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## Handheld for Medical Reference Library

Date: 01/01/2007

Author: «John Smith»

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Create a professional looking report in one click.

Introductions explaining each section are automatically generated.

### Business Proposition

The following proposition outlines the commercial opportunity for the exploitation of this idea. It is based on research and analysis detailed in the remainder of this report.

#### Idea Description:

Wireless handheld device for Clinician Medical Reference Library

#### Elevator Pitch:

**For** doctors and healthcare specialists **who** need to rapidly diagnose a range of diseases based on support information and visual analysis, **our** system **is a** wireless hardware/software solution **that** will aid the diagnosis of a disease by instantly supplying the user with in-depth information of a range of diseases stored in a central database. **Unlike** current diagnosis aids **our product** will instantly bring doctors all the documentary evidence they need to do a correct diagnosis of even the rarest condition without the need of spending time searching for the information elsewhere.

#### Vision and Goals:

#### Management team:

#### Customers:

#### Competition and USP:

#### Finance:

#### Intellectual Property:

Protect your idea from day 1 with copyright.

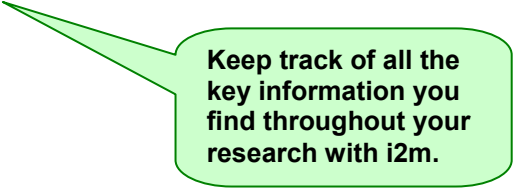
## 1 Finding Information

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This section provides an overview of the main “keywords” and “key phrases” that were used in the completion of technical, market, marketing and financial research of the idea.

### Keywords describing the idea:

- handheld
- wireless
- reference library
- pathology
- PDA
- database
- secure
- encryption
- quick access
- remote access



**Keep track of all the key information you find throughout your research with i2m.**

### Keywords describing the customers:

- medical
- healthcare
- doctors
- healthcare professionals

### Key phrases:

- wireless handheld medical
- quick remote access of data
- access medical content at the point of care
- medical reference library
- wireless handheld medical reference
- medical digital reference
- medical reference content and patient information on handheld

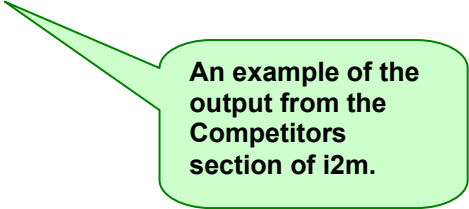
## 4 Competitors

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This section represents the competitors' analysis that has been completed to date. The potential applications of the idea are identified as well as the markets that they will operate in. Competitors have been identified and analysed in terms of their offering, customers' targeted and pricing.

### Name and location of direct competitors:

- Competitor Xd1, UK, [www.addressofcompXd1.co.uk](http://www.addressofcompXd1.co.uk)
- Competitor Xd2, UK, [www.addressofcompXd2.co.uk](http://www.addressofcompXd2.co.uk)
- Competitor Xd3, UK, [www.addressofcompXd3.co.uk](http://www.addressofcompXd3.co.uk)
- Competitor Xd4, UK, [www.addressofcompXd4.co.uk](http://www.addressofcompXd4.co.uk)
- Competitor Xd5, US, [www.addressofcompXd5.com](http://www.addressofcompXd5.com)
- Competitor Xd6, US, [www.addressofcompXd6.com](http://www.addressofcompXd6.com)



An example of the output from the Competitors section of i2m.

### Number of direct competitors:

4 direct competitors have been identified in the UK and 5 in the US. Most of the companies involved with the development of handheld devices for medical applications are US companies. Nevertheless, the likely growth of the UK market could attract US companies and they could be first on the market if UK companies are slow to develop handheld applications for the NHS.

### Name and location of indirect competitors:

- Competitor Xi1, UK, [www.addressofcompXi1.co.uk](http://www.addressofcompXi1.co.uk)
- Competitor Xi2, UK, [www.addressofcompXi2.co.uk](http://www.addressofcompXi2.co.uk)
- Competitor Xi3, UK, [www.addressofcompXi3.co.uk](http://www.addressofcompXi3.co.uk)
- Competitor Xi4, UK, [www.addressofcompXi4.co.uk](http://www.addressofcompXi4.co.uk)
- Competitor Xi5, US, [www.addressofcompXi5.com](http://www.addressofcompXi5.com)
- Competitor Xi6, US, [www.addressofcompXi6.com](http://www.addressofcompXi6.com)
- Competitor Xi7, UK, [www.addressofcompXi7.co.uk](http://www.addressofcompXi7.co.uk)

### Number of indirect competitors:

It was found that there are around 50 software companies that are developing various applications for the medical market. In addition, around 90 competitors were found in the US.

### The 5 main competitors:

**Name of competitor 1:** Competitor Xd1

**Website:** [www.addressofcompXd1.co.uk](http://www.addressofcompXd1.co.uk)

**Description and price of products/services:** They deliver low cost and easy-to-use handheld technology for the healthcare industry.

They have a suite of handheld applications optimised for use with a number of Primary Care systems. They have automated the synchronisation of data into and out of the systems to present it into a handheld form.

They have developed the following suites of product:

- Xd1 product 1
- Xd1 product 2
- Xd1 product 3
- Xd1 product 4

No indication of price was found on their website.

**Group of customers served:** Healthcare sector

**Similarities:** They provide handheld solutions to allow medical staff to view the information stored on the existing computer system of the hospital.

**Differences:** Our aim is to develop innovative handheld software for the medical sector and bundle it with appropriate hardware solutions while providing new information content on diagnosis.

**Name of competitor 2:** Competitor Xd5

**Website:** [www.addressofcompXd5.com](http://www.addressofcompXd5.com)

**Description and price of products/services:**

They provide clinical information to physicians and other health care professionals at the point of care. They have developed a clinical reference product suite developed specifically for the PDA.

They have developed three different products:

- Xd5 product 1: a drug reference and treatment guidance tool;
- Xd5 product 2: diagnosis reference tool;
- Xd5 product 3: laboratory test reference tool.

The cost of their full suite of premium product is less than \$3 per week.

**Group of customers served:** Physicians, medical students and allied healthcare professionals. In total they have more than 470,000 subscribers.

**Similarities:** Their solutions provide information on a wide range of cases that is used with handheld devices.

**Differences:** The competitor's product is a clinical reference product suite installed on a handheld device.

In order to access the desired information the user will have to search through a large amount of data.

Our system will be able to facilitate the research of relevant information and will show the information retrieved in a friendly format that will ease comparison between similar results, by giving access to one or more images of the pathology.

**Name of competitor 3:** Competitor Xd2

**Website:** [www.addressofcompXd2.co.uk](http://www.addressofcompXd2.co.uk)

**Description and price of products/services:** Competitor Xd2 is a healthcare-focused software company that provides hospitals with technology solutions to improve clinical workflow and operational efficiencies. They have developed several software solutions that integrate hospital data from existing information systems and provide patient information to the physicians' handheld devices.

No indication of price was found on their website

**Group of customers served:** Hospitals

**Similarities:** The solutions offered help physicians to access patient information.

**Differences:** Their solutions integrate hospital data from existing information systems and delivers patient information directly to clinicians. Our solution is an aid for diagnostic that enables physicians to access a database of existing diagnosis as well as providing patient information.

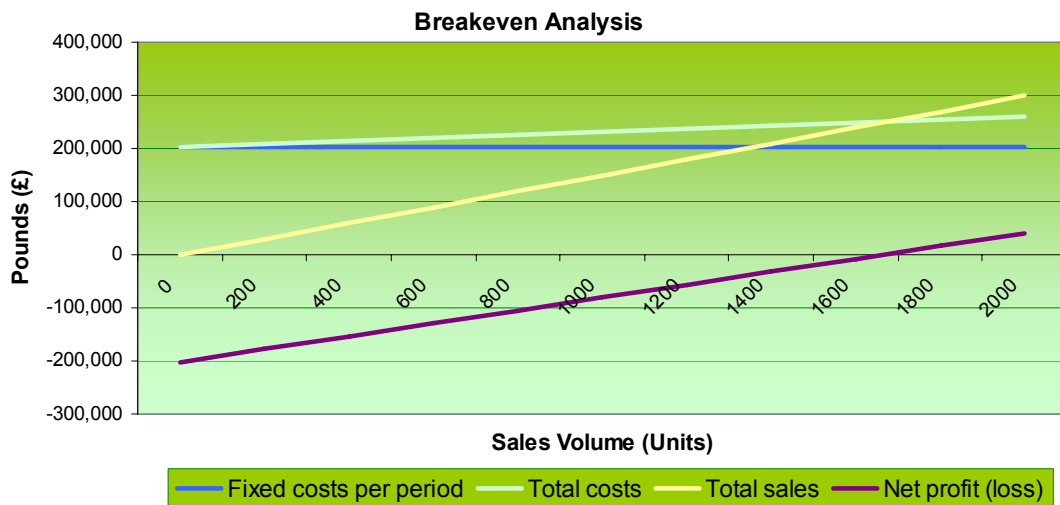
## 10 Finance

This section provides an accurate financial analysis of the exploitation of this idea. It provides assessment of the potential financial size of the target market and how much of this market can be captured by the offering.

It also identifies some of the business costs that will be incurred in commercialising this idea and how that may affect its viability as a profitable commercial venture.

Finally, the amount of money that is needed to fund the commercial exploitation of this idea and types of funding that may be appropriate are also identified.

### 10.1 Breakeven Analysis

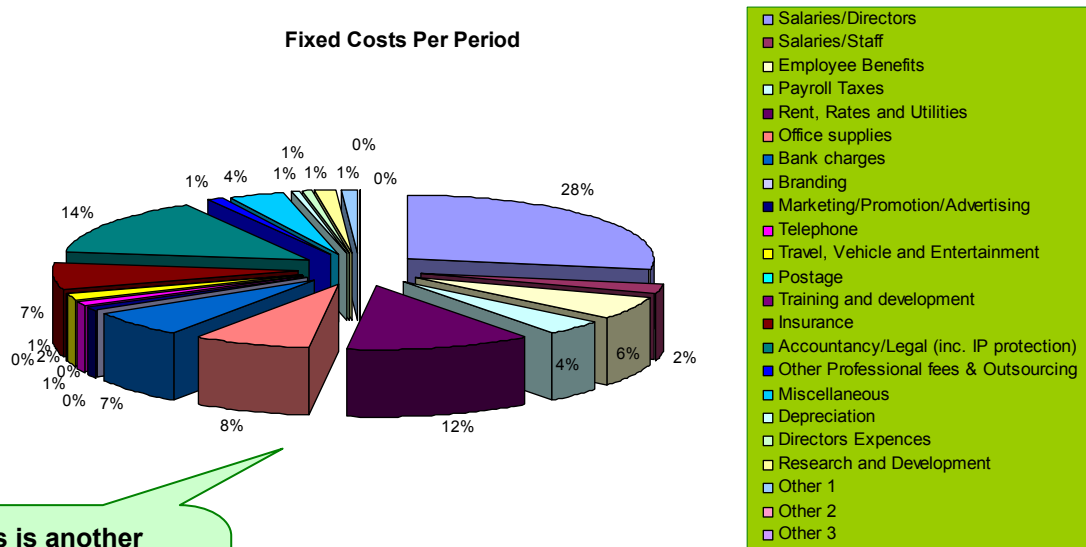


i2m comes with a simple yet effective spreadsheet that automatically generates comprehensive outputs and outstanding financial charts.

The key financial tables are automatically formatted and inserted in the report.

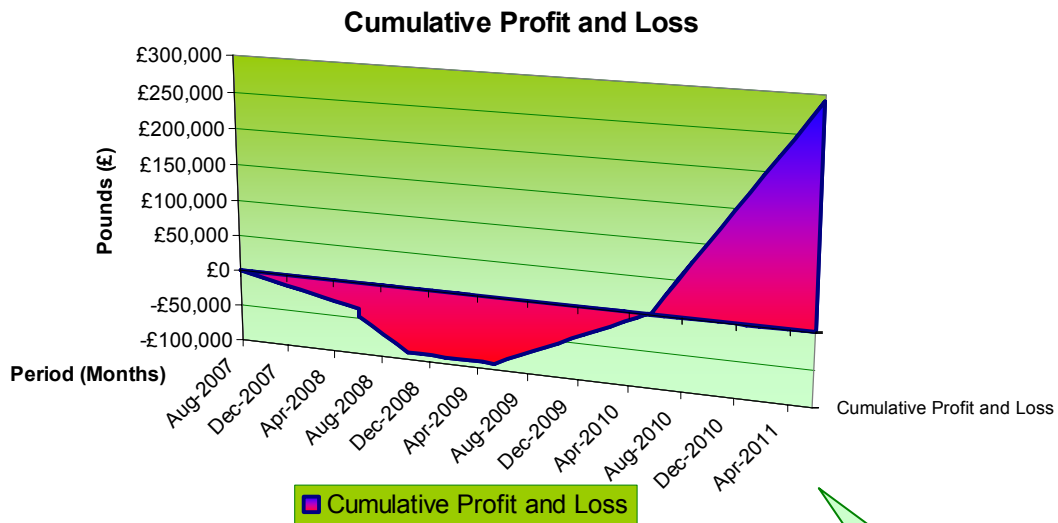
Results:											
Breakeven Point (units):											
<b>1,670</b>											
Sales volume analysis:											
Sales volume per period (units)	0	60	120	180	240	300	360	420	480	540	600
Sales price per unit	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00
Fixed costs per period	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71	£202,016.71
Variable costs	£0.00	£1,740.00	£3,480.00	£5,220.00	£6,960.00	£8,700.00	£10,440.00	£12,180.00	£13,920.00	£15,660.00	£17,400.00
Total costs	£202,016.71	£203,756.71	£205,496.71	£207,236.71	£208,976.71	£210,716.71	£212,456.71	£214,196.71	£215,936.71	£217,676.71	£219,416.71
Total sales	£0.00	£9,000.00	£18,000.00	£27,000.00	£36,000.00	£45,000.00	£54,000.00	£63,000.00	£72,000.00	£81,000.00	£90,000.00
Net profit (loss)	-£202,016.71	-£194,756.71	-£187,496.71	-£180,236.71	-£172,976.71	-£165,716.71	<b>-£158,456.71</b>	-£151,196.71	-£143,936.71	-£136,676.71	-£129,416.71

## 10.2 Fixed and Variable Costs



This is another example of the high quality graphical outputs produced by i2m.

## 10.3 Profit and Loss



Based on adjustable assumptions and historic data i2m automatically forecasts future Profits and/or Losses.

## 11 .... And much More!!!

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Thank you for your interest in i2m (Ideas to Market).

i2m provides expert guidance in assessing the feasibility of your idea and will help you do it better, faster and cheaper. You can use it for all your ideas!

Furthermore i2m will give you real help to create winning business propositions, business plans and grant applications.

This report gives just a very quick overview of some of the capabilities of i2m.

The full report of i2m covers many more exiting sections including:

- Protecting the Idea
- Customer Needs
- Opportunities and Threats
- Speaking to Customers
- Defining the Offer
- Reaching Customers
- Finance
- The Team
- Business Proposition

**Don't wait any longer!!**

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**MORE INFO**