Outline

• About PERSONA

• Approach
  ▪ Business Model
  ▪ Business Strategy

• PERSONA Ltd.

• Customers

• Conclusions
Consortium: 21 partners

- Norwegian Centre for Telemedicine
- Fundación Vodafone España
- AITEX
- Itaca
- Diaz Bastian & Truan
- Universidad Politécnica de Madrid
- CSIC
- OVSI
- Odense Municipal Government
- Danish Centre for Health Telematics
- FutureCamp Holding GmbH
- Fraunhofer Institute for Computer Graphics (FhG-IGD)
- Motorola GmbH
- ANCO S.A. Agencies, Commerce & Industry
- SPIRIT

Total budget: 11.600.000 €
Funding: 6.750.000 €
Coordinator: Vodafone Omnitel N.V (Lead)
Start: 1st January 2007
Duration: 42 months

Vodafone Omnitel N.V (Lead)
- R&S INFO srl
- RATIO CONSULTA SpA
- University of Pisa
- Mountain Community of Taro and Ceno Valleys
- CNR Institute of Information Science and Technologies
High Level Architecture

- **Private Home of a senior citizen**
- **User interaction infrastructure**
  - Touch screens, TV, monitors
  - Loudspeakers
  - Web camera
- **Environmental sensors, domotics, health devices**
- **Web services**
- **Middleware + Platform comps.**
- **Mobile device, PMD**
- **Wearable sensors**
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- Hospital
- Practitioner
- Outpatient care
- Ambulance
- Relatives and friends
- Nursing home
- Further stakeholder
The nine building block model

- Defines a pathway for the definition of individual specific Business Strategies (for any set of AAL services)

* Source: Osterwalder, Pigneur and Tucci (2005)
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....going from theory to practice....
Customer analysis – Methodology

Prioritisation
Classification of target customers
- Which target customers are the most important for PERSONA Ltd.?
- Which market power do the target customers have?

Diagnosis
Analysis of weak points
- How can PERSONA Ltd. achieve customer satisfaction?
- How can PERSONA Ltd. meet the - customer needs - customer requirements - customer criteria involved in its decision making-process (e.g. business strategy)

Control
Allocation of resources
- Is the structure of PERSONA Ltd. sufficient to meet all requirements?
- Which PERSONA offers are most attractive?
- Focus on PERSONA offers, which bring the best benefit to our target customers
- Are external partners needed?
## Results of customer analysis

<table>
<thead>
<tr>
<th>1P1</th>
<th>1P2</th>
<th>1P3</th>
<th>1P4</th>
<th>1P5</th>
<th>1P6</th>
<th>1P7</th>
<th>1P8</th>
<th>1P9</th>
<th>2P1</th>
<th>2P2</th>
<th>2P3</th>
<th>2P4</th>
<th>2P5</th>
</tr>
</thead>
</table>

### 1P3: Emergency and risk management

2P1: Home access control

2P4: Long term behaviour analyzer for early risks detection

### 1P4: Help when outside

2P3: Outdoor activity monitor

### 1P5: Personal Health Management

1P6: Nutritional advisor

### 1P8: Automatic management of the environment for Comfort & Security

- IP3: Emergency and risk management
- IP4: Help when outside
- IP5: Personal Health Management
- IP6: Nutritional advisor

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### Results of customer analysis

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of potential users</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Germany</td>
<td>Denmark</td>
</tr>
<tr>
<td>1P1 – Personal Health Management</td>
<td>215,000</td>
<td>-</td>
</tr>
<tr>
<td>1P2 – Agenda and Reminders</td>
<td>-</td>
<td>1,400</td>
</tr>
<tr>
<td>1P3 – Emergency and personal risk management</td>
<td>36,000</td>
<td>2,800</td>
</tr>
<tr>
<td>1P4 – Help when outside</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1P6 – Nutritional Advisor</td>
<td>56,000</td>
<td>2,800</td>
</tr>
<tr>
<td>1P8 – Automatic Management of the Environment for Comfort and Security</td>
<td>-</td>
<td>2,800</td>
</tr>
<tr>
<td>2P1 – Home Access Control</td>
<td>-</td>
<td>43,000</td>
</tr>
<tr>
<td>2P4 – Long time behaviour and early risks detection</td>
<td>36,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td><strong>343,000</strong></td>
<td><strong>52,800</strong></td>
</tr>
</tbody>
</table>
Demand Pull vs. Technology Push
• Nine building block model is a useful tool for the definition of a Business Model
• Added value of PERSONA consists of the development and deployment of PERSONA services
• Market entry is a mix of technology push and demand pull approach
• PERSONA Ltd. is considered as an appropriate instrument to bring PERSONA services to the market
• Think in terms of products and offers
• Ask yourself: What do the users really need?
Thanks to my Colleagues of ALI

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