

Value Proposition Essentials

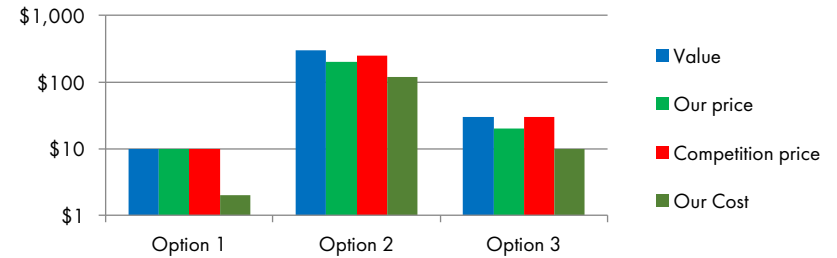
Our Solution

Our **“Medical Transcription Solution”** Solves:

By using our unique capability(ies) in:

Which will help us capture a leadership position in:

Cost Graphs



Competition

The customer’s next best alternative is:

Provided by companies like:

Unlike these companies, our solution’s Unique Value Proposition is:

Which gives us better cost-control and pricing flexibility:

Our cost to deploy the solution is :

Financials

Our solution will require:

We will price our solution at :

Which will generate:

With a steady-state revenue of:

At a margin rate of: , a 5-yr NPV of: , and IRR of :

Market Strategy

Our strategy comprises of :

Which will help us capture:

We will need to influence key stakeholders:

And partner with, or source from:

We will need to be cognizant of the following sign posts:

And develop risk mitigation plans against: