



BUSINES S PLAN

Marieta Tonoyan

Mert Sozuer

Sona Ghazaria

SOMMARIO

1.	COMPANY OVERVIEW	3
2.	MISSION AND VISION OF THE COMPANY.....	3
	<i>Mission</i>	3
	<i>Vision</i>	4
3.	BUSINESS MODEL	4
	<i>VALUE PROPOSITION</i>	4
	<i>Service Description</i>	8
	<i>Revenue Model</i>	9
3.	MARKET ANALYSIS AND COMPETITORS	10
	<i>TRENDS</i>	18
	<i>COMPETITORS ANALYSIS</i>	20
	<i>TARGET MARKET</i>	25
4.	MARKET STRATEGY.....	25
5.	COMPETENCES AND RESOURCES	27
6.	SWOT ANALYSIS.....	30
7.	MVP	30
8.	ACTION PLAN.....	31
9.	FINANCIAL EVALUATION	31
	REFERENCES:	35

1. COMPANY OVERVIEW

BeOn was founded in 2019, it is a startup based on the collaboration with the department of biotechnology of the University of Pavia and a private entrepreneur.

The idea behind Univenture, since now, has always been developed by engineers and technicians; this has allowed BeOn to have a quite ready and trained technology but no insight on the commercial opportunity. That is the reason that has incentivized the company to take part in Univenture as it allowed the parts to go deeper into the business sphere and understand the market of the product.

The main idea of this innovative startup is to create a system that will monitor and assist the elderly and the disabled using modern technologies such as Artificial Intelligence and the Internet of Things. However, this is a wide range of people and therefore BeOn decided to focus on 2 main subcategories: elderly population and students hosted in colleges.

2. MISSION AND VISION OF THE COMPANY

MISSION

Our goal is to improve remote assistance and reduce personnel costs consequently thus the whole system is designed to work autonomously and distribute data on the cloud. Furthermore, our system is designed to be the least invasive possible guaranteeing a possibly more autonomous and independent life.

Therefore, the mission of our company is to help frail people. BeOn wants to improve the lives of people with disabilities and students with special needs by facilitating the process of providing long term care.

VISION

Our vision is to break the stereotypes about the long-term care industry. It is common to think that one needs a constant supervision/inspection of a nurse or any other person. Our product provides the opportunity to take care of a person from a distance, without physically being present.
