

Table of Contents

AUTHORIZATION.....	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS	iv
ACKNOWLEDGEMENT	v
ABSTRAK	ix
ABSTRACT.....	x
CHAPTER I.....	1
1.1 Our Mission.....	1
1.2 Our Vision.....	1
CHAPTER II.....	2
2.1 Problem Definition.....	2
2.2 Problem-Solution Fit:.....	4
2.3 Market Size:	5
2.3.1 Market Size Calculations	6
2.4 Industry Growth Rate:.....	6
CHAPTER III	8
3.1 Technology.....	8
3.2 Solution	9
3.2.1 Safety & Reliability.....	10
3.2.2 Data-Driven Optimization.....	11
3.3 List and Explain the Features.....	11
3.4 Competitive Analysis	13
3.4.1 4-Quadrant Matrix.....	13
3.4.2 Competitive Analysis Table.....	14
3.4.3 Top 5 Features Addresses Pain Points	15
CHAPTER IV.....	17



4.1 Business-to-Business (B2B) Business Model.....	17
4.1.1 Customer Journey	18
4.1.2 Product Development Journey	19
4.1.2 Revenue, Pricing, and Feature Breakdown	21
4.1.3 Growth Hacking	22
4.2 Go-To Market.....	23
4.2.1 Launch Market	23
4.2.2 Market Validation	24
CHAPTER V	26
5.1 Customer Persona identification	26
5.1.1 Eldercare Centers	26
5.1.2. Hospitals & Nursing Homes	26
5.2 Customer Milestones Growth Strategy	26
5.2.1. Product Development.....	26
5.2.2. Market Development.....	27
5.2.3. Sales Target by Country.....	27
CHAPTER VI.....	29
6.1 Intellectual Properties.....	29
6.1.1 Trademarks.....	29
6.1.2 Patents	29
6.1.3 Copyrights	29
6.1.4 Trade Secrets	29
6.1.5 Freedom to Operate (FTO) Analysis.....	30
6.1.6 IP Intelligence Analysis:	30
6.1.7 Relevance of Patent.....	30
6.2 IP Strategy	31
6.3 Product Development.....	32
CHAPTER VII	33



7.1 Pricing Strategy.....	33
7.2 Cashflow Analysis	34
7.2.1 Bill of Materials (BOM) Computation:.....	34
7.2.2 Cashflow Projection (5 Years):.....	34
7.3 Funding Gap.....	34
7.3.1 Total Funding Gap:	34
CHAPTER VIII.....	36
8.1. Sustainability Trends and ESG Strategy	36
8.2. Benefits of ESG for Jee.....	36
8.3. Identification of Net Zero Leverage in Jee	37
CHAPTER IX.....	39
REFERENCES.....	41
APPENDIX.....	43
Appendix 1: Mission Statement Explanation.....	43
Appendix 2: Vision Statement Explanation.....	43
Appendix 3: Summary of Interview Result	44
Appendix 4: Market Size Detailed Calculations.....	45
Appendix 5: ESG Calculation.....	48
Appendix 6: Jee’s Pricing Thermometer.....	49
Appendix 7: Pricing, Cashflow Analysis and Funding Gap	50
Appendix 8: Jee’s Patsnap Landscape	51
FIGURES.....	52