C.K. Prahalad inspired us to think outside the box when he published The Fortune at the Bottom of the Pyramid in 2004. We want to continue to honor him by motivating you to think innovatively to come up with a unique for-profit, self-sustaining business model. Since 2004, many companies have attempted to emulate the BoP but only a select few have been successful. Please review the following article to understand some of the pitfalls of modeling the BoP:

http://www.theguardian.com/sustainable-business/10-lessons-doing-business-base-of-the-pyramid-markets

Goal :

Healthcare is a key structure that helps maintain the welfare of the citizens in a society. Unfortunately, India's healthcare system has struggled to cope with increasing population, social inequality, ignorance, and rising costs. This, in turn, creates a system that is filled with weaknesses, and is responsible for nearly 1.5 billion people. There are many new initiatives being adopted by the Indian society in terms of health insurance like Ayushman Bharat, which has shown promise to bring more Indian citizens into the healthcare system. **For the C.K. Prahalad Grand Challenge 2020, we want you to build an innovative sustainable business model that supplements or innovates upon the current healthcare system and addresses the weaknesses of the healthcare industry.**

Please review the below articles for reference on this subject:

https://www.ey.com/Publication/vwLUAssets/EY-global-analysis-of-health-insurance-in-india/$File/ey-global-analysis-of-health-insurance-in-india.pdf

Be innovative and think beyond the bounds of "traditional" business practices to push the frontier further. We are open to your definition of the problem, but we will use the criteria below to evaluate your business plans.

Evaluation Criteria:

How will we judge your business plan?

• Economic feasibility

• Logistical feasibility

• Level of positive impact

• Scalability

• Quality of submission

Directions:

• Submission deadline: January 31, 2020 11:59 PM EST

• Please present sources for all your facts and data.

• Email your presentation as an attachment to: michiganindiaconf@umich.edu

• Presentation file name: <team unique identifier>_<team name>

• Email subject: <team unique identifier>_<team name>

• Submissions must be no longer than 10 slides (excluding appendix)

• Include a video of 7 minutes max presenting your slideshow

• Submission format: PDF

To help guide you in your process think about the following design criteria:

    1. Project description

    2. Scope

    3. Constraints

    4. Target users

    5. Exploration Questions

        a. What are the biggest weaknesses of the current healthcare system?

        b. What sustainable business model can solve some of the pain points and support the healthcare system so that it can benefit society the greatest amount?

        c. Are there any new technologies that can be leveraged to solve this problem?

    6. Expected Outcomes