



Business Plan

Weekend Group 7

Module: Enterprise &
Entrepreneurship

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How many of us have waited long time to be seen for a minor symptom or health issue?



(Bing.net, 2025)

“41% of NHS staff claimed to feel poorly due to increase level of burn out (NHS, 2024)”

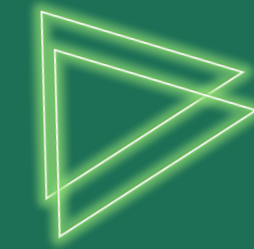
Statistics



“Average of 18 weeks to be seen for non urgent health issues

(British Medical Association, 2025)”

Overview of business



Business idea: Health App supported by AI

App offers:



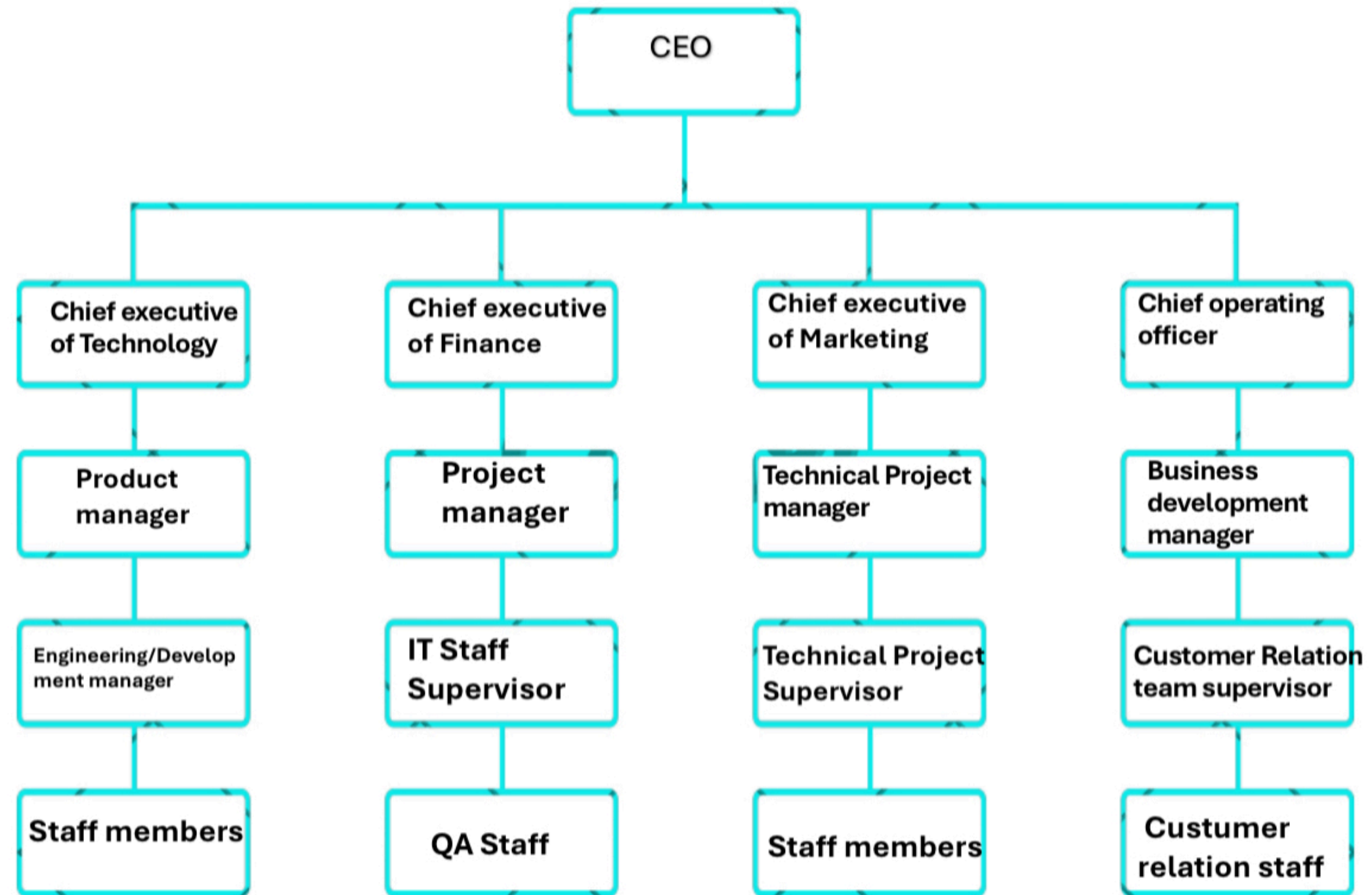
Who's the app for ?

- Individuals from all ages,
- children should be supported by an adult
- NHS GP & Hospitals
- Private clinics

Benefits of App:

- Decrease NHS staff burn out
- Shorten waiting times at hospital or GP
- Time efficient
- Quick results
- Portable X-Ray ability
- Exclusive diet plans & wellness deal

Management structure & Legal format



Health2Self will run as:

- **Hierarchy management structure.**
- **Limited company.**
- **Serve as an App.**
- **Location : Office in Whitechapel London.**
- **Team with 5 members where roles will be shared.**

Environmental Analysis (PESTEL)



Factor:
Political
Impact: Health care regulations, NHS positioned, global policy range compliance

Factor
Economic
Impact: Risisng health care technology ,cost efficiency for providers

Factor
Social
Impact: Health updated, rely Ai and use implementation

Factor
Environmental
Impact: Decrease in travel outflow, energy sustainable

Factor
Technology
Impact: Cyber security, Ai and use implementation

Factor
Legal
Impact: Approved medical advice, Asset management GDPR, guided

Unique Selling Points

- Transportable tool
- Accessible anywhere & to all
- Incorporation with NHS & private operations
- Ai supported triage
- Fast results & guidance
- Exclusive health deals

Explanation of marketing strategies



1. Market engagement Strategy

Customised message by user type and its region following these steps:

1. Direct individuals by age, health objectives and technology adaptability,

2. Aim NHS departments and private clinics,

3. Make a launch in UK, grow globally with localised content.



3. Educational & trust building strategy

• Steps:

• Host webinar tutorials

• Promote user reviews & ratings

• Communicate privacy & compliance



2. Digital Marketing

- Use Instagram, Ticktock and Facebook for app awareness
- Influencer & NHS ambassador partnerships
- SEO app store keywords



(Freepik, 2024)



(Wikimedia.org, 2007)



(Google.com, 2025)



Driving Adoption & Global Growth



Promotional Strategy

- Referral rewards, early access, wellness brand partnerships

Worldwide Expansion & Localisation

- Language adaptation, local partnerships

Performance & Analytics

- Track user behavior, test features, gather feedback

Funding

Estimated Cost & Key Considerations

Estimated Total: £64,000 (excluding NHS data cost)

Data partnerships

Marketing, growth & operations
Covers AI app development

Compliance, legal, Team salaries

“Ready to invest in the
future of health?
Join us in making



“AI implementation costs rise with more customization and data access, due to ethical requirements and government laws (Lewis and Mercer, 2023)”.

Reasons why should you invest in Health2Self App

- **NHS Impact:** Reduce staff fatigue and patient waiting times.
- **Unique selling point:** Rapid AI checks, X-rays, triage and monitoring.
- **Expandable & profit driven :** Worldwide scalability by estimating £4.35M projected by Year 3.
- **Diverse Revenue Streams:** Including Subscriptions, NHS licensing, private clinics, affiliates.
- **Low Initial Costs:** Only £64,000 needed with high profit outcomes.
- **Professional & regulatory.** - Experienced team with strong legal, ethical and data governance.

Initial cost for first month

Category	1 st month cost	Reason
Ai & App development	£15k-£120k (Zaibatsu Technology, 2025)	App updates and chat box
Compliance any legal	£15k-£120k (Zaibatsu Technology, 2025)	NHS, GDPR, MHRA
Team salaries	£10,500 – total for 5 team members	Hiring & promotions
Data & partnership	Not disclosed	NHS data licence agreement
Marketing and growth	£8k	NHS growth, raise
Operations	£5,160 ((Rubberdesk (UK), 202)	Office space, protection coverage, service

Potential Funding Sources

1.NHS Innovation Accelerator (NIA) -
(Industries we serve | HTEC, 2025)

2.Innovate UK Smart Grants - *(About FI Group | Global Innovation Funding Consultancy, 2025)*

3.Angel Investors in HealthTech - *(About, no date)*

4.DigitalHealth.London Accelerator-
(Accelerator, no date)

5.VC firms like AlbionVC, InHealth Ventures-
(VCTs, 2024)



Revenue Streams

Revenue streams	Yr1	Yr2	Yr3
Individual Subscriptions	£50k	£250k	£10k - if early 1k-5k subscriptions
NHS licensing	£0	£500k	£2M if initially pilot of 10-30 Trust
Private Provider	£0	250K	Starting with small clinics and growing more clients
Affiliate/Wellness	£0	£100k	200k by wellness / diet partner's commission

Profit = 4,350,000
Expense 64,000

= Profit is 67.97 times larger than first month cost
As a percentage = 6,797 or 68 % round to next 10.

HEALTH2SELF app has

6

8

times high score of making profit in 3rd year of business from first year in.

Conclusion

In summary we have:

- Overviewed business idea
- Stated Management structure & Legal format
- Analysed Environmental factors using (PESTEL)
- Explained of marketing strategies
- Suggested funding required
- Given initial cost for first month
- Mentioned potential funding sources
- Presented revenue streams





Thank you!
Any questions?

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