



APS Educational Trust (Estd. 1935)

A P S COLLEGE OF ENGINEERING

(Affiliated to VTU Belagavi, Approved by AICTE New Delhi, Accredited by NAAC)

Anantha Gnana Gangotri Campus

Somanahalli, Kanakapura Road, Bangalore - 5600082.



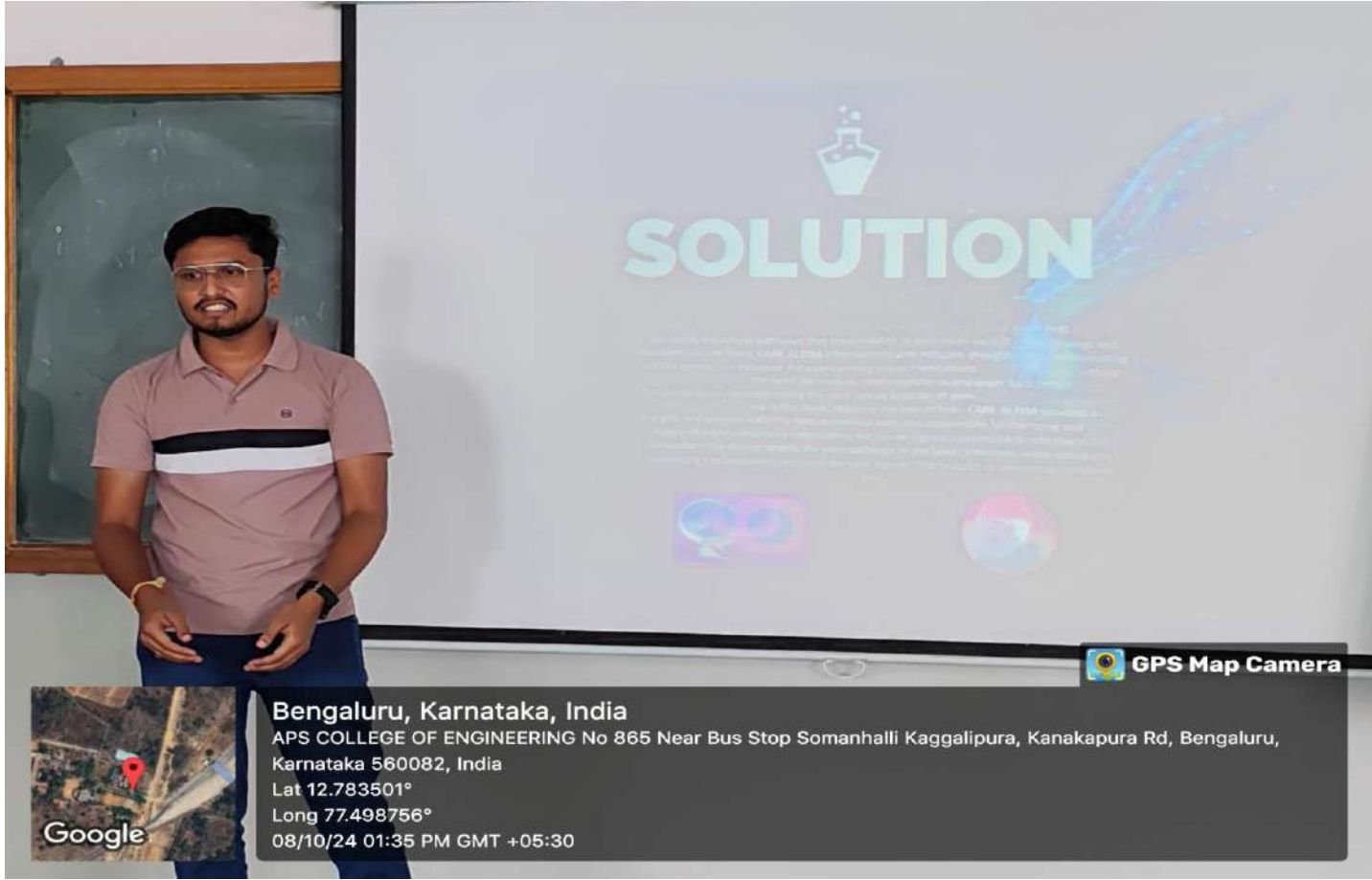
Ideathon competition conducted for the students of the college by [ALGO Club](#) (programming club of CSE, ISE, CSE (AIML) and CSE (CySec)). Ideas presented by the students were innovative.





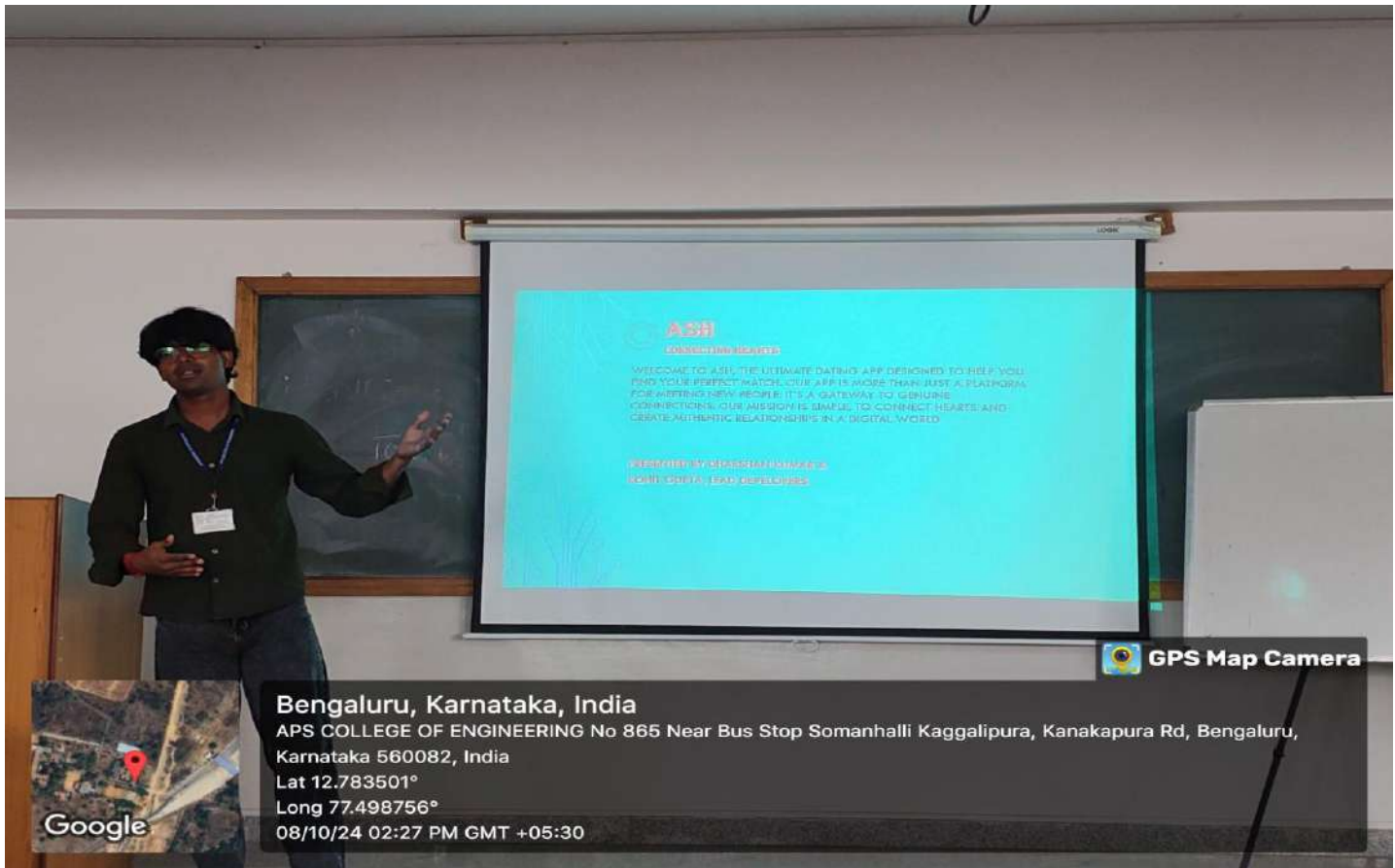
Bengaluru, Karnataka, India
APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru,
Karnataka 560082, India
Lat 12.783501°
Long 77.498756°
08/10/24 02:14 PM GMT +05:30

GPS Map Camera



Bengaluru, Karnataka, India
APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru,
Karnataka 560082, India
Lat 12.783501°
Long 77.498756°
08/10/24 01:35 PM GMT +05:30

GPS Map Camera



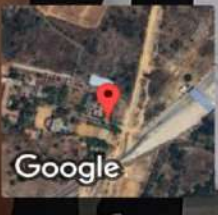
Bengaluru, Karnataka, India

APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India

Lat 12.783501°

Long 77.498756°

08/10/24 02:27 PM GMT +05:30



Bengaluru, Karnataka, India

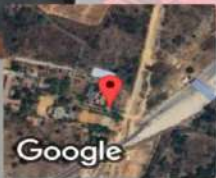
APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India

Lat 12.783501°

Long 77.498756°

08/10/24 01:59 PM GMT +05:30





Bengaluru, Karnataka, India

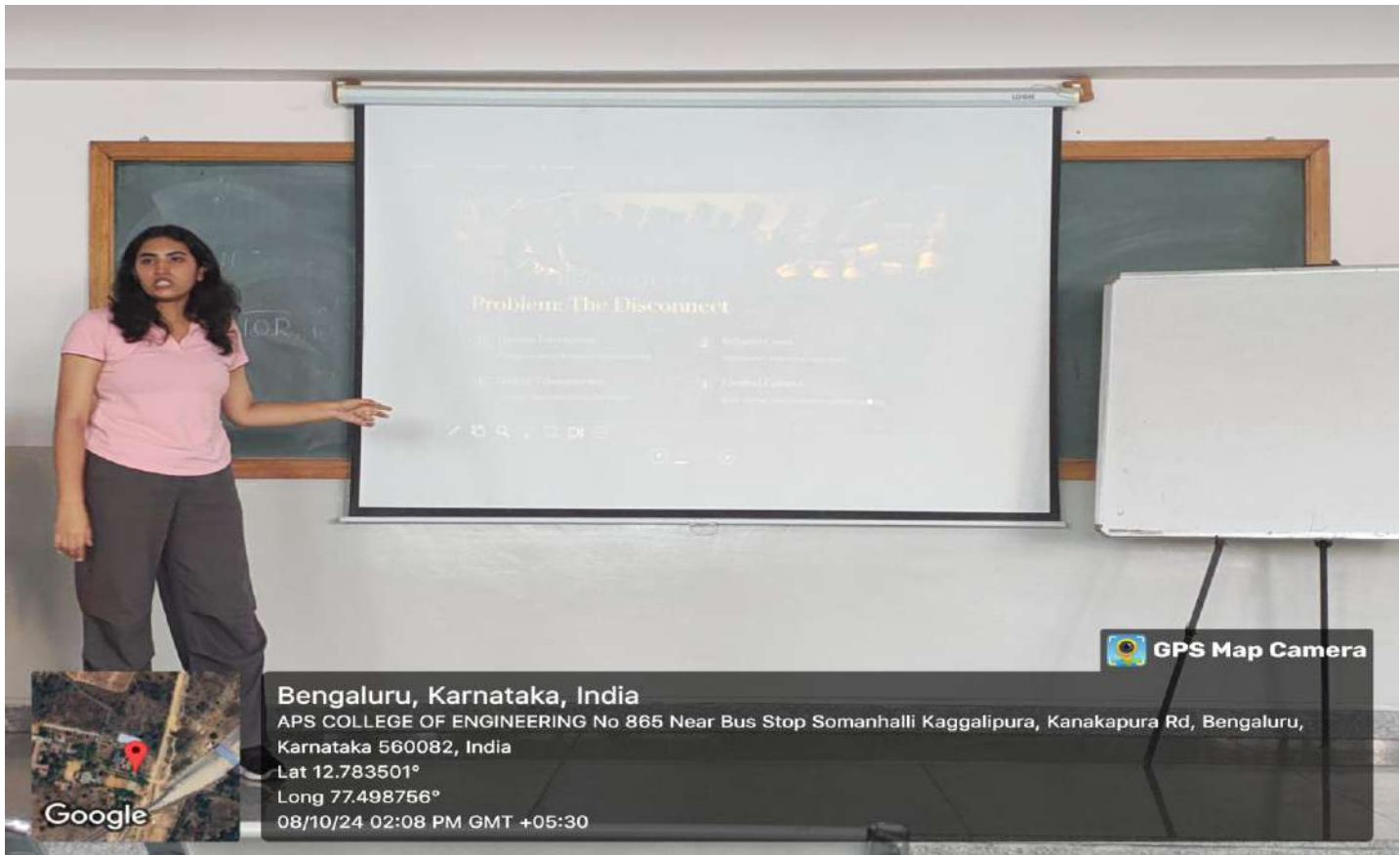
APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India

Lat 12.783501°

Long 77.498756°

08/10/24 02:37 PM GMT +05:30

 **GPS Map Camera**



Bengaluru, Karnataka, India

APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India

Lat 12.783501°

Long 77.498756°

08/10/24 02:08 PM GMT +05:30

 **GPS Map Camera**

BUSINESS MODEL

Business Model:

- 1. Target Audience:**
 1. Elderly population (for leg, foot, and shoulder pain)
 2. Pregnant women (for lower pain)
 3. Women of reproductive age (for menstrual pain)
- 2. Distribution & Sales Strategy:**
 1. Direct-to-Consumer (D2C) Sales Model: Leverage a doctor referral network where Physicians, professional, recommend and prescribe "CASE ALPHA" for their patients, driving higher product visibility and adoption.
- 3. Commission-Based Marketing via Doctors:**
 1. Partner with Doctors: Build a network of doctors (orthopedic, orthopedic, general physicians, physiotherapists, and family doctors) who can recommend "CASE ALPHA" to their patients.
 2. Incentivize Doctors with Commissions: Offer a commission-based structure where doctors receive a percentage of the sale when patients buy or rent "CASE ALPHA" based on their prescription or recommendation.
 3. Commissions should be structured around volume-based sales targets, providing higher incentives for more frequent recommendations.
 4. For example, a 5-10% commission per sale, with additional bonuses for achieving quarterly sales targets or meeting high volumes.

GPS Map Camera

Bengaluru, Karnataka, India
 APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India
 Lat 12.783501°
 Long 77.498756°
 08/10/24 01:38 PM GMT +05:30

Google

Carbon Footprint Tracker

GPS Map Camera

Bengaluru, Karnataka, India
 APS COLLEGE OF ENGINEERING No 865 Near Bus Stop Somanhalli Kaggalipura, Kanakapura Rd, Bengaluru, Karnataka 560082, India
 Lat 12.783501°
 Long 77.498756°
 08/10/24 01:26 PM GMT +05:30

Google