

# Business Model Canvas

Designed for:

HP

Ishaka Health Plan

Designed by:

Management team

Date:

October 4, 2023

Version:

1.1

<b>Key Partners</b> <ul style="list-style-type: none"> <li>Hospitals (IAH, KIUTH) – medical services</li> <li>SIHI – capacity building</li> <li>GHL (USA) – in resource mobilisation</li> <li>Christian Brothers University, USA (MHIRT program) - in marketing, community engagement and research;</li> <li>MUST/CAMTech - in innovations &amp; research</li> <li>District local governments of greater Bushenyi</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>Community-based health insurance,</li> <li>Health promotion &amp; education,</li> <li>Research &amp; innovation,</li> <li>Income generating activities e.g lending for health &amp; lighting for health</li> </ul> <b>Key Resources</b> <ul style="list-style-type: none"> <li>Physical – office space, ICT, furniture, motorbike, car</li> <li>Human resouce – staff salary &amp; field allowances</li> <li>Financial - budgets</li> <li>Data – performance tracking</li> </ul>	<b>Value Propositions</b> <p>We offer our members in a rural setting an opportunity to access timely and affordable quality healthcare services.</p>	<b>Customer Relationships (Dedicated personal assitance)</b> <ul style="list-style-type: none"> <li>VISLAs</li> <li>Burial associations</li> <li>Churches/mosques</li> <li>SACCOs</li> <li>Farmer cooperatives</li> <li>Women groups</li> <li>Schools</li> </ul> <b>Channels</b> <ul style="list-style-type: none"> <li>We partiner with management of pre-existing groups in the community</li> <li>We partner with school management</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>Households in greater Bushenyi district (Mitooma, Bushenyi, Sheema, Rubirizi &amp; Buhweju)</li> <li>Boarding schools within a radius of 20Km from Ishaka town in Bushenyi district</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>Administration</li> <li>Personnel</li> <li>Medical bills</li> <li>Project activities</li> </ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>Premiums</li> <li>Income generation activity revenues</li> <li>Donor support</li> </ul>	