

Individual Business Plan

Weekend Group 7

Module: Enterprise & Entrepreneurship

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Business overview

Business idea and what it offers

Create a health app using Artificial Intelligence where individuals can check their health, do body X-rays, check blood pressure, heart rate, use of Ai to answer questions of individuals to know how to cater to its needs in fast efficient manner.

App name: **Health2Self**



App offers:

Ability to keep track of health effortlessly - To monitor wellness in one dashboard from symptoms, progress, and health goals in one app.

Instant relief and guidance options - To enable immediate help to solve small health concerns with AI powered tool from recommendations on pain soothing remedies, painkillers to advising booking GP appointment and locating nearest hospital point

Personalised AI chat support - Enables Access to AI assistant for tailored advice.

Portable X-Ray ability – Ability to access X-ray whenever individual is, fast flexible and futuristic

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Exclusive diet plans and wellness deals – Allow personalised offers for better living form diet options match individual's lifestyle and health goals.

Business objectives

Business aims to solve minor issues, identify if there is an urgent need that needs to be dealt in hospital, visit to GP or not. Additionally save NHS staff burn out and only leave the ones in most need to have its focus. Furthermore, is subject to facilitate hospital processes by allowing individuals to do some of the unharmful practices allow depending on age and circumstances can do it with assistance. Finally, the app aims to allow individuals needs to be delivered fast and reduce the waiting time on health assessments and time to be attended.

Target audience and clients

Target audience will include Individuals from all ages, NHS hospitals in UK and private health providers globally as it grows.

Business structure:

Business will be registered as a Limited company and lead by Hierarchal leadership.

Environmental Analysis using PESTEL

Factor	Impact
Political	Health care regulations, NHS positioned, global policy range compliance
Economic	Rising health care technology, cost efficiency for providers
Social	Health updated, Rely on Ai, user centred design
Technological	Cyber security, Ai and use implementation
Environmental	Decrease in travel outflow, energy sustainable
Legal	Approved medical advice, Asset management GDPR guided

Selling Points

Unique Selling Points include :

01	AI supported triage & guidance to allow quick and fast results for small and high level of health concerns.
02	Transportable tools, making it more efficient to use wherever.
03	Smooth incorporation with private operations & NHS all large accessibility to all .
04	Customised wellbeing initiatives to motivate a better & healthy living .

Explanation of marketing and other business strategy & execution for app implementation

Segmentation and Targeting

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.

Digital Marketing

Use online platforms such as Instagram, Ticktock and Facebook to engage and bring awareness of app uses and functions.

1. Execution:

2. Give tips, demonstrations of app tools,
3. Make partnership with health influences and NHS ambassadors,
4. Increase visibility with SEO (searching engine optimisation) and app store keywords to push app & its ranking B2B Outreach Strategy.

Educational & Trust-Building

Build user trust in AI health tools.

Steps:

1. Host webinars, tutorials,
2. Promote user reviews and ratings,
3. Communicate privacy and compliance clearly.

Promotional Strategy

Use incentives to drive early adoption.

Steps

1. Launch referral rewards,
2. Offer free exclusive access for early users,
3. Make partnership with wellness brands for bundled rewards.

Worldwide expansion and localisation

Adjust to speech and modify to health standards.

Steps:

Make use of interpretation to allow different language users understand app and deals. Additionally tailor content to target relevance culturally. Lastly make native health centres and guarantors collaborate with partnership.

Performance & Analytics

Keep record & maximise marketing impact

Steps:

First keep track of user's behaviour when using pp and current performance patterns, second conduct tests on marketing tools and new user experience. To conclude plan to gain user response on how app is user friendly or not to improve user experience.

Funding Required

Total = £64,000 (excluding NHS data cost)

Estimate of £64,000 due to Costs of AI app development, compliance and legal relating to teams' salary, data and partnership, marketing costs and growth and operation and maintenance cost.

Ai implementation can be costly as the more customised and data access it has more charges is given due to being” subjective to ethical requirements and government applicable laws (Lewis and Mercer,2023).”

Start-up expenses and 1st month cost breakdown

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

Break Even Analysis

A total cost of £55,669-£63,669 excluding NHS data is estimated to be spent for business to function it relies in different sectors to be able to achieve its purpose. Having ability to have all elements of business working will enable business to reach its full potential, serve its future customers effectively. This refers to elements costs such as:

1.AI &App development: £15k-£120k

2.Compliance & legal: £15k-£120k

3.Team salaries: £10,500(5 staff)

4.Data & Partnerships:(To be confirmed) (NHS licence)

5.Marketing: £8,000

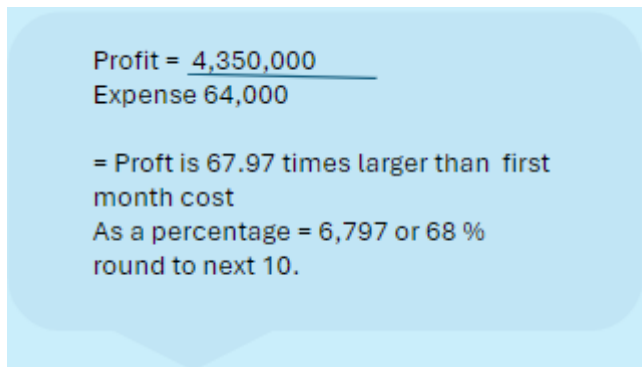
6.Operations:35,169

Revenue streams included

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

Percentage of business success over expenses to maintain business (app) functioning



A total of £4.35M revenue estimated to be made by 3rd year of business. Reflecting upon results, business has high chance of making 68 times higher profit in 3rd year even though its costs to be sustained may also be costly.

Potential Funding Source include

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

Reason: Gives support to those who help NHS services be better enable app to have more credibility faster.

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

Reason: Will support with first stage of building app with needed resources such as technology essentials.

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

Reason: Help build connections within the health industry and mentor.

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

Reason: Support with scaling App and build hospital partners with networking opportunities it gives.

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

Reason: Supportive with long term scaling plans.

Management Team & background

Qualifications and experience subject to Indeed job vacancies (uk.indeed.com, n.d.)

Core Executive Management

Roles will include:

Chief Executive Officer (CEO): Accountable for inspiration of company, first to direct decisions. Head on overseeing operations, long term prospectives and execution.

Qualifications: Bachelor's degree in business, economics, or an industry-relevant STEM field is typically required, with a Master of Business Administration (MBA).

Experience: Senior-level management experience 10+ years with a proven record of accomplishment of leadership and accomplishing measurable business results.

Chief Technology Officer (CTO): Responsible for taking care of all technological progress, data protection, architecture, and infrastructure.

Qualifications: Bachelor's degree in computer science, engineering, IT, or a related technical field. A master's degree or PhD in a technology or business.

Experience: 10-15 years in a technical side,leveling up to managerial or leadership roles like software development lead or technical project manager. Experience with IT governance, risk management, and regulatory compliance is important.

Chief Marketing Officer (CMO): Builds and delivers the marketing solutions to develop exposure of brand, gain clients and make profit.

Qualifications: A bachelor's degree in marketing, communications, business administration. An MBA with a specialisation in marketing preferred.

Experience: Estimate of 10+ years in marketing and sales, in senior leadership roles.

Chief Financial Officer (CFO) (as the company scales):

Directs financial key parts including planning,forecast,and costs and ensuring regulatory compliance.

A bachelor's degree in finance, accounting, or economics or an MBA degree in finance.

Certifications: Certified Public Accountant (CPA), Chartered Financial Analyst (CFA), or Association of Chartered Certified Accountants (ACCA).

Experience: (10-15+ years) in accounting and finance roles, proven history through positions such as financial controller or finance director. Experienced in oversight of capital, auditing, risk.

Chief Operating Officer (COO) (often in larger companies): Oversees daily functions making sure of coherence and integration between departments.

Qualifications: Bachelor's degree in business administration or MBA. **Experience:** 10-15+ years in operations management, senior leadership roles, with knowledge of different department functions such as HR, IT, sales, etc.).

Product and Project Management

Product Manager: Develops product strategy and direction.

Qualification: Bachelor's degree in business, engineering

Experience: Market research, product generation, work with multi functioned teas such as engineering and marketing.

Project Manager: Oversees the planning, execution, and completion of specific projects within scope, budget, and timeline constraints. They manage resources, mitigate risks, and ensure effective communication between the team and stakeholders.

Qualifications: Certificates in Project Management Professional (PMP) or PRINCE2

Experience: Delivering projects to teams, funds, and deadlines

Technical Program Manager (TPM): Manages large, cross-functional product development initiatives, focusing on technical roadmaps, risk mitigation; communication across engineering teams.

Qualification: Bachelor's degree in technical field such as Computer Science, Software Engineering, or Information Technology.

Experience: Technical, stakeholders communicator, program management, cross function management,

Operational and Support Management

Engineering or Development Manager: Leads and mentors the software development team, manages workflows, resolves conflicts, and ensures quality and efficiency in the coding and building process.

Qualification: Bachelor's degree in engineering, computer science, or a related technical field

Experience: Technical history from high roles, leadership in managing teams, project management.

Quality Assurance (QA) Manager: Takes charge of product quality, verifying it meets prior to launching.

Qualification: Bachelor's degree in computer science, Engineering, or a related technical field.

Experience: Software QA testing, management expedient.

IT Manager: Directs the main IT department, assuring reliable systems, supporting staff, and maintaining operation efficient.

Qualifications: Bachelor's degree in information technology, Computer Science, or a related field.

Experience: IT, management.

Business Development Manager: Pushes business growth by increasing sales, market expansion; building partnerships.

Qualifications: Bachelor's degree in business, Marketing.

Experience: Sales or business development, proven of boosting revenue; establishing partnerships.

Customer Service & Support Manager: Customer retainer responsible by directing support team, refining user experience, planning, efficient supporting strategies to build extended customer lifespan.

Qualifications: Bachelor's degree or enough experience.

Experience: Customer service roles, team management managing a team; building support initiatives.

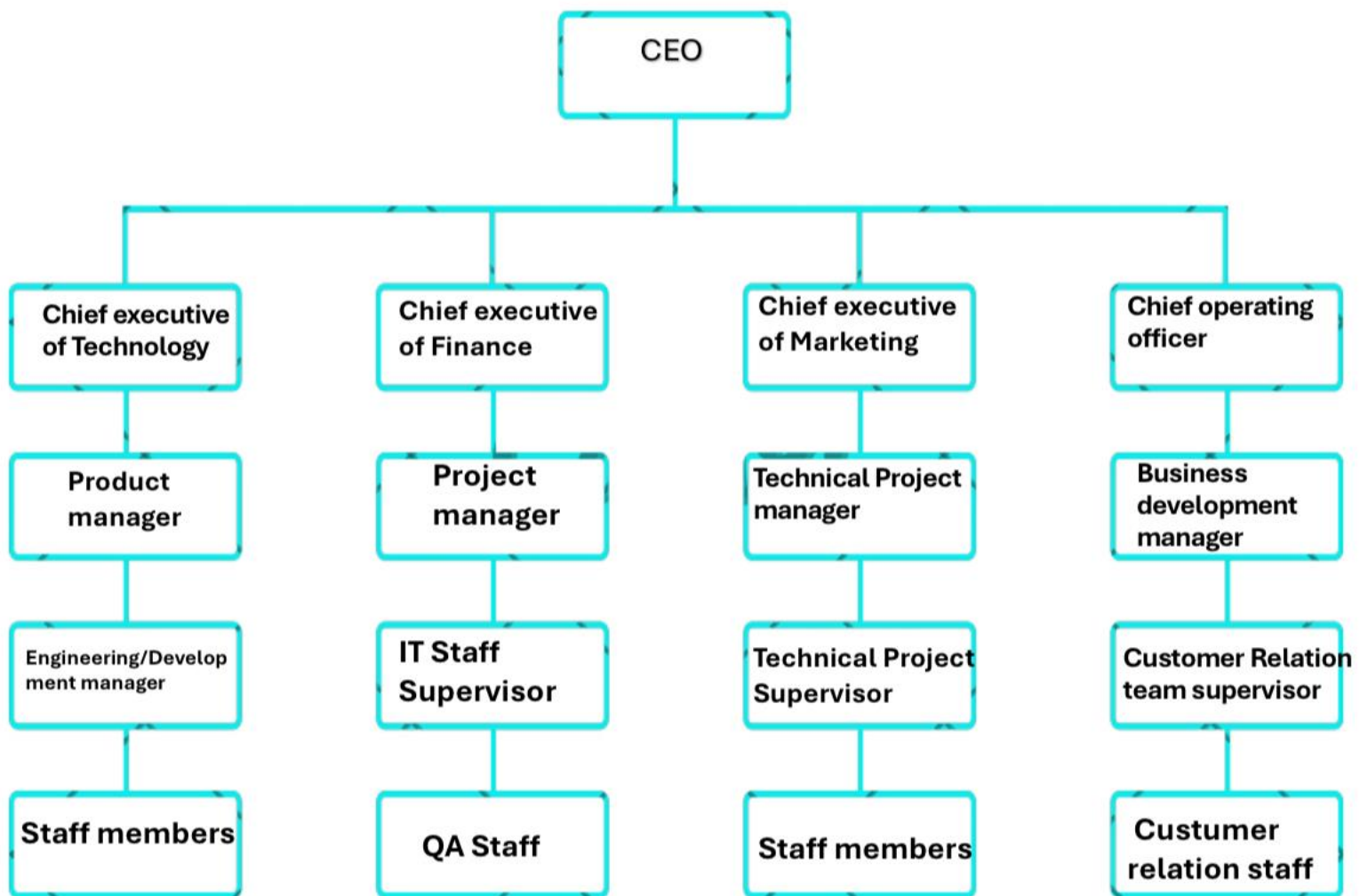
Qualification:

HR Manager (as the team grows): Charge of hiring, onboarding, training, plans development to attract; keep top talent.

Qualifications: Bachelor's degree in human resources, Business Administration,

Experience: HR functions well rounded.

Health2Self business Organisational Chart



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