



Advanced Computing for Executives
School of Computing

This is to certify that

SWESHA NAIR P

has successfully completed the programme

Market Entry Strategy for Asia

(as part of Corporate Gurukul's International Immersion Programme)

12 - 15 June 2022

A handwritten signature in black ink, appearing to read 'C. M. Kitt', is positioned above a horizontal line.

Dr Chan Mun Kitt
Senior Director
Advanced Computing for Executives (NUS)
National University of Singapore



Strategic Technology Management Institute
School of Computing

2nd July 2022

SWESHA NAIR P
CRESCENT SCHOOL OF BUSINESS
CHENNAI

Dear Swesha Nair P,

Subject: Letter of Evaluation

This is with reference to the International Immersion Programme (IIP) conducted by Corporate Gurukul from 12th June 2022 to 15th June 2022 on 'Market Entry Strategy for Asia'.

Your performance in IIP was evaluated based on theoretical understanding and application of following concepts :-

1. Product Vision
2. Market Analysis
3. Business Case
4. Product Positioning
5. Pricing and Packaging
6. Go-to-Market

Your performance was good and your overall Grade is A-

We encourage you to further enhance your knowledge, skills and research in the above areas and wish you the very best for a career ahead!

Sincerely,

Prof. Lee Boon Kee
Senior Lecturer
DISA, School of Computing
National University of Singapore




SWELL Health Assistant

By,
Swesha Nair P (200292601175)

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01.
INTRODUCTION

OVERVIEW

With the ever-changing lifestyle, it is becoming necessary to track the body's vitals and the health conditions of the body.

Till now, we cannot have an overall predictive analysis, and we are locked on to OEM software. With the implementation of SWELL, all these changes!

SWELL integrates the data from all the smart wearables providers and gives a centralized result on the health conditions.





02.
PROBLEM
STATEMENT

PROBLEM STATEMENT

To partner with the Health Promotion Board of Singapore and businesses in the MedTech and Health Tech industry to offer personalized digital health services that help citizens to stay healthy.



THEM VS. US



THEM

Being locked to the OEM software and the basic information that it provides.

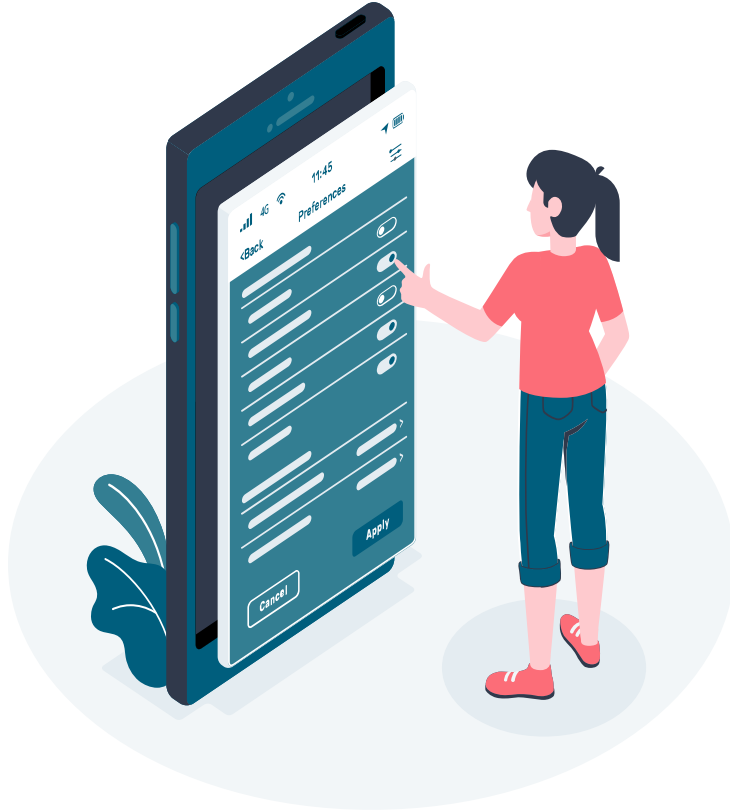


US

Gathering data from any smart wearable connected to the app with rich insights.

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03.
SOLUTION



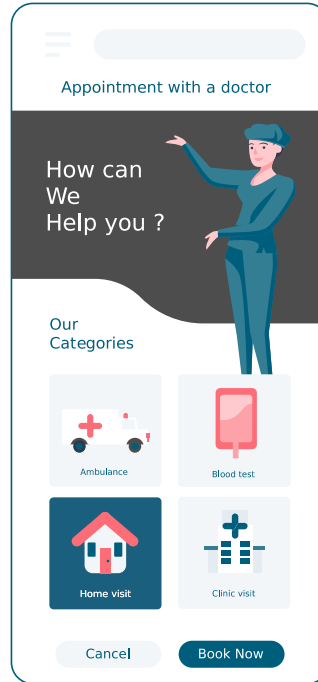
SOLUTION

SWELL provides an integrated and interactive dashboard for people to view their health records and body vitals and take preventive actions based on the insights provided. Also, the application integrates the Emergency Services and Responses Team with the customers directly.

PRODUCT OVERVIEW

Centralized Dashboard

With one central location to manage all the data, it is easier for the customers to know what they want with one glance.



VAS

Providing Value-Added Services like Doctor's Appointments, Online Consultations, Health Care reminders, and so on.

TECHNICAL ASPECTS



TECH INVOLVED

Machine to Machine Communication

Cloud Computing

Firewall Setup

Encryption

HTTPS with CloudFlare ZeroTrust

MySQL Database

Wordpress

Matomo

Payment Gateways

OUR PLANS

BASIC

- Vitals
- Diet

\$69.99

PRO

- Vitals
- Diet
- Step Count

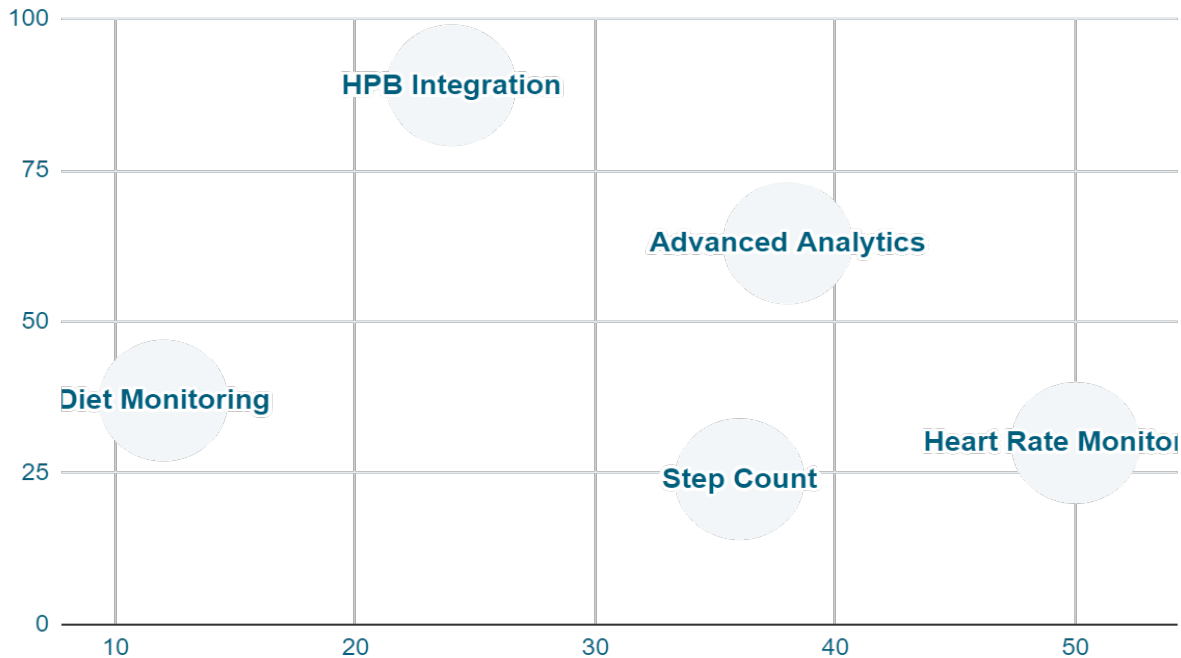
\$89.99

PREMIUM

- Vitals
- Diet
- Step Count
- HPB Integration
- Advanced Analytics

\$119.99

EXPECTED TRACTION



**10,000
PRO USERS**

**100,000
QUERIES**

**250,000
DEVICES**

CASE STUDY

CHALLENGE

- People do not have a centralized HIS for Health Monitoring

RESULT

- Provide a Healthcare Management System that integrates various services.

SOLUTION

- SWELL not only integrates the health data for the citizens' but also provides centralized body vitals tracking and recommendations.



**Immediate
Consultation
and Remedies
Provided**

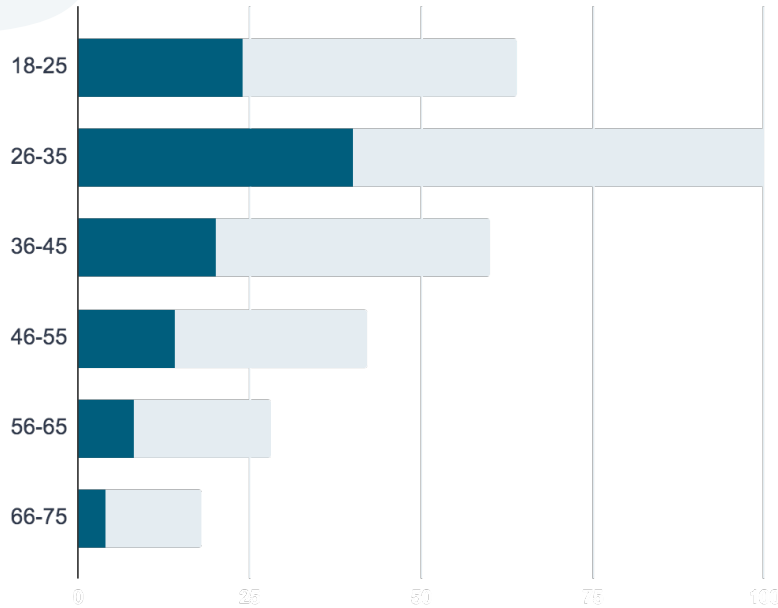
MARKET



Focussing on Singapore Market as the Target Area

TARGET

AGE



EXPECTED REGISTERED USERS

50,000

Health Conscious Users

Athletic / Sports person

General Public

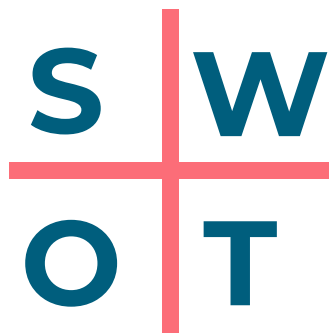
SWOT ANALYSIS

STRENGTHS

Integrating various platforms' data under a centralized dashboard.

OPPORTUNITIES

Integrating the data from two or more smart devices and collectively displaying the information.



WEAKNESSES

Getting consent from the OEMs to gather device-specific data and information.

THREATS

Availability of premium OEM offerings and complimentary ones.

BUSINESS MODEL

ASSESSMENT

We first beta test with selected users on an invite-only basis

MARKETING

Using all modes of marketing to reach the customers

TECHNOLOGY

Setting up a HIS in cloud for ease of use and better management

UX

Getting constant feedback from customers to improve User Experience

BUSINESS PARTNERS

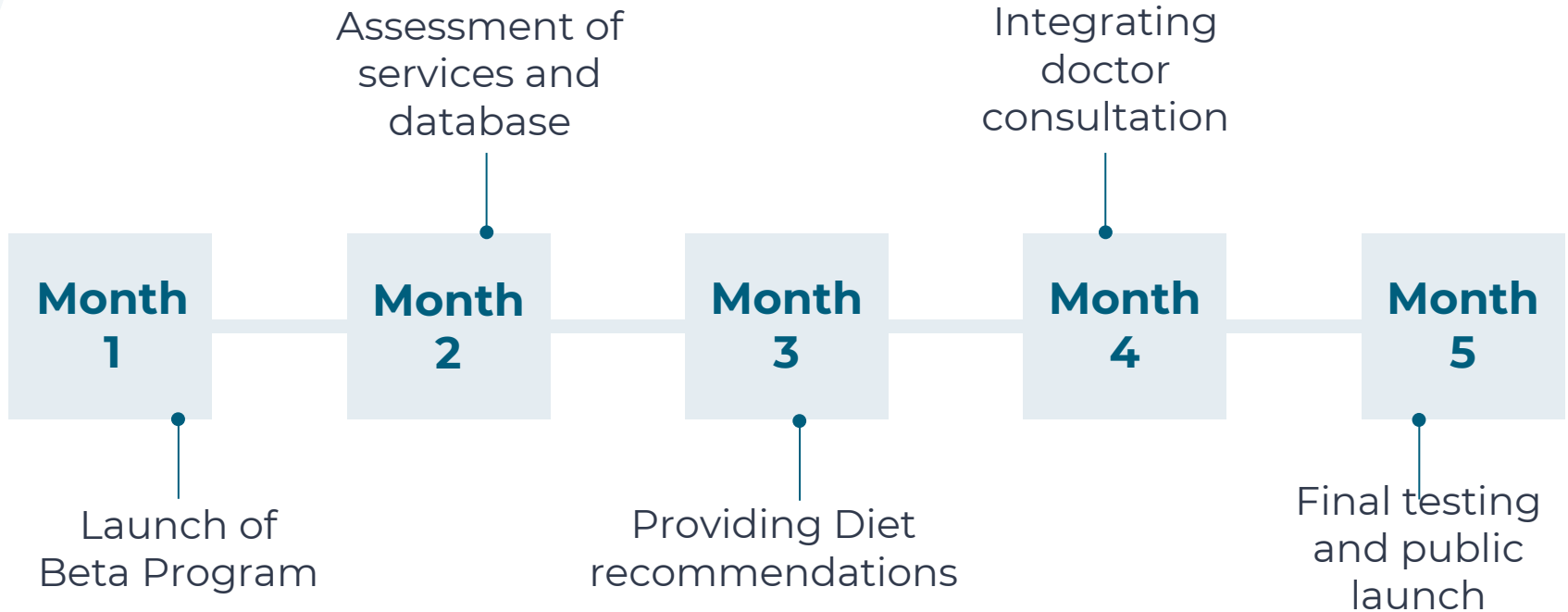
LABCORP

With the addition of Labcorp, we can have access to Clinical Testing, Lab Trials along with local expertise on Project Management and Regulatory Support

ABBOTT

Adding Abbott Industries to the mix will help us in improving our presence on suggesting dietary and nutritional products along with diagnostic analysis.

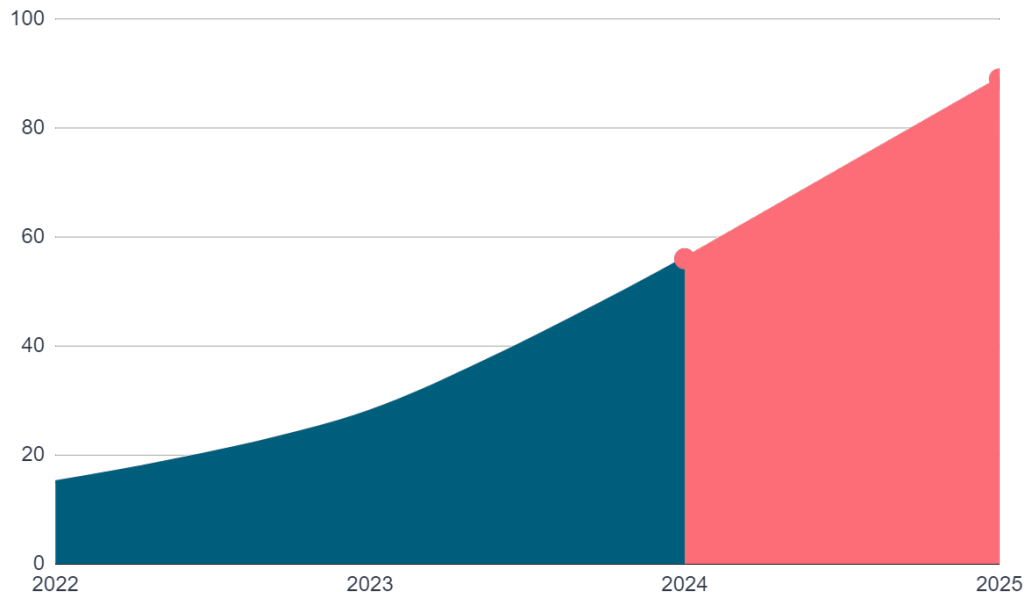
INITIAL ACTIVITIES



COMPETITORS

	Advanced Analytics	Hardware Support	Diet Suggestion	HPB Integration
Apple Fitness+	Basic	Restricted	✗	✗
S Health	Basic	Restricted	✓	✗
SWELL	Complete	Universal	✓	✓

PREDICTED GROWTH



Post the integration of HPB; we will be achieving more than % of growth YoY (approx.)

● EXPECTED GROWTH ● CURRENT GROWTH

~5,000,000

Citizens' records expected to be added in the platform by the end of 2 years

Break-Even Analysis

Break-Even Analysis			
SWELL Software		Date : 14-06-2022	
		For the Period: Apr 1,2022 - Apr 30,2022	
		Selling Price (P): \$ 240.00	
		Break-Even Units (X): \$ 113.00 Units	
		Break-Even Sales (S): \$ 27,120.00	
Fixed Costs			
		Advertising	\$ 1,500.00
		Accounting	\$ 500.00
		Insurance	\$ 500.00
		Coding&Developing	\$ 2,000.00
		Salary	\$ 5,000.00
		Office Rent	\$ 5,000.00
		Supplies	\$ 200.00
		Taxes(real estate, etc.)	\$ 200.00
		Utilities	\$ 100.00
		Other (specify)	-
		Total Fixed Costs (TFC)	\$ 15,000.00
Variable Costs			
Variable Costs based Amount per Unit			
		Cost of Goods Sold	\$ 25.00 per unit
		Direct Labor	\$ 50.00 per unit
		Overhead	\$ 11.00 per unit
		Other (specify)	per unit
		Sum:	\$ 86.00
Variable Costs Based on Percentage			
		Commissions	7.50% per unit
		Other (Specify)	1.00% per unit
		Sum:	8.50%
		Total Variable Cost per Unit (V)	\$ 106.40
		Contribution Margin per unit (CM) = P - V \$ 133.60	
		Contribution Margin Ration (CMR) = 1 - V/P = cm / P 55.67%	
Break - Even Point			
		Break - Even Units (X) $X = TFC / (P-V)$	113
		Break - Even Units (S) $S = X * P = TFC / CMR$	\$ 27,120.00

Net Present Value

NET PRESENT VALUE

Discount Rate

3%

Year

Net Annual Cash Flow (\$ thousands)

NPV Result

\$ 193.46

0

(150)

1

31

2

45

3

41

4

39

5

38

6

40

7

38

8

39

9

39

10

55

Total

255

INVESTMENT

35%

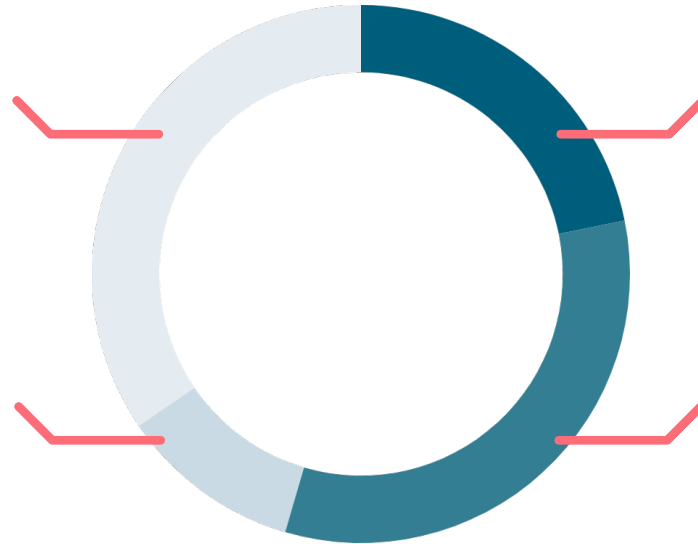
Development

Spending more on development is necessary

10%

HR

HR activities involves hiring the right developers for the job with good package



22%

Accounting

Any firm needs accounting and legal handling to be done

33%

Marketing

The crucial part of every business which can't be skimped on

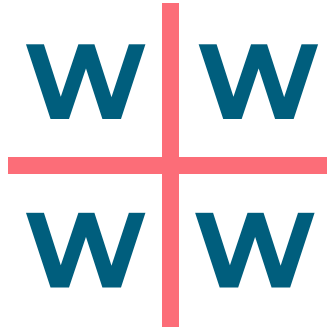
Go-To Market

What

An application that records a user's body vitals and provides centralized information.

Where

Targeted mainly at health-conscious individuals and sports persons/athletes. Launching to the overall Singapore country.




Why

Over 70% of Singaporeans claim they closely monitor their body vitals and 87% of them prefer to take control of their own health

When

The Beta version will be launched first on an invite-only basis. Post the product's assessment, it will be launched publicly.

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04.
CONCLUSION

CONCLUSION

With the implementation of a centralized Healthcare Information System, the people of Singapore will have access to advanced health information using any smart wearable devices they already own and be able to use the data to make perfect diet plans and lead a healthy lifestyle.

THANKS

Do you have any questions?

By,
Swesha Nair P

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik** and illustrations by **Stories**.

