



# Health Book Application

## White Paper

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		

## Title: Health Book Application

## INDEX

1.....	<b>Executive Summary:</b>	3
2.....	<b>Market Summary:</b>	4
3.....	<b>Competition:</b>	5
4.....	<b>Marketing Strategy:</b>	5
5.....	<b>Application overview:</b>	6
6.....	<b>Application Features:</b>	6
7.....	<b>Process Flow:</b>	7
8.....	<b>Revenue:</b>	8
9.....	<b>Future Outlook:</b>	9

## Index of Figures and Tables

Figure 1: Mock Health Application .....	3
Figure 2: Customer Representation.....	4
Figure 3: Application Flow .....	8
Table 1: Number of profiles on the Portal (Patient Side).....	4
Table 2: Primary Revenue Stream Calculations .....	9

<b>Date: 01-Mar-08</b>	<b>Ref: GS-BP-WP-0123</b>	<b>Version1.0</b>
<b>Plus91</b>		

## Title: Health Book Application

### Executive Summary:

Health and fitness is seen by many as a vital ingredient of their lives. To gather knowledge about health and fitness most people today turn online or turn to books. The application aims at combining the two mediums by offering a service to search and buy books online. The application will be hosted on the Plus91 Healthcare portal and will be freely accessible to all. The only requirement is registration of oneself. The portal offers numerous other services and at a later date the books one searches and buys can also be catalogued under your profile along with other records.

The application will be designed to make it easy to access and simple to use. The application will be designed such that it will be targeting two sets of users. The patients (end-users) who wish to get access to books about fitness and health and for doctors who wish to access hardcore medical books which they might want to buy for their reference or exams. The application will allow direct purchase of the books online; there will be a tie-up with a current online book service provider which will power the application at the back-end. Going forward a similar network may be built to e-tail books for well known health and medical book dealers across India.

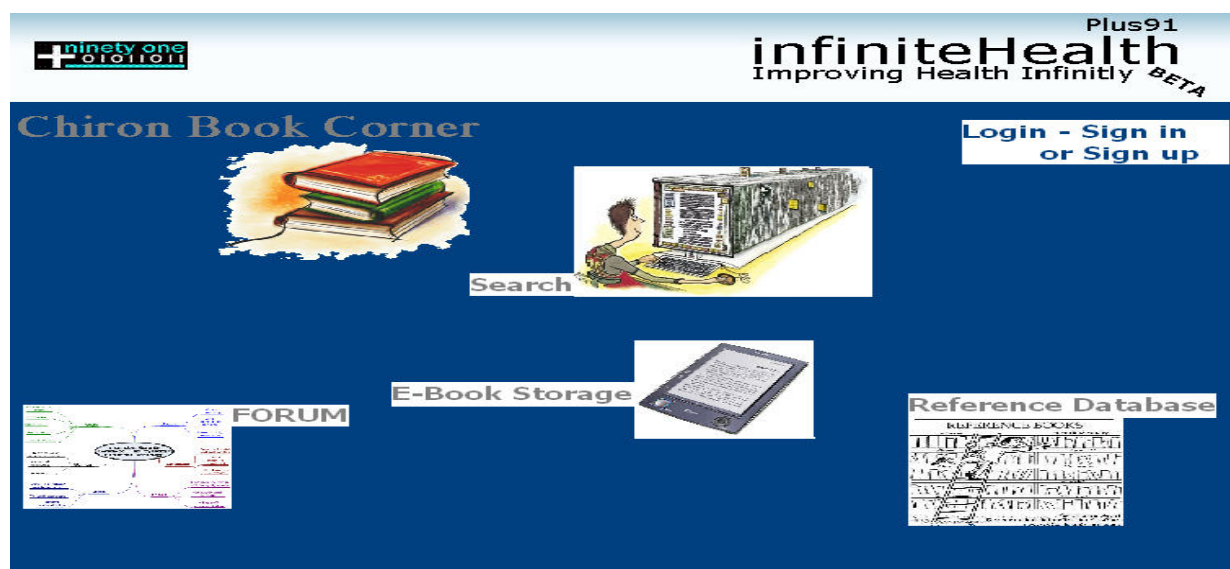


Figure 1: Mock Health Application

The application will be free of cost. There will however be twin revenue generation ports for the application. One will be advertising revenue garnered through the application pages. The second will be an indirect increase in registrations and advertising revenues for the entire portal which will be a result of new and repeat users coming back to use the health book application. The health book application requires some publicity and SEO especially in India; however this needs to be done within the portal and as a surrogate application when marketing for the whole portal is done.

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		

## Title: Health Book Application

### Market Summary:

The market for this application can be looked at from three sides.

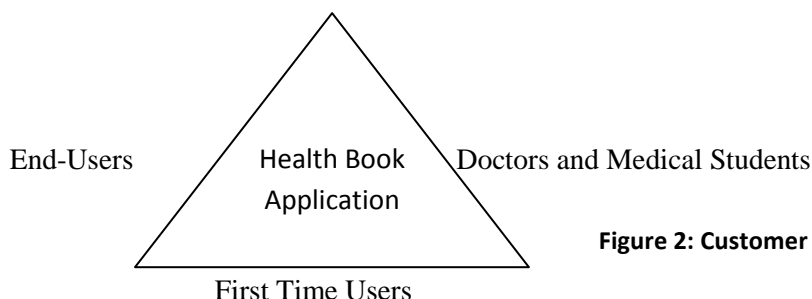


Figure 2: Customer Representation

End Users: The end users constitute customers whose profiles are already registered on the portal. They visit the portal to view their records and use other applications provided for them. They may visit the book application just to have a view or search for some books as a passing interest. In some cases they may log on to the portal to purely look for and buy a book. As per estimates over the 5 years the portal will have the following number of user profiles:

No. Of Individual Profiles on the Portal	2008-09	2009-10	2010-11	2011-12	2012-13
Average Patients	430447	1692589	4610918	9589684	17348168

Table 1: Number of profiles on the Portal (Patient Side)

The more net savvy ones over time will use the portal to also shop for books regarding fitness and health. Considering these numbers they still become a sizeable chunk of the portal users.

Doctors and medical students: The second type of user is the doctors and medical students. The portal provides access to nearly every kind of add on function that a doctor may want to look for. Also considering the OMEE portal, the viewership of these portals will ensure a large mass of doctors that visit the website. Medical fraternity has a vast range of books and journals which are referred to by doctors in various stages of their career. Hence it is but a natural progression that along with numerous other services we provide for them on the portal a platform to buy books should also be present. It will save their time and the trust they have built on the portal will make it their favorite destination to do their book shopping also. The biggest clientele though in this category will be medical students. The current students are very much technology dependant and will be open to shopping for their books online. However it is our priority over time to capture their interest by seeing that we have good offers and discounts.

First time users: The last type of user will be any person looking for books online and is drawn to the portal via an online search, a reference or while surfing. These users can be from anywhere across the world. They will be encouraged to register themselves before using the service application.

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		



## Title: Health Book Application

The market is growing at a rapid pace as more users use the cyberspace to search and shop for books. Books are the most widely bought low cost items in the online shopping arena. Add to that the new age mantra for healthy and green living, there is clearly a large swathe of both populations which fall in the intersection zone. Moreover, there is greater possibility that avid end users of the portal will be the same ones who would usually venture to buy books online. Hence there is great usability and value-add provided to customers by the book application.

### Competition:

The competition is intense and vast, with many established and some niche players in the market. International players like Amazon are usually on top of the search engine lists. Niche players like [www.medicalbooks.in](http://www.medicalbooks.in) are well known in the medical fraternity. However one key fact remains that distinguishes us from these players. The application we build is not in direct competition to these players. We are not a book shop but offer a tool to search other online book stores. The application will use APIs to tap into other book sellers and search for the target query.

We will be adding specific book sites which have a good database, competitive prices, and are open to third party applications. Amazon is an example of the kind of site we will tie up with. Since we do not aim to garner any direct revenue from the book sales, the publicity for the application will be at minimum cost. The book sellers we tie-up will be in direct competition with the remaining suppliers and they will tackle the competition directly. Our main aim is to provide a service to our end customers and doctors who visit the portal for various services and activities. This is to satisfy their need in the healthcare domain and not as a central revenue earner.

### Marketing Strategy:

The Marketing Strategy for the application is indirect. A four pronged approach is envisioned:

- a. SEO and Blog marketing for medical books – to attract more doctors and medical students from across the world
- b. On portal or internal advertising and offers to attract end users who visit the portal for other applications and services
- c. Minimal advertising on key portals and complementary websites
- d. Advertising offline in Indian cities during portal publicity. E.g. A pamphlet on the book application is given out when a new user may sign up with us directly or spoken about when he/she calls in for a query. Or a pamphlet at a partner doctors clinic etc.

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		



## **Title: Health Book Application**

### **Application overview:**

The application will allow the user to search for a book by various search parameters and will return the results from the various databases to which we have access. The book results can be sorted as per direct matches, pricing and location closest to user. On selection of the required result the application will go to the payment gateway of the service provider and the transaction will be completed. The application will require that the person either logs onto the portal through his/her profile (for end-users) or creates a profile specifically for the book application (for first time users). These profiles then can be modified and updated from time to time. Additional features will be provided to the profiles which are discussed below under application features.

The application will be displayed as a link on the home page of the portal. The home page of an end-user or a doctor will have two options. One is the previous option where the application link in the menu. If added as a favorite then the second option will be displayed on the home page as a direct search box with an advance search panel also included. This will allow a more direct access to books database for the users who are really inclined towards searching for and ordering books online. The application will tie-up with both conventional booksellers like Amazon and e-book sellers that use the online delivery model.

### **Usage:**

Usability factor of the application is very high. Fitness, diet and medical books are the three major areas of interest which consumers will target. Today a large part of the book buying population understands the convenience of an online book store. An end user visiting the portal can fulfill some of his/her other needs now by searching and buying a book online rather than going to a book shop. Some users might try it for the first time, since it is on a portal they trust or are getting used to.

The application will allow simple transfer from page to page with the links being clear and uncluttered. We envision great flexibility in which the site can be operated, allowing seamless transfer of e-books to the storage module and finally onto e-books readers and other peripheral devices. We will also provide an online e-book reader, for specific formats which require special readers. The most flexible option though is one of price and location. As having tied up with multiple suppliers we can offer a range of price and locations from the same book can be bought. The prices will always be displayed inclusive of shipping and taxes. From time to time we may extract special offers and discounts for our customers who buy through the website from specific suppliers.

<b>Date: 01-Mar-08</b>	<b>Ref: GS-BP-WP-0123</b>	<b>Version1.0</b>
<b>Plus91</b>		

## Title: Health Book Application

### Application Features:

The application will have the following features:

- a) Creation of profiles
- b) Advanced Search options by Author, Year of release, Edition, Keywords, Name of title, Name of Publisher
- c) Access to multiple databases to search for the same book
- d) Multiple display options by best price, closest location, newest edition etc
- e) Tagging favorite books for purchase in the future
- f) Allowing online storage on e-books purchased on the application
- g) Online book review forum and chat module
- h) Online database of book titles by healthcare category for reference
- i) Links to review books on famous and favorite book review sites and blogs
- j) News Section

### Exchange Program - Bookazar

One interesting feature will be a separate exchange program on the portal. This will be a niche e-bay based concept but only for medical books. Students and doctors can exchange/sell their second hand books on this website. We will have a tie up with a preferred set of couriers that pick up and drop the books to various clients. We will charge a percentage fee of the price. The price will include the price decided by the sell side client and the courier charges. These will be paid by the buy side client in full via the various payment option provided. The sell side client will part with a percentage of the entire amount as fees towards the exchange.

The fees will be fixed as per the size of the deal:

- a. Upto Rs 1000 – 5% as fees
- b. Rs 1000 to Rs 10000 – 3% as fees
- c. Rs 10000 and above – 2% as fees

The service will allow only medical books and health books to be on sale. The exchange will not provide any guarantee against the books condition. It will allow the sell side client to upload images of the book for reference. There will be a simple but elaborate form about the book or books in question. All other features will be the same as any online auction site, where the highest bidder or most preferred bidder will get the books. On a mutual agreement details of the two parties will be released and the courier notified about pick-up and delivery.

This service will provide a huge network of medical students and doctors early in their career who are in constant look out for books. We may also allow in the future old journals, hand written notes, test papers and CDs to be auctioned in the future. The service will also allow in the future loaning of material, which allows the clients to exchange back the books at the end of a time period.

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		

### Process Flow:

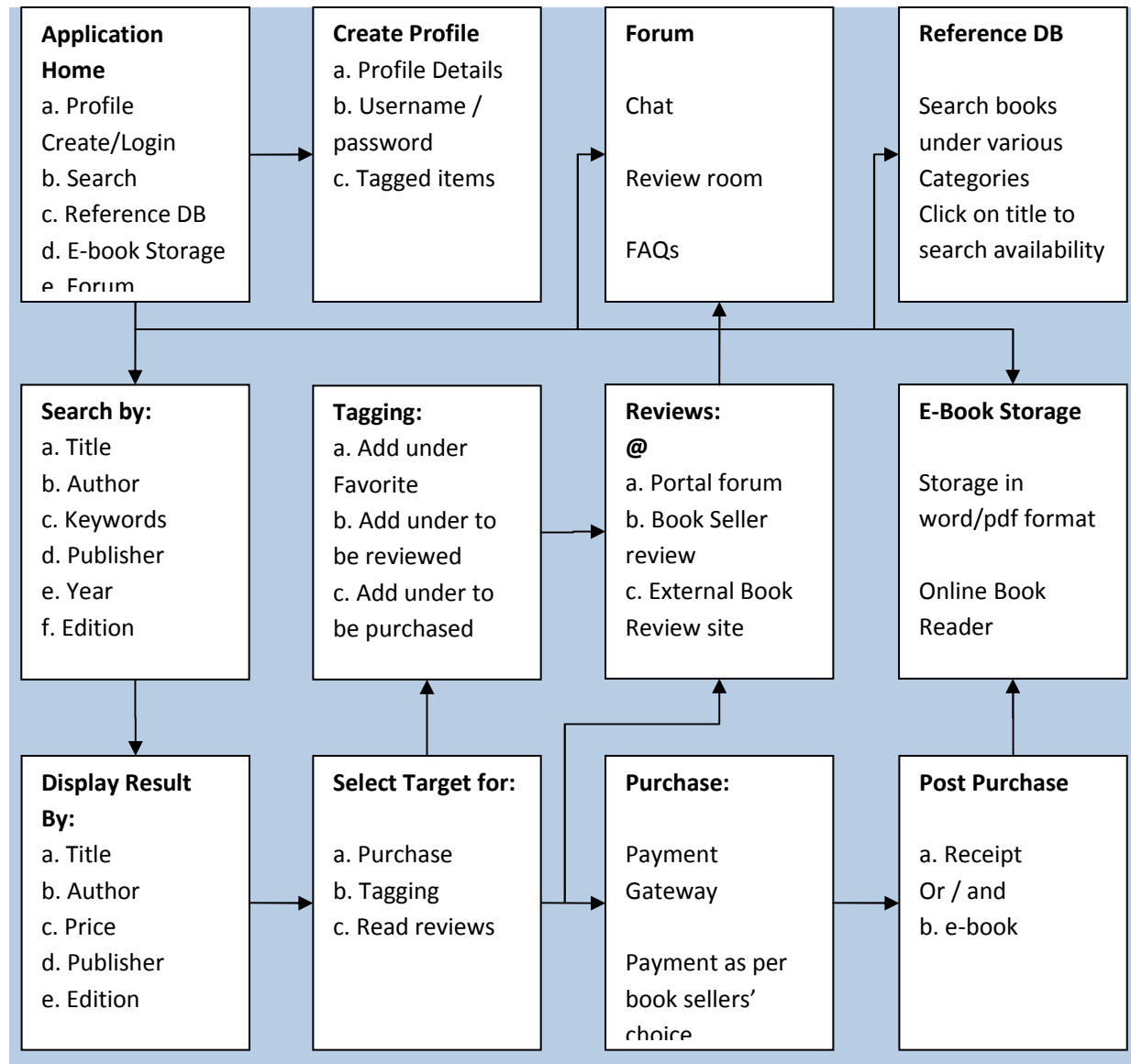


Figure 3: Application Flow

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		



## Title: Health Book Application

### Revenue:

Revenue streams can be divided into two categories. Both categories are generated due to advertisement. The primary stream is from actual advertising revenue generated by the application pages. The secondary stream is from the indirect advertising potential of the additional users who will visit the portal and its other pages due to the health book application.

Primary source: The application as described above contains at least 15 individual pages. Each page can have one banner advertisement. Each page can also have a multiple rotating advertisements along the side of the page.

The number of users visiting the page will increase over time. Initially consider

No. Of Individual Profiles on the Portal	2008-09	2009-10	2010-11	2011-12	2012-13
Average Patients	430447	1692589	4610918	9589684	17348168
Patient Usage percentage	5%	8%	10%	12%	15%
Average Patients using the book application	21522.35	135407.12	461091.8	1150762.08	2602225.2
Doctors and Medical Students	5000	50000	100000	1000000	2500000
	10%	15%	25%	30%	40%
Average Doctors using the book application	500	7500	25000	300000	1000000
First Time users	2000	5000	10000	20000	50000
Total Users	24022.35	147907.12	496091.8	1470762.08	3652225.2
Using average 10 pages	240223.5	1479071.2	4960918	14707620.8	36522252

**Table 2: Primary Revenue Stream Calculations**

Hence a total of over 5.5 Crore page views are expected from the Book application over 5 years. Estimating revenue of approximately Rs 0.05p per view the revenue estimate is Rs 30 lakhs approximately.

The secondary stream is not directly predicted. However a fall out effect will be seen on the remaining add on applications if the popularity of the book search application increases as predicted. This is especially true for doctors and medical students who would now visit the site more regularly for other updates and services if their core need to buy the required books is satisfactorily met.

Advertisers on these pages will vary depending on the books being searched. They can be divided into diet, exercise, medical, healthy living, pharmaceutical and alternative medicine broadly. Each of these categories being searched will throw up adverts relating to a given field. E.g. somebody searching for a book on exercise and fitness will see gym adverts from their local gym or from a protein shake maker.

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		



## Title: Health Book Application

### Future Outlook:

The application going forward can have some additions:

- a. Become the front-end for numerous local books shops that deal in medical books and take their business into the e-tail sector
- b. Offer special discounts and offers to end users and medical students by having a tie-up with the best and cheapest in the sector
- c. Increasing storage capacity and have a system which directly downloads into E-book readers
- d. Having a library of important journals and magazines on health, fitness and medicine at subscription rates through the portal

Date: 01-Mar-08	Ref: GS-BP-WP-0123	Version1.0
Plus91		