

Eighteen Ventures

Eighteen Ventures' Business Modeling Development Service is designed to help startups and small firms prepare a dynamic, actionable document describing how the company intends to fund, produce, market & promote, sell, and distribute a novel marketable, problem-solving healthcare or medical solution.

The process includes incorporating eleven (11) elements producing a well-designed, focused, actionable growth strategy.

In addition, the service includes using the completed business model to prepare a National Science Foundation Small Business Innovation Research 3-Page Project Pitch.

Service Performance

- 1) Use a client questionnaire, Eighteen Ventures works with the client to define the overall business focus and proposed product/technology/service concept.
- 2) Conduct market research to collect and analyze information/data regarding the targeted industry, market sector, potential competitors, targeted buyers and users, regulatory requirements, reimbursements, and proposed technology concept.
- 3) Use the market research findings and the client's questionnaire to prepare a comprehensive business model, no longer than 25 pages, that will contain following components:
 - Medical/Healthcare Problem Identified Problem/Issue
 - Proposed Concept/Solution Purpose & Function, Uniqueness, Features
 - Targeted Buyers & Users Technology Buyer & User Profiles
 - Industry Profile Market Segment, Market Size, Competitors, Competing Solutions, and Competitor Analysis
 - Research & Development Product Development Process
 - Marketing & Promotion Customer Acquisition and Go-to-Market Strategies.
 - Customer Relationship Buyers Feedback Program
 - Key Activities Reimbursement & Regulatory Strategies, Production & Distribution Strategies.
 - Key Resources Partnerships, Competitor Analysis, Fundraising Strategy, Organizational & Operations Strategies
 - Financials Revenue Model & Expense Structure
 - Leadership/Management Team Key Executives Professionals & Research Team

Service Development Timeline

Normally, it takes 3 to 5 weeks to prepare a well-designed, actionable business model.

Contact Person: Darrell Williams, Darrell@Eighteenventures.com