



Co-funded by the Erasmus+ Programme of the European Union



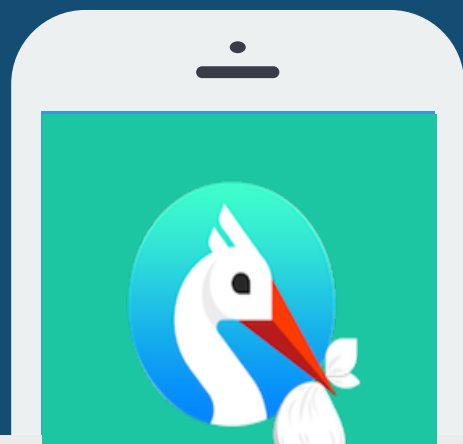
BEEHIVE



MAPÚA UNIVERSITY

Stork

Medical App

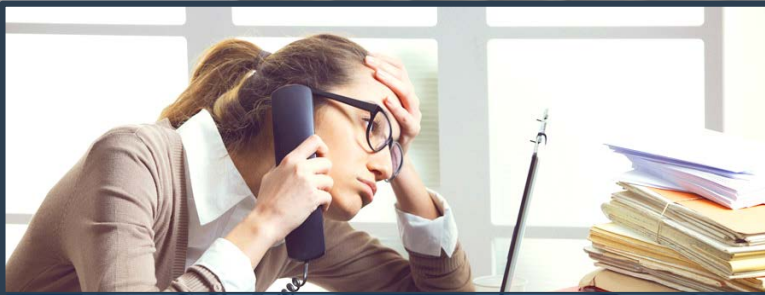


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BEEHIVE

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



**Too much time spent on
booking**



**Inefficient Booking
Methods**



**Uncertainty on available
Doctors**



Long Waiting Line

Solution

An app based platform where users can book their appointments to:



Save time



Save money



Be more efficient

User Journey

STARK

MEMBER LOGIN

EMAIL/USERNAME

PASSWORD

REMEMBER ME

LOGIN

FORGOT YOUR PASSWORD?

NEW HERE?
REGISTER HERE

- Customer must sign up to access app features
 - They must provide & verify their basic information
 - Eg email, DOB, phone number, & etc

BOOK
APPOINTMENTGET
PRESCRIPTION

1

TYPE OF
APPOINTMENT

2

SELECT
DOCTOR

3

DATE
AND TIME

TYPE OF APPOINTMENT



NEW



FOLLOW-UP

SELECT DOCTORS

Search...



FILTER



BY CITY



BY HOSPITAL



BY NAME



BY HMO

BOOK
APPOINTMENTGET
PRESCRIPTION

1

TYPE OF
APPOINTMENT

2

SELECT
DOCTOR

3

DATE
AND TIME

SELECT DOCTOR



DR. JUAN A. DELA CRUZ



OBSTETRICIAN



#123 4TH ST., BRGY. BEL AIR, MAKATI CITY



8:00 AM - 4:00 PM (MON - FRI)



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BOOK
APPOINTMENTGET
PRESCRIPTION

1

TYPE OF
APPOINTMENT

2

SELECT
DOCTOR

3

DATE
AND TIME

PLEASE SELECT APPOINTMENT DATE



MAY 2019



SUN MON TUE WED THU FRI SAT

28

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JUN 1

PLEASE SELECT APPOINTMENT TIME

--SELECT TIME--



CANCEL



CONFIRM

Key Differentiators



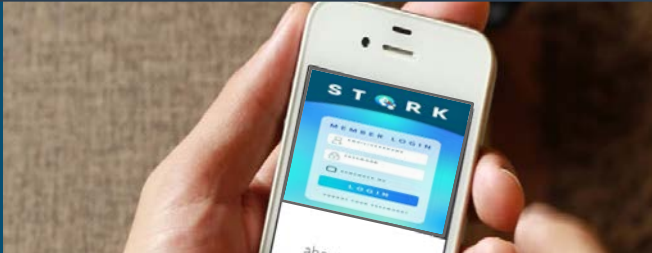
Freemium Pricing Strategy
Zero cost to use



Community Support
Share experiences with like minded individuals



Great Doctors
“Rate Your Experience” Feature



Quick Booking Process
Receive a booking confirmation within minutes



Health Services Search
Quick maps of available health institutes near you



Market Size

1.6+

Million

Births with 1.5% Growth
Year over Year

2,106

Health Institutes

Currently in the
Philippines

2,106

OBGYN Doctors

Conservative Count per
Health Institute



Business Model

We will charge Doctors P5,000 annual fee
Premium Access & In-app advertisement

P10.5+

MILLION

Doctor membership fee
Annually

P8.1+

MILLION

Customer Premium Sign up
& In-app advertisement

P18.6+

MILLION

REVENUE
FOR 2020



Market Validation

Data provided by PSA, POGS, & Survey
Conducted to 400 pregnant woman

3.2M

Total births from 2018-
2019 with Growth rate
of 1.5% YOY

2,108

Health Institutes
currently in the
Philippines

72%

Willingness to use the
app for its given
purpose

Team



Radigundo Il Custorio

Operation Manager

B.S Business Administration
General Management
December 2019

Currently as Project
Assistant/Accounts Manager at
Big Sky Nation Inc.



Romhar Khan Afsar

Finance Manager

B.S Business Administration
Marketing Management
December 2019

Currently as a Credit &
Collection Officer at Toyota
Makati Branch



John Lourvin Oabel

Marketing Manager

B.S Business Administration
Marketing Management
December 2019