### Problems
- Over one billion people suffer from chronic respiratory diseases worldwide and its progressive deterioration depends primarily on the occurrence of acute exacerbations.
- Between medical follow-up visits, patients are left alone with traditional self-management materials.
- Current tools for CORD self-managing are complex, unattractive, not individualized and require laborious analysis by health professionals, discouraging their use in healthcare.

### Solutions
- Low-cost, easy-to-disseminate and personalized technologic solutions for remote monitoring and individualized support (coaching) of patients with CORD, using only the smartphone and their embedded sensors.

### Value proposition
- Low-cost, high-quality prospective data for better clinical decisions
- Innovation of CORD healthcare
- Increased patient involvement and empowerment
- Contribute to more efficient and sustainable healthcare

### Unfair advantages
- Team know-how, merging clinical, academic and technologic perspective
- (Inter)national experience licensing technologies
- Experience in testing apps with end users

### Customer segments
- mHealth companies
- Pharmaceutical companies
- Clinical Devices manufactures
- Health insurers
- Health care providers
- Patients and caregivers

### Key metrics
- Number of users of the app (final users)
- Number of users of the health professional interface (final users /customers)
- Number of licenses of the developed technologies (customers)
- Number of apps integrating the developed technologies

### Cost structure
- Human resources
- Research and Development
- Marketing and sales

### Revenue streams
- Licensing technologies
- Innovative health services

### Channels
- Direct contact and external collaborators
- B2B
- Online stores
- Pharmacies
- Healthcare webpages
- Patients Associations