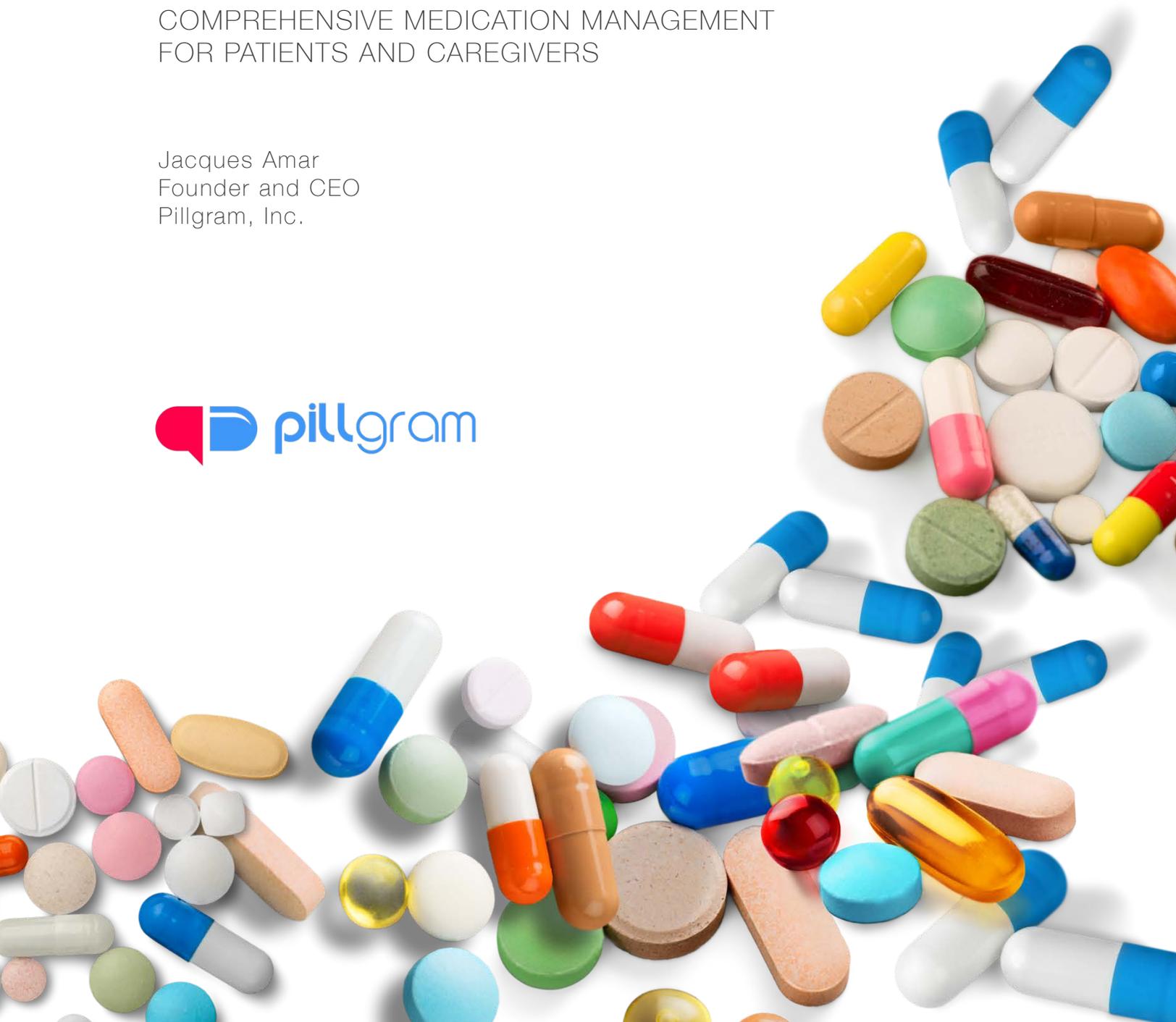


# Business Plan

## **pillgram, inc.**

COMPREHENSIVE MEDICATION MANAGEMENT  
FOR PATIENTS AND CAREGIVERS

Jacques Amar  
Founder and CEO  
Pillgram, Inc.



# Executive Summary

## BUSINESS DESCRIPTION

Pillgram is an innovative medication management system designed to streamline the process of organizing, tracking, and adhering to medication regimens.

It offers a comprehensive solution that integrates advanced features such as on-screen pill verification, caregiver alerts, and medication adherence tracking to enhance the medication management experience for users and caregivers alike.

The pillgram eco-system offers a medication dispenser, an app and a subscription support system. Each component - dispenser, app and subscription - is a stand-alone product that is easily integrated with the other.

## VISION

Pillgram is poised to revolutionize medication management by bringing together patients, caregivers, and medical professionals. With an ever-aging population and the rising need for medication adherence, our solution offers a comprehensive, user-friendly, and secure platform to improve health outcomes. Our inspiration is fueled by the genuine need to address the struggles faced by countless individuals in recognizing, understanding, organizing, and adhering to their medication regimens.

## MISSION

Pillgram is not just a product for us; it's a passion project born out of personal experiences that hit close to home. The inspiration behind its creation stems from the heartfelt observations of our own family members grappling with the challenges of managing their medications and the subsequent toll on their long-term health.

The struggles were real, from the confusion surrounding the purpose of each medication to the inadvertent omissions or removals from pill organizers, leading to potential health risks. In those moments of vulnerability, we realized the significance of ensuring that our loved ones not only took their prescribed medications but also understood the reasons behind each pill and the specific times they needed to be taken.

# Business Description

## PILLGRAM IS AN ECOSYSTEM OF HARDWARE AND SOFTWARE WHICH COME TOGETHER TO CREATE A CONCIERGE SET OF PRODUCTS AND SUPPORT.

The current global population of people over 60 years of age is projected to double by 2050. Medication management will be a key driver in healthcare management overall. With more and more healthcare support required, the industry in general is exploding with possibilities that can benefit greatly from technology and concierge support.

### Pillgram's ecosystem includes:

- Medication dispenser (hardware)
- Expandable pillholder extensions (hardware)
- Mobile Application (software)
- Subscription-based platform and support services

Pillgram's subscription-based approach to presenting medication visually while managing schedules and alerts is a unique and patented approach that brings cumulative revenue from customers as opposed to a one-time purchase approach.

There is no direct competitor with the same feature set in the industry. There are section competitors in hardware and software however they are not acting as an integrated system nor do they provide visual assistance and tracking.



Pillgram medication dispenser with screen and two pillholder extensions. Up to 7 extensions can be added.

# Our Income Drivers

MEDICATION DISPENSER	
\$350 / UNIT	The medication dispenser is a patented device that assists patients and caretakers to visually track and understand the current medication and schedule.

ACCESSORIES	
\$30 / UNIT	The medication dispenser is sold with 2 pillholders for a twice daily schedule. Patients with more complex schedules or larger pills can purchase additional ones.

MOBILE APPLICATION	
\$7.99 / MONTH	The mobile application works as a stand-alone product or in conjunction with the medication dispenser to help patients and caretakers track medication and adhere to a schedule.



# System Features

	Device	App	Web
<b>On-Screen Pill Images:</b> Visual confirmation of the medications dispensed.	●	●	●
<b>Alerts:</b> Real-time notifications to device, app and all users when it is time to take the medication.	●	●	●
<b>Medication Adherence Tracking:</b> Monitor medication intake history, track adherence patterns, and identify trends or challenges.	●	●	●
<b>User-Friendly Interface:</b> Designed to accommodate users of all ages and technological backgrounds.	●	●	●
<b>Medication Schedule Management:</b> Personalized schedules including dosage, instructions, and timing.	●	●	●
<b>Refill Management:</b> Users can set up alerts to notify them when it's time to order refills from their pharmacy.	●	●	●
<b>Audio Alerts:</b> Always know when you need to take your medication with an audio alert from the device and from the app.	●	●	
<b>Physical pill management and alerts:</b> The device will highlight the locations of the pills in the pill holders when it is time to take the dose.	●		
<b>Expandable pill holder extensions:</b> Dispenser has patented feature that allows the user to expand dynamically the numbers of rows based on unique schedules, size and quantity of pills.	●		
<b>Works without the internet:</b> Schedules and pills are uploaded to the device and will not need an internet connection to provide all services	●		
<b>Pill Identification:</b> Take a photo of the medication and our AI technology will match the image with the medication and add it to your schedule.		●	
<b>Integration with Wearable Devices:</b> Integration with smartwatches or fitness trackers to provide additional reminders and notifications.		●	
<b>Caregiver Alerts:</b> Real-time notifications to caregivers when medication has not been taken on time.			●
<b>Health Data Insights:</b> The app provides insights and analytics based on users' medication adherence data, helping them understand their medication taking.			●
<b>Integration with Healthcare systems:</b> Future integration with electronic health records (EHRs), pharmacy networks, and telehealth platforms for communication and data sharing between and healthcare providers.			●

# Industry Future & Market Size

The market size for medication adherence systems targeting the aging population is significant and continues to grow steadily as the global population ages. Companies developing such solutions have a significant opportunity to address the needs of older adults and contribute to improving their quality of life and overall health outcomes.

Several factors contribute to the increasing demand for medication adherence solutions among older adults:

AGING POPULATION	PREVALENCE OF CHRONIC DISEASES
<p>According to the World Health Organization (WHO), the global population is aging rapidly. By 2050, the number of people aged 60 years and older is projected to more than double, reaching approximately 2.1 billion. As individuals age, they often experience multiple chronic conditions that require ongoing medication management, leading to a greater need for adherence solutions.</p>	<p>Chronic diseases such as hypertension, diabetes, heart disease, and arthritis are more common among older adults. Managing these conditions typically involves complex medication regimens, making adherence challenging. Medication adherence systems offer a solution by providing reminders, tracking tools, and support to help individuals stay on track with their medications.</p>

HEALTHCARE COSTS	SHIFT TOWARDS HOME HEALTHCARE
<p>Non-adherence to medication regimens is associated with increased healthcare costs due to higher rates of hospitalization, emergency room visits, and disease progression. Medication adherence systems can help reduce these costs by improving adherence rates, preventing complications, and promoting better health outcomes, helping both patients and caregivers.</p>	<p>With advancements in technology and a growing preference for aging in place, there's a shift towards home-based healthcare for older adults. Medication adherence systems play a crucial role in supporting home healthcare by empowering individuals to manage their medications while providing caregivers and healthcare providers with remote monitoring capabilities.</p>

# Target Audiences

BABY BOOMERS AND ELDERLY	PATIENTS WITH CHRONIC CONDITIONS AND DAILY MEDICATION SCHEDULES
<p>Individuals with complex medication regimens due to multiple chronic conditions and may face challenges with memory and dexterity, making them a key demographic for medication management solutions. They may benefit from features such as audible or visual reminders, easy-to-use interfaces, and caregiver notifications to help them stay organized and adhere to their medication schedules.</p>	<p>Patients with chronic conditions such as diabetes, hypertension, and heart disease often require daily medications to manage their health. These individuals may appreciate the convenience and support provided by a medication management system, particularly if they have difficulty remembering to take their medications or managing multiple prescriptions.</p>
CAREGIVERS, FAMILY MEMBERS, OR HIRED PROFESSIONALS	HEALTHCARE PROFESSIONALS
<p>Caregivers and family members who are responsible for managing medications for their loved ones may find value in a medication management system with advanced features. These individuals may benefit from remote monitoring capabilities, real-time notifications of missed doses, and the ability to track medication adherence and refill schedules.</p>	<p>Physicians, nurses or pharmacists may recommend or prescribe medication management systems to their patients, particularly those with complex medication regimens or adherence challenges. They may appreciate features such as medication adherence reports, integration with electronic health records, and the ability to remotely monitor patient outcomes.</p>

# Stakeholder Experience

## PATIENTS

The intuitive interface guides patients through their medication regimens, reducing confusion and enhancing adherence. Pillgram offers features such as medication scanning and pill identification, ensuring patients take the right medication at the right time.

Pillgram puts patients at the forefront, offering them a user-friendly interface to manage their medication schedules with ease. Through the app, or on the desktop, patients can access personalized medication profiles, including dosage instructions, refill reminders, and potential side effects.

## CAREGIVERS

Pillgram provides invaluable support in managing the medication needs of their loved ones. Caregivers can set up profiles for multiple patients, allowing them to monitor medication adherence remotely and receive real-time notifications in case of missed doses or potential complications. Pillgram facilitates communication between caregivers and healthcare providers, enabling seamless coordination and collaboration in the delivery of care.

## HEALTH PROVIDERS

Pillgram serves as a vital tool for healthcare providers, offering them insights into patient medication adherence and potential complications. Through secure data sharing and communication channels, healthcare providers can monitor patient progress, adjust medication regimens as needed, and intervene proactively to prevent adverse events. Pillgram also enables healthcare providers to communicate directly with patients and caregivers, providing guidance and support when necessary.

## PHARMACISTS

Pillgram streamlines the prescription fulfillment process and enhances medication safety. Pharmacists can synchronize medication refills, coordinate delivery schedules, and provide medication counseling through the app. Additionally, Pillgram integrates with pharmacy systems, enabling pharmacists to access up-to-date medication records and collaborate with healthcare providers to optimize patient care.

# Market Analysis

In the medication adherence market, there is significant competition from various players offering solutions aimed at improving medication management. Here's a closer look at the competitive landscape:

	<b>MEDICATION REMINDER APPS</b>  EX: MEDISAFE, MYTHERAPY, MANGO HEALTH	<b>TRADITIONAL PILL ORGANIZERS</b>  EX: WEEKLY PILL ORGANIZERS, PILL BOXES, BLISTER PACKS	<b>PHARMACY HOME DELIVERY SERVICES</b>  EX: CVS PHARMACY, WALGREENS, AMAZON PHARMACY, WALMART
<b>ADVANTAGES</b>	Medication reminder apps offer convenience and flexibility, allowing users to set custom reminders for medication doses, receive refill notifications, and track adherence over time. Many apps also include features such as medication interaction checkers, health journaling, and integration with wearable devices.	Traditional pill organizers provide a simple and affordable solution for organizing medications by day or week. They are widely available at pharmacies, supermarkets, and online retailers, making them accessible to a broad range of users.	Pharmacy home delivery services offer convenience and accessibility by allowing patients to receive their medications directly at their doorstep. These services often include features such as automatic refills, medication synchronization, and pharmacist consultations.
<b>CHALLENGES</b>	While medication reminder apps are convenient, they rely on user engagement and may not address all aspects of medication management, such as organizing pill refills or coordinating with healthcare providers.	Traditional pill organizers may lack features such as reminders, tracking, and medication reconciliation, making it easy for users to forget doses or become confused about their medication regimen. They may not accommodate complex medication schedules or large pill volumes.	Does not address issues related to medication adherence, such as forgetting to take doses or understanding medication instructions. Additionally, some patients may prefer to pick up their medications in person or have concerns about privacy and security when using delivery services.

# Advertising Channels

All digital advertising channels will be used for their individual advantages.

## SOCIAL MEDIA



We utilize social media platforms such as Facebook, Instagram, and X to reach and engage with the target audience. Create targeted ads, sponsored posts, and organic content that highlights Pillgram's unique features and value proposition. Encourage user-generated content and testimonials to foster community engagement and trust.

## SEARCH ENGINE MARKETING (SEM)



We utilize search engine marketing tactics such as Google Ads to target users actively searching for medication management solutions online. Bid on relevant keywords related to Pillgram's features, benefits, and target demographics to appear at the top of search results.

## HEALTH AND WELLNESS WEBSITES



We participate and partner with health and wellness websites, blogs, and forums that cater to the target demographic. We place banner ads, sponsored content, or guest posts discussing medication management challenges and solutions

## HEALTHCARE PROFESSIONALS' OFFICES



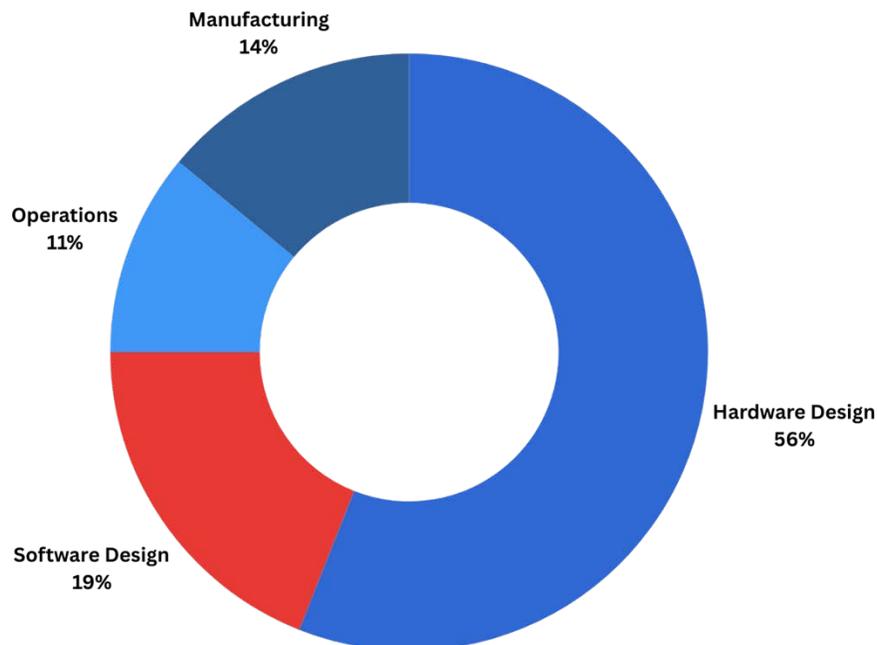
Advertising opportunities exist in healthcare professionals' offices such as doctors' clinics, pharmacies, and senior care facilities. We can display posters, brochures, or digital screens in waiting areas.

# Capital Requirements

Below is a snapshot of the financial requirements for launching our medication management platform. It outlines the essential expenses necessary to kickstart our operations and highlights the allocation of funds across key areas. This overview serves as a foundational document for financial planning, budgeting, and fundraising efforts.

## CAPITAL REQUIREMENTS

1. **Hardware Design and Manufacturing:** The pillgram device is a key aspect of the differentiating feature of the pillgram system with unique features.
2. **Software Development and Design:** Investment in software development, platform design, and infrastructure setup to create a robust, secure and scalable platform that meets the needs of patients, caregivers, and medical professionals.
3. **Operations:** Allocation of funds for hiring skilled professionals, including developers, designers, and support staff, budget allocation for strategic marketing campaigns, branding activities, and promotional efforts.
4. **Miscellaneous Expenses:** Provision for unexpected costs, contingencies, and miscellaneous expenses that may arise during the startup phase, ensuring flexibility and preparedness to address unforeseen challenges.



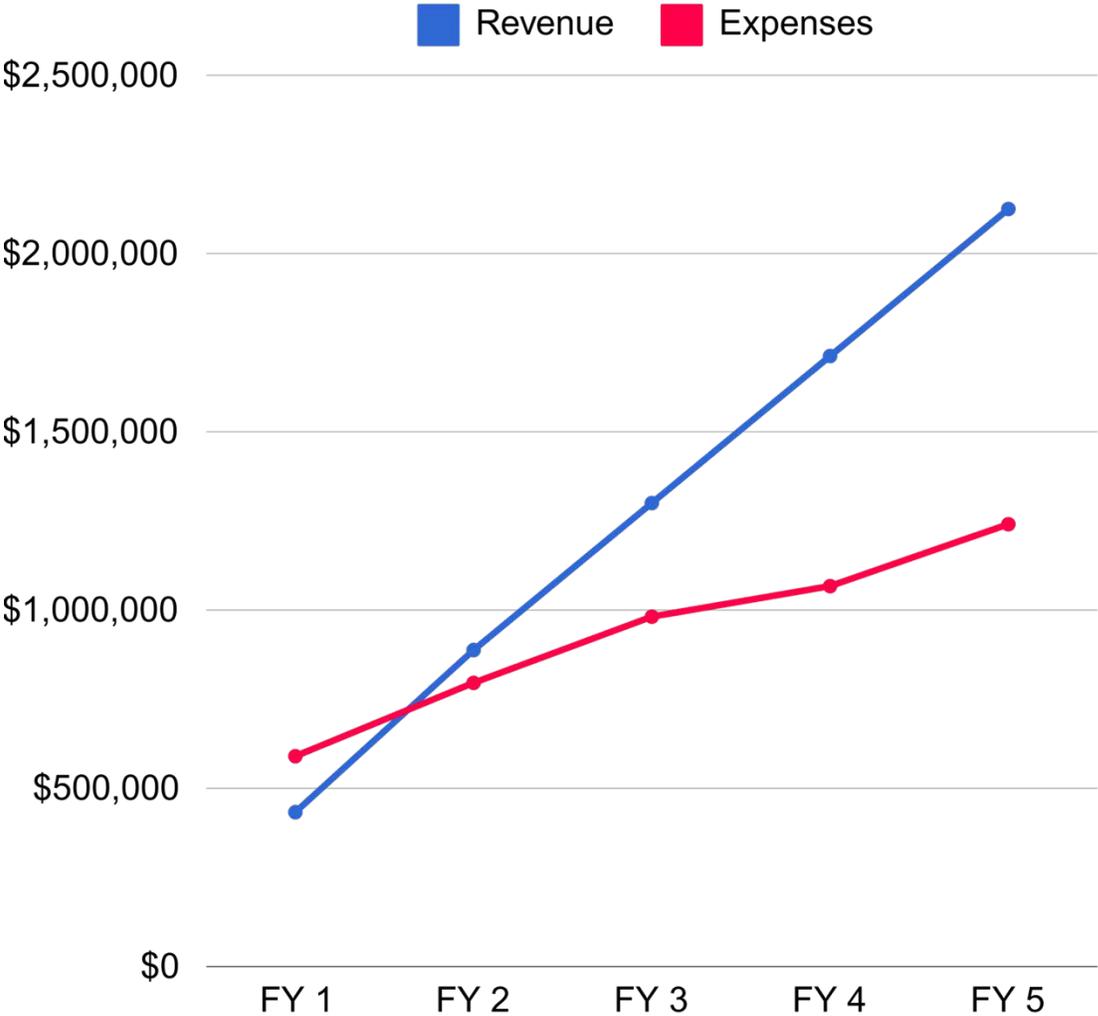
# Start-up Costs

		Months	Cost/Month	One-Time Cost	Startup
<b>Design</b>					
	<b>Hardware</b>				
	Electronics	12	\$ 6,000	\$ 2,000	\$ 74,000
	Cases	6	\$ 1,000	\$ 2,000	\$ 8,000
	Equipment			\$ 8,500	\$ 8,500
	Molds	1	\$ 1,000	\$ 50,000	\$ 51,000
	Packaging	1	\$ 1,000	\$ 600	\$ 1,600
					<b>\$ 143,100</b>
	<b>Software</b>				
	Device (IoT)	6	\$ 6,000		\$ 36,000
	Graphics	3	\$ 500	\$ 500	\$ 2,000
	Web	2	\$ 2,000		\$ 4,000
	Mobile	3	\$ 2,500		\$ 7,500
					<b>\$ 49,500</b>
	<b>Design Total</b>				<b>\$ 192,600</b>
<b>Operations</b>					
	Advertising/Marketing	1	\$ 5,000	\$ 5,000	\$ 10,000
	Salaries	1	\$ 6,000		\$ 6,000
	Legal			\$ 10,000	\$ 10,000
	Rent/lease payments/utilities	0	\$ 1,000		\$ -
	Postage/shipping	1	\$ 1,000		\$ 1,000
	<b>Operations Total</b>				<b>\$ 27,000</b>
<b>Manufacturing (Included in COGS)</b>					
	Raw Inventory	100	\$ 250	\$ 1,000	\$ 26,000
	Packaging	1	\$ 50	\$ 5,000	\$ 5,050
	Shipping	1	\$ 300		\$ 300
	Assembly	1	\$ 5,000		\$ 5,000
	<b>Manufacturing Total</b>				<b>\$ 36,350</b>
<b>ESTIMATED START-UP BUDGET</b>					<b>\$ 255,950</b>

# Financial Analysis

## BREAKEVEN ANALYSIS

Income projections on a monthly basis assume a steady rise in device, pill holder, app and subscription purchases. By Month 6, we are selling 100 units per month, and by Month 7 we are selling 100 subscriptions per month. At that rate, we achieve profitability by FY 2.



# Income Statement

	FY 1	FY 2	FY 3	FY 4	FY 5	
<b>REVENUES</b>						
Hardware	\$ 332,370	\$ 409,270	\$ 409,270	\$ 409,270	\$ 409,270	\$ 1,969,450
Subscription	\$ 100,599	\$ 478,571	\$ 890,958	\$ 1,303,345	\$ 1,715,733	\$ 4,489,206
<b>Total Revenues</b>	<b>\$ 432,969</b>	<b>\$ 887,841</b>	<b>\$ 1,300,228</b>	<b>\$ 1,712,615</b>	<b>\$ 2,125,003</b>	<b>\$ 6,458,656</b>
<b>EXPENSES &amp; COSTS</b>						
Cost of goods sold	\$ 238,225	\$ 293,350	\$ 293,350	\$ 293,350	\$ 293,350	\$ 1,411,625
Platform Fees	\$ 80,035	\$ 204,962	\$ 328,678	\$ 452,394	\$ 576,110	\$ 1,642,179
Lease						\$ -
Internet & Cloud	\$ 6,000	\$ 12,000	\$ 24,000	\$ 36,000	\$ 36,000	\$ 114,000
Marketing	\$ 20,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 80,000
Salaries	\$ 18,000	\$ 150,000	\$ 200,000	\$ 250,000	\$ 300,000	\$ 918,000
Warranty	\$ 16,619	\$ 20,464	\$ 20,464	\$ 20,464	\$ 20,464	\$ 98,473
Debt Repayment	\$ -	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ 200,000
Startup Cost <sup>*1</sup>	\$ 211,100					\$ 211,100
<b>Total Expenses &amp; Costs</b>	<b>\$ 589,979</b>	<b>\$ 795,775</b>	<b>\$ 981,491</b>	<b>\$ 1,067,208</b>	<b>\$ 1,240,924</b>	<b>\$ 4,675,377</b>
<b>EBITDA</b>						
Depreciation	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 8,500
Interest	\$ 18,000	\$ 18,000	\$ 9,000	\$ -	\$ -	\$ 45,000
<b>PRETAX INCOME</b>						
Net Operating Profit	\$(176,709)	\$ 72,366	\$ 308,037	\$ 643,708	\$ 882,379	\$ 1,729,779
Taxable Income	\$ -	\$ 52,666	\$ 297,337	\$ 642,008	\$ 880,679	\$ 1,872,689
Income Tax Expense	\$ -	\$ 15,715	\$ 88,725	\$ 191,575	\$ 262,795	\$ 558,810
<b>NET INCOME</b>	<b>\$ (176,709)</b>	<b>\$ 56,650</b>	<b>\$ 219,311</b>	<b>\$ 452,133</b>	<b>\$ 619,584</b>	<b>\$ 1,170,969</b>
* 1 Startup Cost does not include Equipment for Income Statement						

# Leadership



**JACQUES AMAR**

**CEO & Founder**

Jacques Amar has 30+ years of experience in the IT sector. He designs and implements custom software for corporations. As an electronics engineer, he brings creative designs to the hardware pieces of the Pillgram system. With hands-on experience in entertainment, video and music, major e-commerce, and marketing industries, he has gained expertise in high volume/high-speed database design, network infrastructure design, mobile app development, direct integration with social media engines, HIPPA compliance for customer data and financial data secure handling for e-commerce.



**JOSHUA THOMAS**

**AI Specialist**

Joshua Thomas earned his degree from Oxford University and a Master's degree in Artificial Intelligence from Vrije Universiteit Amsterdam. He brings a wealth of knowledge in AI applications to Pillgram. He developed the classifier for identifying pills for use in a medicine scheduling software.



**LEIGH KAUFMAN**

**LEVEEN**

**Marketing Officer**

Leigh Kaufman Leveen is a skilled communications professional with broad experience in communications and marketing strategies, production and platforms. She has a wide range of experience developing online, and printed marketing materials and campaigns.



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