Business Model Canvas · Seguro Sin Vueltas

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KEY PARTNERS

- VITAE Asesores
- In-network doctors and hospitals
- Insurance agents
- Meta (WhatsApp), OpenAI, Supabase

KEY ACTIVITIES

- Case guidance and follow-up
- Building the partner network
- Patient acquisition

KEY RESOURCES

- Specialist advisors
- Our own AI agent and CRM
- Policy knowledge by insurer

VALUE PROPOSITION

- **Use your insurance without the runaround**
- **Free guidance 24/7**
- **The right doctor and hospital for your policy**

CUSTOMER RELATIONSHIPS

- Assigned advisor
- WhatsApp 24/7
- Case follow-up

CHANNELS

- WhatsApp
- Website and SEO
- Referrers with QR codes
- HR

SEGMENTS

- Patients with major medical insurance
- Doctors and hospitals
- Companies with a group policy

COST STRUCTURE

- Advisors
- Patient acquisition
- AI and WhatsApp
- Health data compliance

REVENUE STREAMS

- Coordination fee per case
- Partner membership
- HR program