**PROPOSAL LETTER**

**A} Personal information**

Name: Vaishali Khanna

Qualification: B.Pharm, MBA-PM 1st semester (Pursuing)

Designation: student

Department: Management

Address: f-141karampura, New Delhi.

Date of birth- 16/09/1995

Gender- female

Mobile-9999869466

Email -vaishalikhanna16@gmail.com

**B) Abstract:**

As we are heading to a digital environment it becomes our responsibility as a pharmacist to promote healthcare and pharmaceutical industry in a digital manner. My start-up “MERA CHEMIST” aims toward the same. The main idea behind this startup is introduction of BIOSIMILARS to normal individual, to link all the pharmacist all over the India digitally and to setup the forum for ADVERSE REACTION REPORTING. This will promote e-selling of drugs and online counselling. Mera chemist will be an online app and will have different stages of working which will be implemented as the business starts to expand. It will involve three sections of people – pharmacist, doctor and individuals/customers.

**C) Introduction to Ideation**-

1. Broad industry sector- pharma& healthcare

2. My service will be a mobile application named “**MERA CHEMIST**”

3. In its first stage normal individual will be benefitted as they will be able to purchase biosimilar which are at less rate and with similar efficiency thus helping reach medicines to all. And in its later stage doctor and government will be benefitted IF ADR forum establishes successfully.

4. The concept of introducing biosimilar to layman individual is the novelty of this startup. Additionally till now India doesn’t have any well-established ADR reporting center. This startup aims to bring doctor and pharmacist on one platform for wellness of human being.

4a) for now this is an idea. However various digital e-pharmacy apps are coming up this shows that people are willing to accept digital healthcare.

4b) No. I haven’t started any work yet as I need help from a CSE person to get advice on APP building.

5) My startup has a 4 layered structure which are as follows

* Prescription study and suggesting biosimilar
* ADR reporting
* Linking all pharmacist digitally.
* Adr reporting will serve as post marketing surveillance for different companies. Ties up can be promoted.

6) Problem that I am currently trying to solve is to how to make this app and make it multi-functional.

7) As an experiment I would like to conduct a survey on how much people feel related to digital pharmacy.

8) Requirement-

* APPLICATION DEVELOPER(having sound knowledge of how to fix bugs and crashes)
* 2 pharmacist sound in pharmacology.
* Person who can guide me on financing and profit making, cost calculation. (may be a teacher)

**D) STARTUP PLAN**:

Till now I am the founder of this startup. However I need 2 pharmacist that will sound in pharmacology. So they will be a part of my team.

**E)** **On My Business Idea**:

1. Initially I will be needing fund to generate a application, to pay to team members.
2. I haven’t yet calculated how much exact fund I will be needing as for that I need to first meet with a software person who can guide me.
3. As various health apps are emerging which provide medicines but idea of introduction of biosimilar and ADR forum gives it a edge.
4. It is multi novel. Biosimilar introduction, adr reporting and linking of all pharmacist.
5. It’s quite sustainable however it will earlier require awareness about biosimilars.This idea will be a major hit. ADR forum is the utmost need of our country and this startup will satisfy that need.
6. Market share- I need to work on that and will soon submit a report on asked facts.

**F) Strategy**

1. If I get support from diif I will be able to put my plan in first gear and work on it. I would have to worry less about work space and to get investor at initial stages.
2. However if unfortunately I fail to get DIIF support I will have to shift my plant to near future because of funds issue.
3. As the startup will successfully cover its layers one by one the business will scale up. More person will get employment.
4. Developing a app which can be multi-functional at such level and spreading awareness about ADR reporting is a challenge. Although health personnel’s like pharmacist and doctor can assist in this. In coming two years to keep it in edge to edge competition and generate revenues is a challenge.

G**) Requirement**

1. Infrastructure – office space & internet.

2. To have smooth conversations and uninterrupted environment where all can meet.

3. Requirement of meeting- once in a month.

4. Funds required – yes

5. Assistance required upto 2 years – yes.