

The Business Model Canvas

Designed for: **end-of-life challenge**

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<p>Key Partners </p> <p>For DELIVERY: CIOs in hospitals and front-line emergency operations.</p> <p>For REACH: emerging online communities and blogs.</p> <p>For ENACTMENT of end-of-life wishes: medical staff in hospitals e.g. consultants and medical registrars, registered nurses in aged care facilities and hospices.</p>	<p>Key Activities </p> <p>Content development - platform design and development - medical and legal review - user testing - pilot program - marketing.</p>	<p>Value Propositions </p> <p>Easy to use, flexible, creative and customised way for an individual to design their end-of-life experience, reducing stress for themselves and their loved ones.</p> <p>Ability to start simply and small, expressing wishes in the medium of choice and to augment or change those wishes over time.</p>	<p>Customer Relationships </p> <p>This is a online self-service offer that also allows the individual to co-create with nominated others e.g. care buddy, friends and family.</p>	<p>Customer Segments </p> <p>The PRIMARY target audience for InMyHands is people 35-70 years of age who are D-I-Y individuals, forward planners who want to be an active decision-maker in their end-of-life treatments.</p> <p>A SECONDARY target audience is people nominated as the 'care companion' to represent individuals when they are unable to do so themselves.</p>
	<p>Key Resources </p> <p>Content creators and curators - designers and developers - medical and legal representative - user representatives - pilot site.</p>	<p>Game-like elements and prepared mix-and-match information creates a less formal and lighter-hearted take on a typically heavy topic.</p> <p>Not all users have the same needs. InMyHands allows the person to 'start where you are' with plans that take into account age and health status.</p>	<p>Channels </p> <p>DELIVERY: website and mobile app.</p> <p>REACH: emerging online communities and blogs e.g. death over dinner, design your life, mind-body .. as well as more traditional community support groups e.g. cancer councils, arthritis foundations and GPs.</p>	
<p>Cost Structure </p> <p>Website set up and maintenance, content creation, licencing and curation - designers and developers - expert review.</p>		<p>Revenue Streams </p> <p>End-of-life planning is somewhat like insurance, a 'pain avoidance' activity for which individuals are unlikely to want to pay.</p> <p>Rather than revenue streams it is more likely to be funded by government, medical organisations and aged care facilities, whose costs for unnecessary and often unwanted treatments could be expected to decrease.</p>		



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stakeholder map

each stakeholder has an influence on the individual's experience at different life and health stages - the map reveals how many people/roles are impacted and the importance of end-of-life planning

