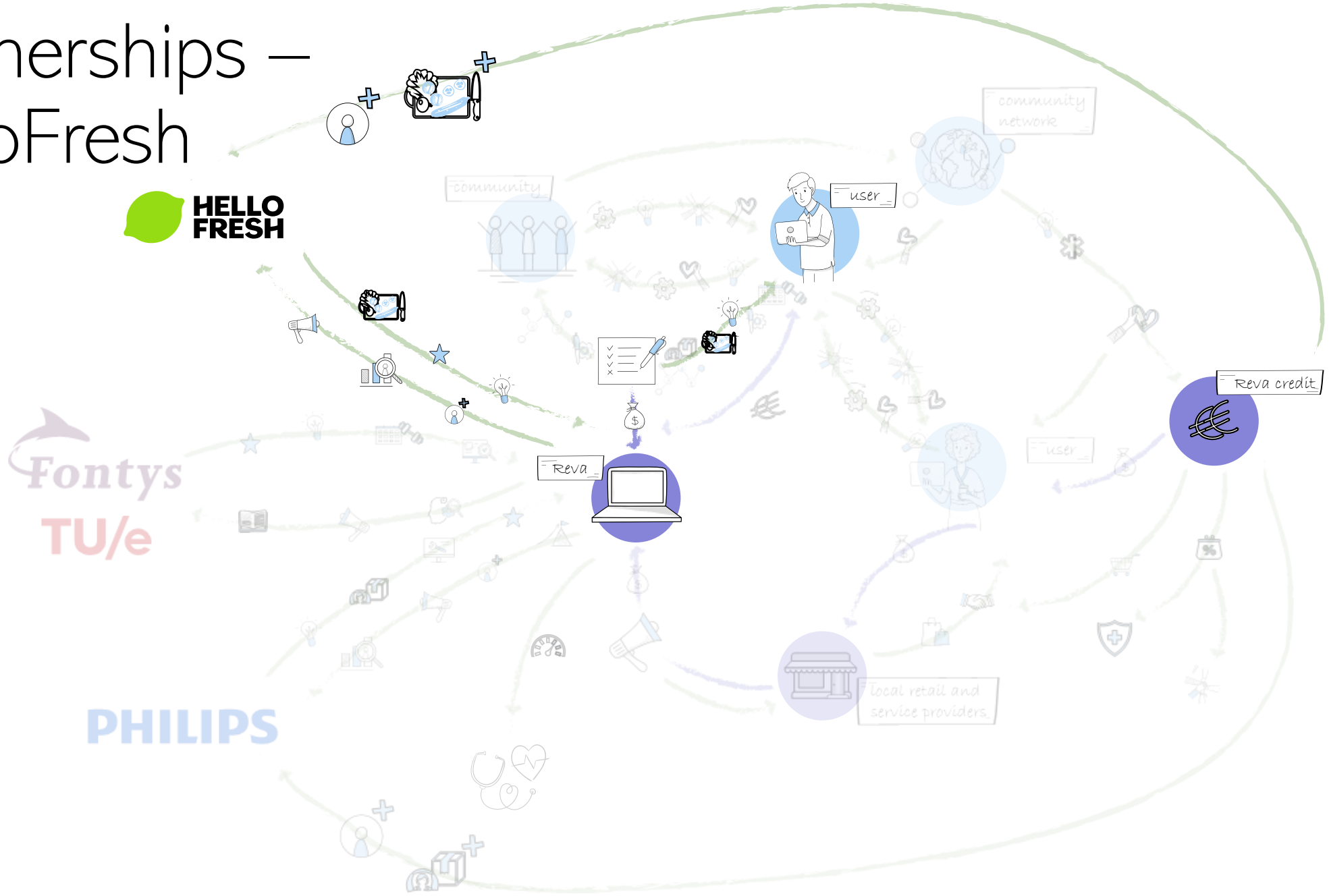
Partnerships – HelloFresh



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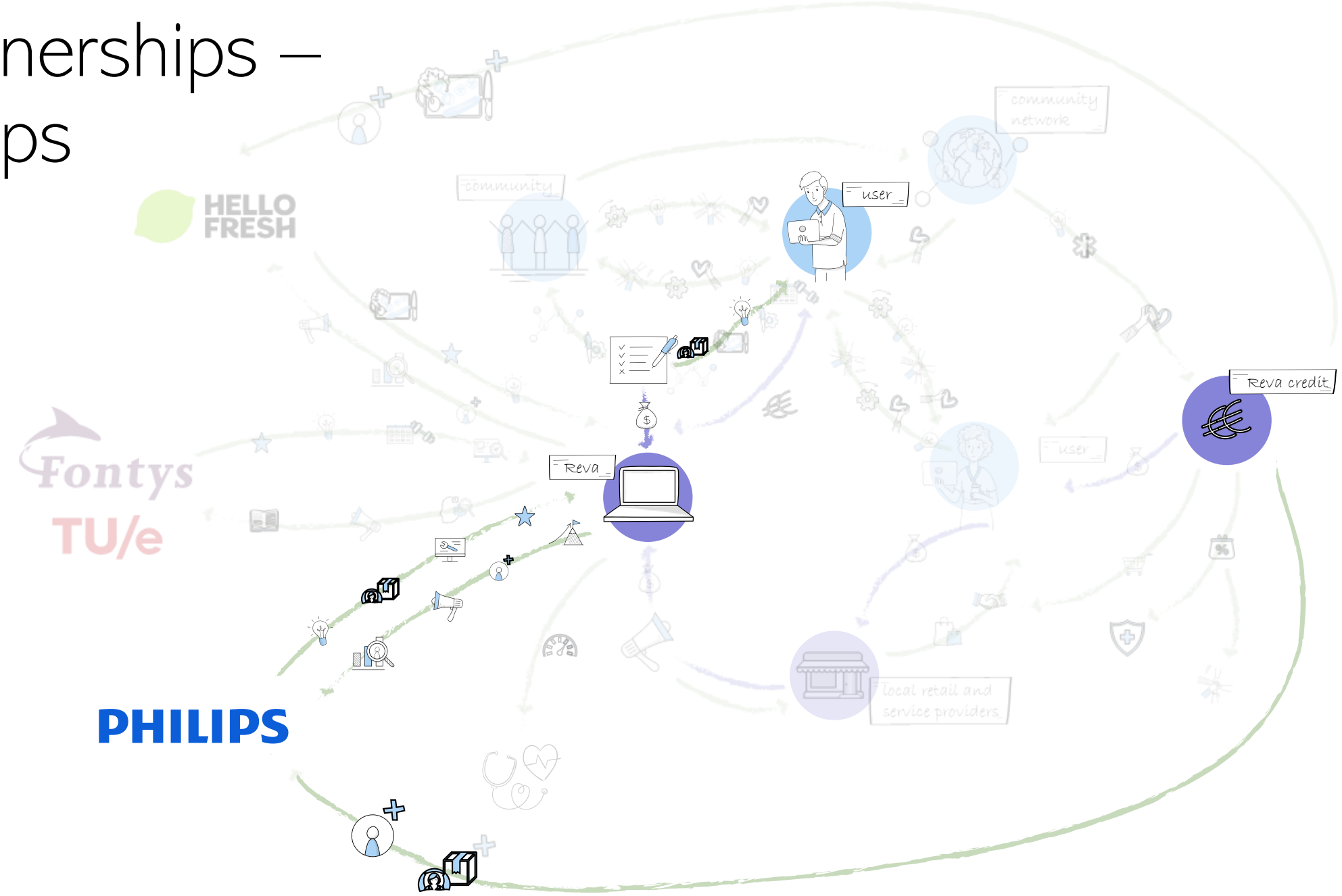
Partnerships – Philips



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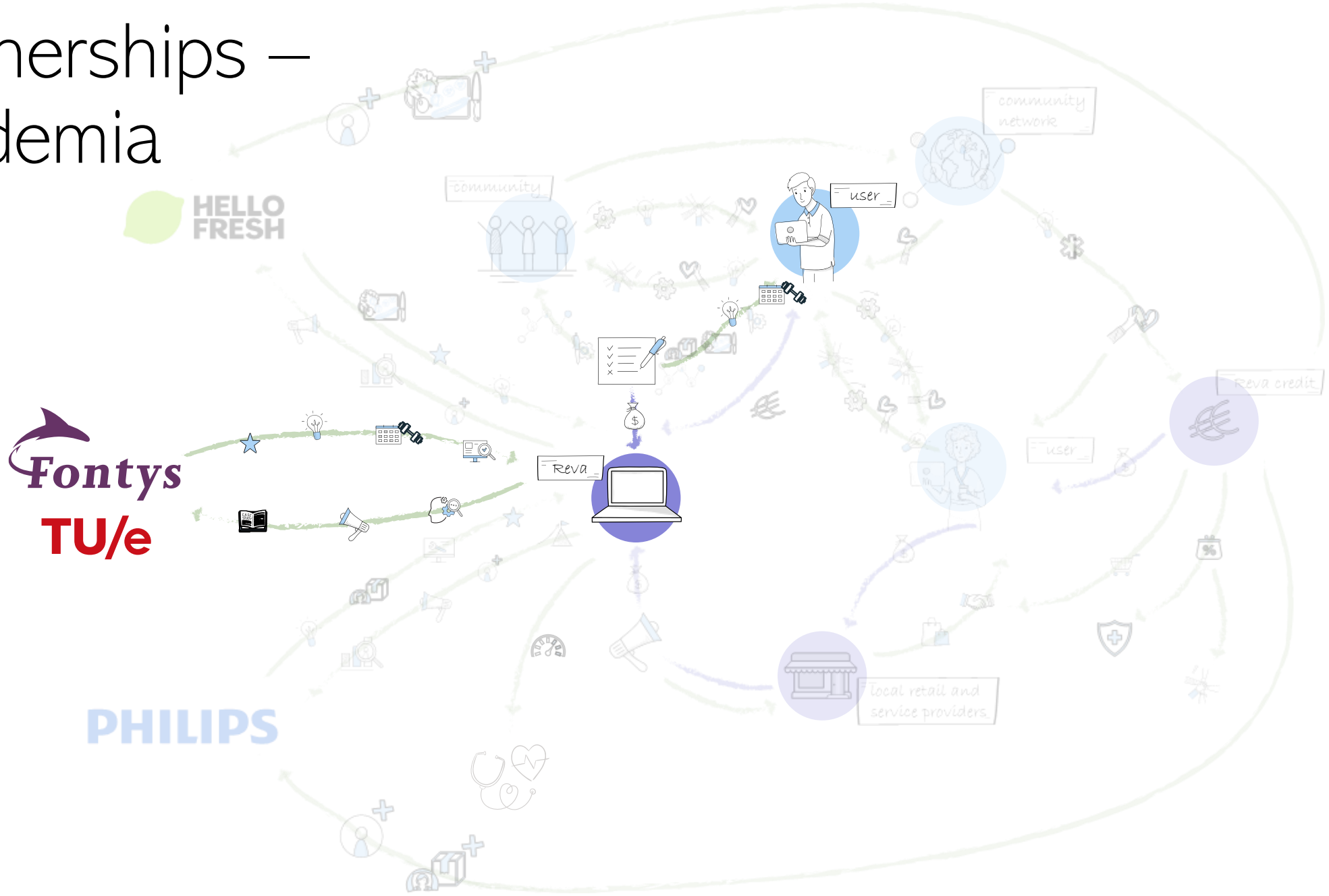
Partnerships – Academia



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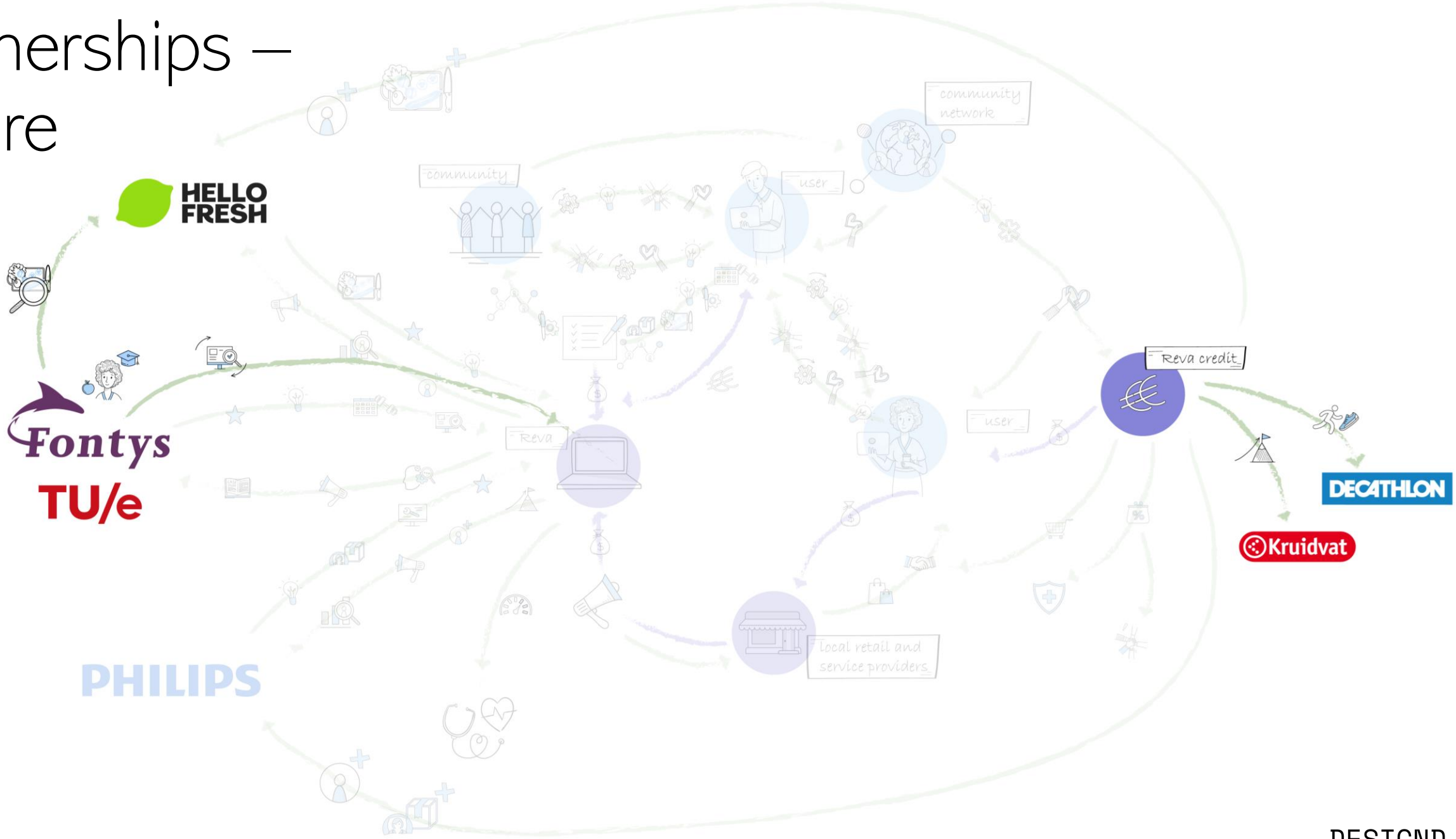
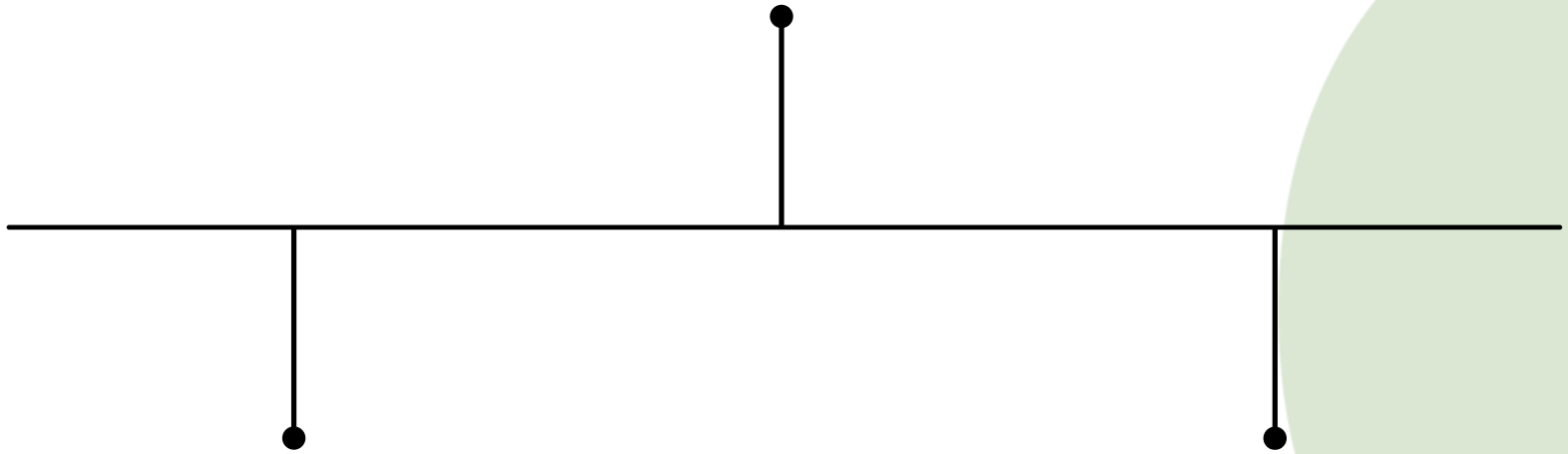
Partnerships – Future

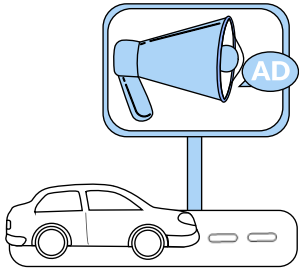


Customers and other stakeholders



Customers and other stakeholders

Streetcoaches and general promotion



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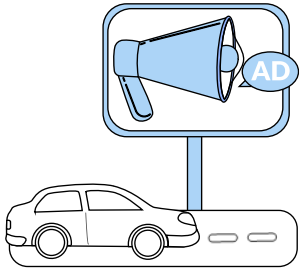
Customers and other stakeholders

Clinical support and recommendation (GP & Cardiologist)

Streetcoaches and general promotion



‘Huisartsen adviseren Reva, een sociaal vangnet essentieel voor je gezondheid’

16:45

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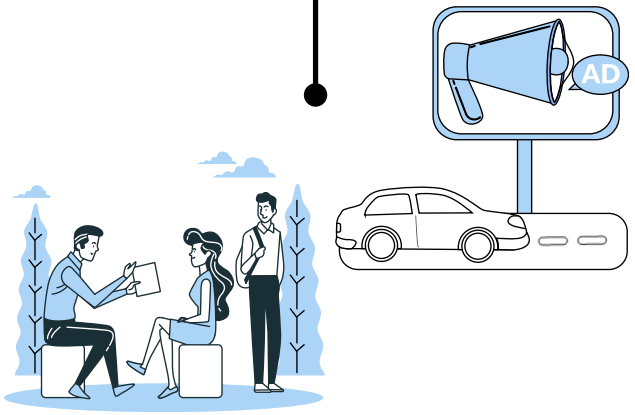

Community sponsorship and promotions

‘Huisartsen adviseren Reva, een sociaal vangnet essentieel voor je gezondheid’

16:45

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Thank you

For further questions do not hesitate to ask or contact us!

You can send an e-mail to:
j.raaphorst@student.tue.nl

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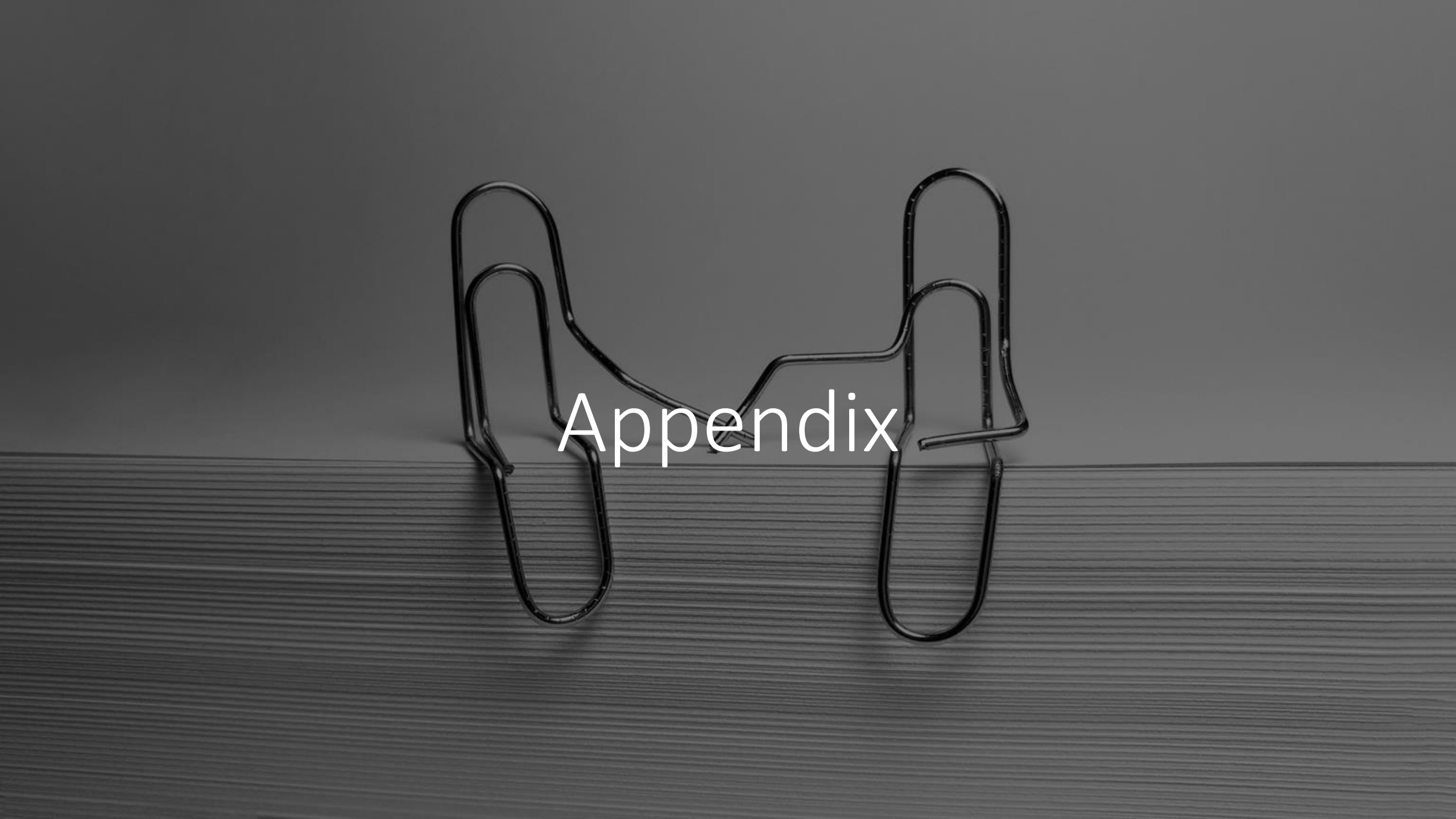
Appendix

References

Profit model icons from flaticon.com

Icons from flow model from freepik.com

Images from mockup from pexels and Philips

Newspaper images:

https://www.nrc.nl/ & https://www.philips.nl/c-m-ho/koken/airfryer

https://www.ad.nl/ & https://www.mentaalvitaal.nl/hulp/huisarts

https://www.nu.nl/ & https://www.notariaatmeijer.nl/220/zakelijk/vereniging-en-stichting/wanneer-vereniging-oprichten/wanneer-een-vereniging-oprichten

Ethics – Effects on behaviour

Food, exercise and sleep

- Data and advice on lifestyle cannot be too demanding or intrusive

Communities

- Social support needs to be fun instead of controlling/authoritative

Microtransactions

- Cannot be promoted too much nor become addictive

	REVA	greenhabit	myfitnesspal
SOCIAL SUPPORT	Close social support from **multiple people** from familiar **social circle** and other **communities**	Close social support from one familiar buddy only	Community only in the shape of a public forum
SUPPORT LENGTH	**Long-term** community building and changing habits	Program finishes after 12 weeks	Program is mainly focused on individual development
KEEPING IT FUN	**Acknowledgement** by peers, receiving **rewards** for achieving goals and helping others, receiving **discounts** at partners	Gamification through 'progress game'	No explicit fun element, mainly focused on usability and strength of analyses
ACCESSIBILITY	**Easily usable** by individuals, their friends, larger communities and employers	Seems hard to download and use for individual users, focused on employers	Usable by any individual, but integration or collaboration in/with seems not possible
PRICE	**Free** use of the app, in-app purchases **premium content**, **subscription** model for communities	€390 p/duo or €225 single Organisation: €332 or €195 p/duo excl. VTA	Free or €10/m

Other competitors

Name	Type	Price	Food	Fitness	Sleep	Social	Features
MyFitnessPal	Overall fitness app	Free or €10/m	X	X		X	Track calories and fitness activities, connect with friends, log food and exercise, over 350 workouts, connects to 50+ apps and devices
Daily Workouts	Budget fitness app	Free		X			Exercise videos, 5- to 30-minute workouts, routines, full-body, arm, abs, and cardio sessions, and on-screen instructions and timer
Fooducate	Nutrition monitoring and advice	Free / €2-50	X			X	Food education, food tracker, barcode scanner, community-based support, recipes, and diet tips
Sworkit	Fitness app for beginners	Free or €10/m		X			Workouts for strength, yoga, stretching, and cardio
PEAR	Mobile Personal Fitness Coach	Free or €6/m		X			Virtual coaching, custom workouts, data analytics
7 Min. Workout	Quick Workouts	Free / €4		X			Video, audio, and text demonstrations of 12 select exercises
Headspace	Meditation / Mindfulness app	Free or €13/m			X		Guided meditations, sleep sounds, wind-down exercises, yoga, relaxing playlists
Lose It!	Weight loss app	Free or prem.	X	X		X*	Set goals, track food & water, device integration, patterns & reports, scanner feature
Cronometer	Weight loss app	Free or prem.	X	X		X	Food tracking, log meals, library of exercises, reports & charts, diet settings, fasting timer, diet support

Business Model Canvas

Key Partners

PHILIPS

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Fontys

Key Activities

Provide platform for:

Rehabilitation patients to share experiences with fellow sufferers

People & communities for help with lifestyle change

Key Resources

Physical
Office building & supplies

Financial
Investments

Human
Developers, Moderators, Legal Aid

Value Propositions

Community support in behavior change

Improve patient's ability to adapt to lifestyle changes

Customer Relationships

Assistance:
Phone & Online helpdesk
Coaching (at communities)
Onboarding (streetcoach)
Privacy coaching (help with what data to share)

Channels

Awareness:
Broad promo
Communities
Medical

Delivery:
App stores
Browsers

Customer Segments

Communities

People motivated for healthy lifestyle

Rehabilitation patients

Cost Structure

Development
€500k

Maintenance
€220k/y

Board Salary
€150k/y

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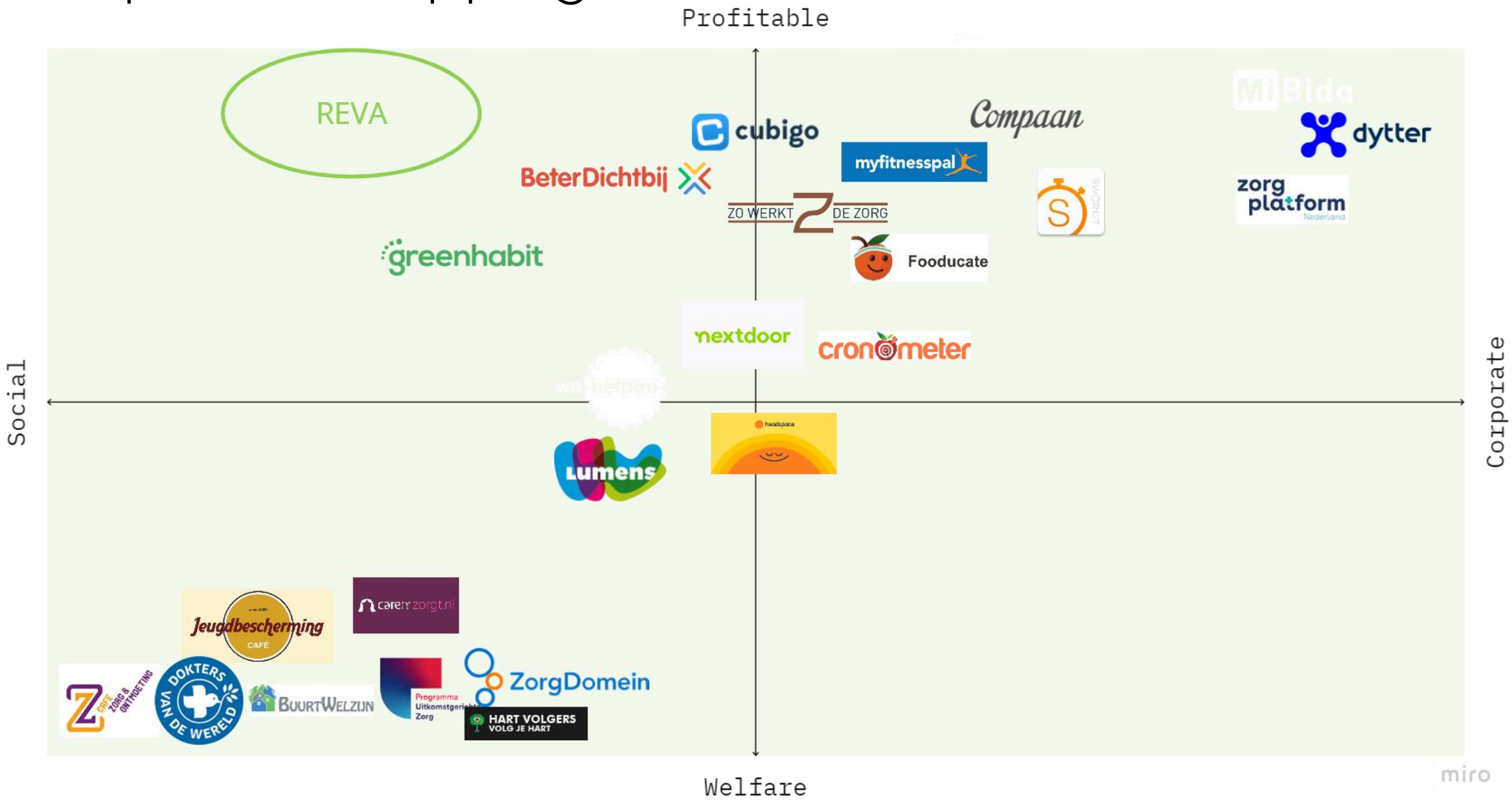
Competitor mapping