

Business Model Canvas

<p>7. Key Partners</p> <ul style="list-style-type: none"> Pharmaceutical manufacturing companies are our target customers. People diseased with cancer, HIV, Hepatitis B, and Covid-19 are the end users of our products. The academia will shape our science by peer-reviewing our products. Government and/ or regional agencies will play a regulatory role during the process of rolling out our products. Investors will provide the needed finances. 	<p>8. Key Activities</p> <ul style="list-style-type: none"> Mobilizing funds. Publishing the science. Establishing a GCLP and a GMP compliant facility. Developing new production technologies. Clinically trying out each of the four prototypes. 	<p>1. Value Proposition</p> <p>Cancer, HIV, Hepatitis B, and Covid-19 have wreaked havoc; cancer for millennia, HIV and Hepatitis B for decades, and Covid-19 very recently. Whereas the first three have some means of managing them, which have lengthened the lives of patients despite the undesirable effects and eventual deaths in most cases, Covid-19 has raised a lot of anxiety because of the ever-emerging strains that require vaccines to be redesigned. With BertoCAN, BertoV1, BertoHEP, and BertoCOV, the patients have a permanent solution to each of the four diseases.</p>	<p>4. Relationship with Client</p> <p>Once we attract customers, our retention strategy will be to customize products for them, which will enable them create new markets.</p> <p>Given the quality of products, the end users will be contented and this will build brand loyalty.</p>	<p>2. Customer Segments</p> <p>The end users of our products are individuals suffering from cancer, HIV, Hepatitis B, and Covid-19. The products are designed to match various strains of the pathogens and work with the same level of efficacy regardless of the severity of the disease, age of the patient, gender of the patient, and geographic location of the patient.</p> <p>Our target customers are pharmaceutical companies interested in increasing their customer base by creating new products that enable them widen their markets.</p>
<p>9. Cost Structure</p> <p>Publishing our science is a very vital step that forms the basis of clinical trials, the most expensive stage.</p>		<p>5. Income Structure</p> <p>We shall not sell products to the end users. Our revenue will come from the sale of patents to pharmaceutical manufacturing companies.</p>		

