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GRADUATE SCHOOL
OF MANAGEMENT

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HOCHSCHULE –**
WELTOFFENES
SACHSEN

KAIT, City of Leipzig: Final Presentation

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Supervisor:

Prof. Dr. Claudia Lehmann, LF Group Chair for Digital Innovation in Service Industries, HHL

Staff-in-Charge

Dr. Sascha Oks, Postdoctoral Researcher, Center for Leading Innovation and Cooperation, HHL

Team:

Mohini Ganguly, Shivanshu Sinha, Nikhil Agarwal, Purva Sangal, Yushuang Pang, Faizan Hussain

Story So Far...

The key feedback from the mid-term presentation was to clarify customer segments and how to approach them.



Landscape Analysis

- Clarify most important market data for product area.
- Understand regulatory barriers for approaching different customer segments.



Competitor Analysis

- Analyze key strategic partnerships of competitors.
- Evaluate competitors' product and pricing strategies if possible.



Business Model

- Focus on discovering use cases and value propositions for different customer segments.
- Determine value-add services to enhance product strategy.
- Justify prioritization of customer segments.



Financial Analysis

- Clarify the end-paying customer(s), and potential to monetize data gained through product.
- Assess potential partnerships for revenue opportunities.

Agenda

1. Landscape Report and Market Analysis

2. Competitor Analysis

3. Business Model

4. Financial Analysis

5. Feedback and Q&A

The digital health market in Germany witnessed remarkable growth, with high potential in the next 5 years

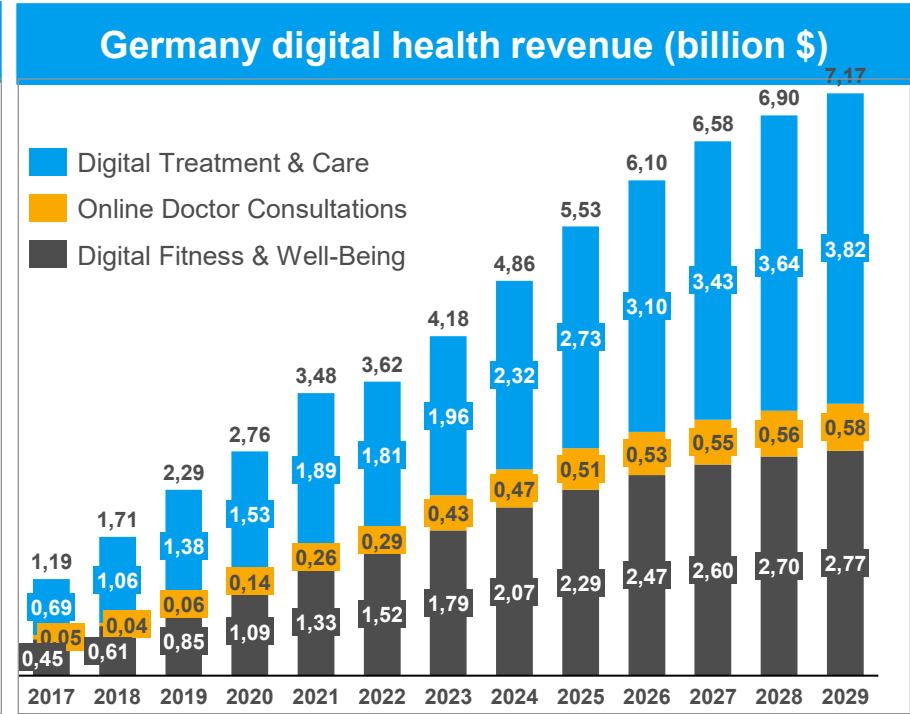
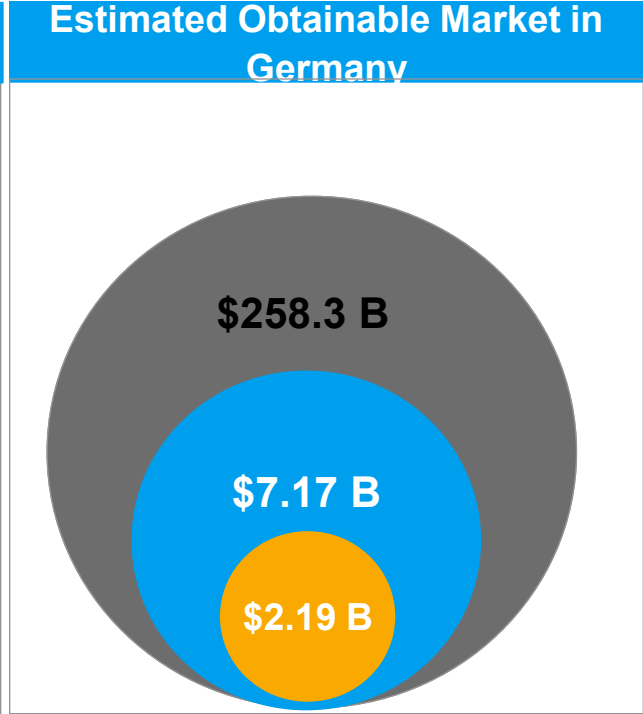
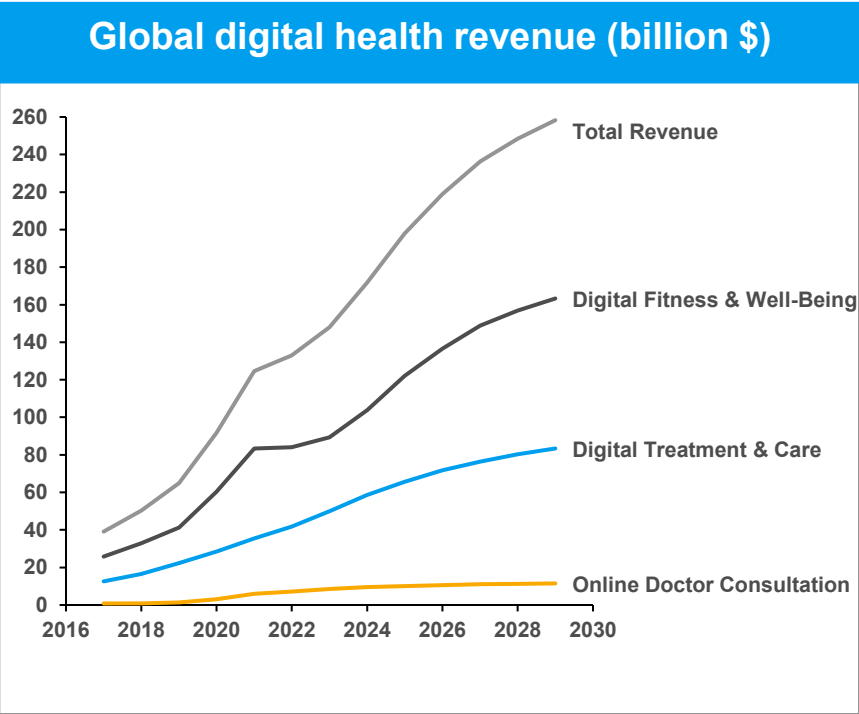
Market Landscape Analysis

Statistics for digital health industry development globally and in Germany

CAGR
38% Projected growth rate for AI in healthcare through 2030

Market Size
€3.19B European Online Doctor Consultations Market by 2029

Adoption
92% Tech executives anticipate AI implementation by 2025



Following GDPR, BDSG, and MDR regulations, KAIT can collect patient data to offer personalized care

Regulatory Analysis

	Data Category	Regulation (Germany/Europe)	Key Description	KAIT Benefits	Patient Benefits
Personal Data	Name, DOB, address, phone, email	General Data Protection Regulation (GDPR)	Protects personal data privacy; grants rights like access, correction, deletion, and portability.	User identification, communication, account management	- Real-time monitoring - Account management
Medical Data	Medical history, diagnoses, lab results, medication lists	GDPR, Bundesdatenschutzgesetz (BDSG), European Medical Device Regulation (MDR)	GDPR applies to sensitive health data; BDSG adds national provisions on data protection and processing, MDR regulates safety, performance, and compliance of medical devices.	Diagnosis support, treatment planning, health monitoring Real-time monitoring, personalized feedback, service improvement	- personalized feedback - service improvement

Under the BDSG, if a startup employs at least 20 individuals involved in data processing, it is required to appoint a DPO. Even if not mandatory, appointing a DPO can be beneficial to ensure ongoing compliance and to serve as a point of contact for data subjects and supervisory authorities.

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Key Competitors

Clinical Decision Support Systems

Provider	Benefits	Key Weaknesses
	A leading EHR provider offering integrated CDSS functionalities.	Alert fatigue, complex UI, proprietary algorithms lacking transparency
	An evidence-based clinical resource providing decision support across various specialties	Integration challenges, potential information overload
	Offers AI-driven insights for oncology treatment planning.	Inaccurate recommendations; limited adaptability to local practices
	Provides EHR solutions with integrated CDSS features.	Interoperability issues; implementation difficulties
	Delivers EHR systems with embedded decision support tools.	Customization limitations; interoperability concerns

AI-Driven Oncology Tools

Provider	Benefits	Key Weaknesses
	EHR that combines AI algorithms with human expertise to provide personalized treatment options for cancer patients.	Dependence on human oversight; challenges in data standardization
	TumorScope utilizes biophysical simulations and AI to create virtual replicas of individual tumors, aiding in treatment planning.	Complexity in clinical integration; resource-intensive computational demands
	These platforms employ AI to identify master regulators of cancer and suggest targeted therapies.	Limited accessibility due to RNA sequencing requirements; complexity in data interpretation

Key Competitors

Specialized Oncology Decision Support Platforms

CDSS Provider	Benefits	Key Weaknesses
 Clinical Information Solutions	An oncology-specific EHR system designed for cancer care providers.	Limited lab integration; patient portal limitations; complex navigation; upgrade challenges
	Provides evidence-based treatment recommendations for oncology.	Limited customization; integration challenges; data currency concerns
	Analyses genomic data to inform oncology treatment decisions.	Dependence on proprietary knowledge base; integration and customization constraints

German AI-Driven Oncology Tools

Provider	Benefits	Key Weaknesses	Key Partners
	Leverages AI to enhance diagnostic and prognostic capabilities in oncology.	Regulatory limitations; challenges in integrating into existing pathology workflows	Technische Universität München (TUM) Uniklinikum Erlangen (UKER) Medizinische Fakultät Mannheim der Ruprecht-Karls-Universität Charité – Universitätsmedizin Berlin
	This platform integrates genomic and radiomic data to inform oncology treatment decisions.	Limitations in detecting structural genomic rearrangements; competitive market challenges	OnkoMedeor Diagnostics MVZ GmbH, University of Heidelberg, Institutions in Karlsruhe and Mannheim

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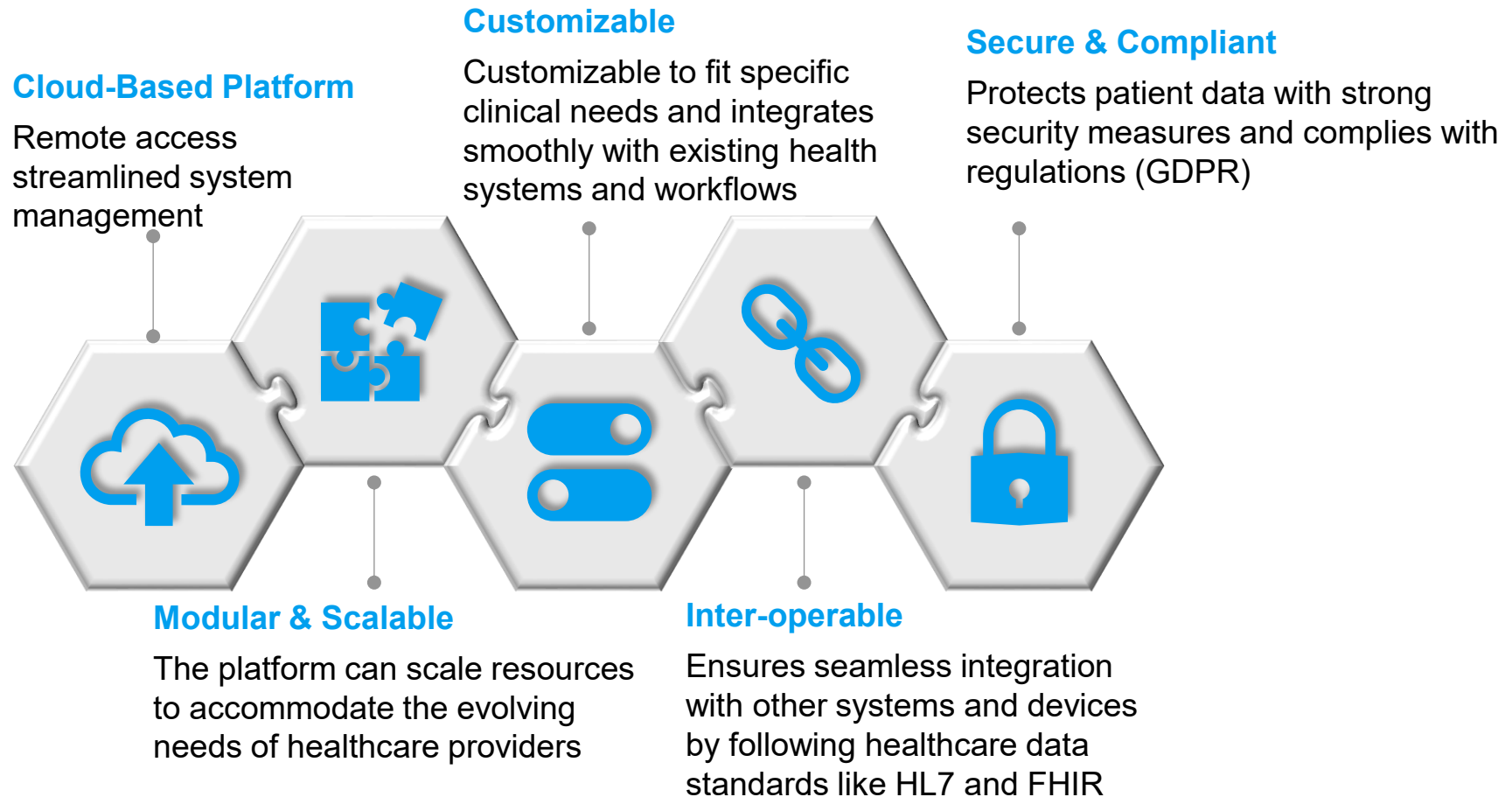
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Platform as a Service will be appropriate for KAIT. It will be an easy to use, secure, cloud based platform that is customised to user requirements

PaaS is a cloud-based model that offers a ready-to-use platform with tools for developing, deploying, and managing applications, without handling infrastructure



Preference for a business model with focus on fast rollout to masses in three phases

Key partners - Hospitals - Pharmaceutical companies - Research institutions - Technology partners - Data providers - Govt. healthcare groups - Funding partners - Research labs - Insurance companies - Patient advocacy groups - Highly influential academic researchers	Key activities - KAIT platform development - Data collection & Analysis - Sales and user onboarding - Client support - Market expansion Key resources - AI/Analytics platform - Expert human capital - Data systems & storage - Intellectual property (patents) - Strategic partnerships	Value propositions - Improved patient outcomes - Enhanced care quality - Reliable recommendations - Operational efficiency gains - Streamlined collaboration - Enhanced product portfolio - Reduce cognitive burden on physicians - Precision in diagnosis - Accelerate drug development & research - Support for clinical trials	Customer relationships - Relationship managers - Tech Support & help centres - User Engagement Events - User Training & Onboarding Channels - B2C, B2B - Seminars and trade shows - Social media podcasts, etc - Patient and provider referrals	Customer segments - Medical institutions (hospitals, research labs, specialized clinics) - Pharma Companies - Health insurance providers - Clinical research organisations (CROs) - Tech companies catering to healthcare institutions - Clinical Trial Organizations - Health-tech physicians - Biotech Companies - Regulatory Agencies
Cost Structure - Platform building & management (R&D, data-infrastructure, cloud) - Salaries, employee benefits, and Facility expenses - Sales & marketing expenses (customer onboarding, channel strategies) - Relationship management (Clients, partners, tech/non-tech vendor payments)			Revenue Streams - Subscription fees from hospitals for direct access to the KAIT platform - Licensing fees from our strategic tech partners - License cutting-edge data analytics tools to empower pharma customers - Drive impactful insights for public health policy decisions - Provide premium value-added services for optimizing clinical trials and research	

Roll-out strategy 1: Medical institutes able to integrate with KAIT will be targeted directly; they will pay for our benefits provided directly to us

Hospital

Initial
Demo

Internal
Approval

Technical
Team Demo

Contract
Finalization

System
Integration

Operations &
Maintenance



Who are our paying customers?

- Primary targets: Hospitals, clinics, and other healthcare institutions.
- Any organization that can directly integrate KAIT and derive value from its functionality.



Why will they pay us?

- KAIT tackles key clinical and operational inefficiencies, especially in hematology.
- Improves patient outcomes, minimizes diagnostic errors, and enhances resource allocation.
- Aligns with quality improvement goals and evolving German healthcare financing regulations.



How do we ensure long-term sustainability?

- Begin with strategic outreach; demonstrate value through showcases with industry experts.
- Continuously collect and incorporate user feedback post-implementation.
- Build brand presence through physical and online events and active social media engagement.
- Launch a **referral program**: Hospitals that refer new facilities receive additional usage credits.

Roll-out strategy 2: Partner with companies, which already have integrations with healthcare institutes, and sell our products as add-ons to their platform

Siemens
Partnership

Siemens
Demo

Hospital
Demo

Tech
Integration

Operations &
Maintenance



Who are our paying customers?

- **Primary payer:** Siemens (as the tech platform partner)
- Faster payments and lower receivables improve cash flow.



How do we ensure long-term sustainability?

- Position KAIT with strong branding which is critical for partners to perceive and promote our value.
- Collaborations with leading hematology researchers and hospitals.
- Engage audiences through physical and virtual events and strong social media presence.
- Continuously invest in R&D to introduce new features and improvements.
- Ensure smooth integration and consistent enhancement of add-ons for evolving needs.



Why will they pay us?

- KAIT adds AI-driven decision support without needing in-house development.
- Enables Siemens to gain clients, boost engagement, and offer premium solutions.

Roll-out strategy 3: Sell value-added data analytics tools and platforms directly to customers who require unique, high-quality hematology data analytics and insights

Build modular analytics tools and curated APIs

Launch pilot programs with partners

Sell as standalone products or integrate into client systems



Who are our paying customers?

- Target customers: Pharmaceutical companies, Clinical Research Organizations (CROs), large research institutes health insurance providers
- Customers are diverse and will pay us directly based on usage and value derived.

Why will they pay us?

- Offer a free trial period followed by a paid subscription model.
- KAIT offers premium hematology insights and advanced analytics to:
 - Accelerate drug development
 - Improve trial design and treatment personalization
 - Reduce time-to-market and costs
 - Enhance patient outcomes



How do we ensure long-term sustainability?

- Continuously invest in R&D to expand our data assets and develop cutting-edge analytical models.
- Ensure strong data governance, security, and anonymization to build trust and meet compliance.
- Collaborate with industry leaders through co-development projects to stay ahead of evolving needs.

Key Partners

Partner Mapping

Roll out 1 Medical Institutes

Uni Hospitals with strong Hematology Depts.

- e.g.: Universitätsmedizin Berlin
- Provide early user base and feedback

DE Society for Hematology & Oncology

Medical IT Depts. of Large Hospitals

- e.g., Helios, Sana Kliniken
- Ensure integration and feasibility

Roll out 2 Healthcare IT Companies

Merantix Momentum

- Integrates KAIT into hospital IT as AI add-on
- Health-AI expertise drives adoption

Roche Diagnostics

- Established hospital platform
- Offers KAIT as value-added feature

DE Society for Telemedicine (DGTelemed)

Roll out 3 Big Pharma, Insurance, Rx labs

Pharma (e.g., Bayer, Novartis)

- Need real-world data for drug dev, trials, and surveillance

Insurance (e.g., TK, AOK)

- Use KAIT for risk profiling, personalization & policy insights

CROs (e.g., IQVIA, Parexel)

- Manage trial data, need advanced analytics for design & recruitment

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2-Phase Implementation Strategy: Cost & Deployment Overview

Deploy in two phases—start with setup and onboarding, then scale through partner integration, compliance, and full dashboard activation.



2 Step Phase

Pre-Rollout Cost

Strategy 1

- Platform dev, QA, and feedback loop setup
- Hospital outreach, clinical demo environment, and UX testing
- Early onboarding and CRM tool deployment for pilot sites

Strategy 2

- Legal structuring, partner workshops, and JV setup
- Platform customization for integration (API, white-labelling)
- Partner training kits and alliance resource planning



Strategy 3

- Data infra design, KPI research, and pilot dashboard builds
- Institutional engagement with payers, researchers, CROs
- Data privacy, analytics pipeline, and stakeholder education

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Rollout Cost

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- Tech demo, onboarding, and integration setup
- Subscription mechanism setup and CRM automation
- O&M support tools and physician training enablement
- Partner deployment, shared tech/API effort
- Dashboard creation, SAP connectors, and co-branded rollout
- Shared O&M support and deployment QA
- Terminal demo, legal & compliance setup, and licensing
- Full dashboard deployment with KPI sync tooling
- Ongoing support team and per-client custom adjustments

Strategic Cost Overview: Comparative Analysis of Deployment Approaches

Estimated Cost Ranges and Key Drivers Across Deployment Strategies



Strategy 1

Focus: Build robust internal platform & integrate with hospital IT systems.

Pre-Rollout : €274,500 – €570,500

Rollout : €165,500 – €370,000

Total Estimated Range:
€440,000 – €940,500



Strategy 2

Focus: Form legal JVs & shift deployment costs to suppliers/partners.

Pre-Rollout : €186,000 – €361,000

Rollout : €265,000 – €430,000

Total Estimated Range:
€451,000 – €791,000



Strategy 3

Focus: Invest in scalable analytics infra & demo dashboards.

Pre-Rollout : €270,000 – €441,000

Rollout : €118,000 – €241,000

Total Estimated Range:
€388,000 – €682,000

Cost Structure: Strategy 1 – (Pre-Rollout)

Prioritize internal platform readiness as the primary cost driver to ensure a stable pre-rollout foundation, while leveraging low-cost onboarding tools for scalable pilot deployment.

Pre- Roll out

Activity	Cost Category	Estimated Range (EUR)
Internal Platform Readiness	Developer Salaries (AI/CDSS team)	70k-140k Average 122 k
	QA/Testing	35k-69k, Average 51k
	Product Manager	45k -80k , Average 62k
Identification of Hospitals	Market Research Agency/Tools	5k-30k
	CRM Setup (HubSpot/Zoho)	30k-80k
Outreach to Hospital Deans	Business Development Team Salaries	36k-100k, Average 60k
	Travel & Meeting Costs	€8,000 – €15,000 per region
Clinical Demos	Demo environment setup (staging)	€10,000 – €20,000
	Physician incentive/honorarium	€500 – €1,500 per demo
Feedback Collection	User Testing Panels	€3,000 – €6,000
	UX/UI Analyst	25k-40k
Early Onboarding Prep	Training Content Dev	€5,000 – €10,000
	Internal enablement tools (LMS etc.)	€2,000 – €4,000

Major Cost

Internal Platform Readiness

- Includes developer salaries, product management, and QA.
- It's the largest cost driver (~€150K–€270K) and ensures a robust, compliant platform before pilot deployment.

Minor Cost

Early Onboarding Preparation

- Covers training content and LMS tools (~€7K–€14K).
- Low-cost activity focused on initial enablement; scalable post-pilot.

Cost Structure: Strategy 1 – (Rollout)

Focus rollout costs on critical system integration to ensure hospital IT compatibility, while leveraging low-effort automation setups for efficient subscription and support deployment.

Roll out

Activity	Cost Category	Estimated Range (EUR)
Technical Demo to IT/Physicians	Solution Engineers & Tech Sales	42k-100k, average -57k
	Demo Infrastructure (Testbed, Cloud Instances)	€5,000 – €10,000
Integration (if required)	API Customization / Interfacing	5k-100k, three model, basic ,moderate & complex
	HL7/FHIR Middleware Licensing	€10,000 – €20,000
	DevOps Resource Time	€20,000 – €35,000
Usage & Onboarding	Training for Physicians & Admins	€5,000 – €10,000 per hospital
	Setup of Access/Profiles/Compliance	€3,000 – €5,000
Subscription Threshold Setup	CRM Automation (Trigger Management)	€1,500 – €3,000
	Billing/Tracking Engine	€5,000 – €10,000
Operations & Maintenance Setup	Customer Success Team	50k average
	Service Level Tools (Zendesk, Jira, etc.)	€3,000 – €7,000/year
	Monitoring, Backup, Security	€10,000 – €20,000

Major Cost

Integration (if required)

- Covers API customization, middleware licensing, and DevOps time (~€35K–€155K).
- Critical for system compatibility with hospital IT and smooth deployment.

Minor Cost

Subscription Threshold Setup

- Includes CRM triggers and billing engine (~€6.5K–€13K).
- Necessary for platform automation but involves limited configuration effort.

Summary and Next Steps

Strategy 1

Medical Institutes

- Total Cost Range: €440,000 – €940,500
- Key bottleneck: Confirmation of partners required
- Key benefits: Strong foundation of trust created with important stakeholders

Strategy 2:

Healthcare IT companies

- Total Cost Range: €451,000 – €791,000
- Key bottleneck: This might require technology/knowledge transfer
- Key benefits: Reliable existing network that can be tapped into

Strategy 3

Big Pharma, Insurance, Rx labs

- Total Cost Range: €388,000 – €682,000
- Key bottleneck: Convincing clients to pay for data
- Key benefits: Generation of analytics that can be used for new platform development

Recommendation

For strategy 1 and strategy 3, a team is needed for ongoing outreach and client communications, whereas for strategy 2, KAIT team only needs to connect with one major client, and handle development of the platform. Given a smaller team, and the reasonable rollout costs this might be suitable.

Next Steps

Use feedback from final presentation to finalise report.
Submit report and incorporate any final changes.
Submit all data sheets, including excel, with the report.



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Thank You!



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Back Up Slide



Cost Structure: Strategy 2 – (Pre-Rollout via JV)

Establish joint ventures through legal structuring and audits as the primary cost focus, while enabling partner readiness with minimal investment in sales toolkits and training.

Pre- Roll out

Activity	Cost Category	Estimated Range (EUR)
Partner Agreement Setup	Legal Counsel (Tech Contracting)	€20,000 – €40,000
	Alliance Manager (1 FTE)	€70,000 – €100,000/year
JV Structuring & Legalities	JV Formation Legal Fees	€25,000 – €60,000
	Tax Structuring + Regulatory Audit	€15,000 – €30,000
Co-development Workshops	Technical Staff Time (Workshops)	€10,000 – €25,000
	Venue/Logistics (if physical)	€3,000 – €6,000
Partner Sales Enablement	GTM Toolkit (Decks, Onepagers, Trainings)	€5,000 – €10,000
	Partner Training Sessions	€8,000 – €15,000
Platform Customization (if needed)	Whitelabeling or API enhancements	€30,000 – €75,000

Major Cost

JV Structuring & Legalities

- Covers legal fees, JV setup, and tax/regulatory audit (~€40K–€90K).
- Essential to form compliant joint ventures and protect partner rights.

Minor Cost

Partner Sales Enablement

- Includes GTM toolkits and training sessions (~€13K–€25K).
- Supports partner readiness but represents a small share of total cost.

Cost Structure: Strategy 2 – (Roll-out JV)

Allocate major rollout costs to SAP/supplier-led deployment efforts, while minimizing O&M expenses through shared partner responsibilities and centralized support tooling.

Roll out

Activity	Cost Category	Estimated Range (EUR)
SAP/Supplier-Led Deployment	Partner Coordination Team (2–3 FTEs)	€150,000 – €200,000/year
	Cobranded Deployment Kits	€5,000 – €15,000 per rollout
Partner-Assisted Technical Integration	Shared Tech/API Team Cost Contribution	€25,000 – €60,000 per integration
	Integration QA & Testing	€10,000 – €20,000
Custom Dashboards/Surveys (if required)	BI Developer Time (Tableau/Power BI)	€15,000 – €30,000 per module
	UX & Configurable Modules	€5,000 – €15,000
Shared O&M Responsibilities	KAIT Support Resource (shared model)	€50,000 – €80,000/year/person
	Incident Handling Tools & CRM (Zendesk/Jira etc.)	€5,000 – €10,000/year

Major Cost

SAP/Supplier-Led Deployment

- Involves partner coordination and rollout kits (~€155K–€215K).
- Largest driver, covering FTEs managing deployment across partner networks.

Minor Cost

Shared O&M Responsibilities

- Covers shared support staff and CRM tooling (~€55K–€90K).
- Lower recurring cost due to joint ownership with partners.

Cost Structure: Strategy 3 – (Sell value-added data analytics - Pre-Rollout)

Invest in data infrastructure and security planning to enable scalable analytics, while using low-cost dashboard mockups for early stakeholder engagement.

Pre-Rollout

Activity	Cost Category	Estimated Range (EUR)
Data Infrastructure Planning	Data Architect / ETL Expert	€80,000 – €120,000/year/person
	Security Consultant (GDPR, ISO27001)	€10,000 – €25,000 (project-based)
	Cloud Setup (AWS/GCP for analytics)	€15,000 – €30,000 (setup)
Identification of KPI Use Cases	Clinical/Actuarial Analyst (1-2 FTEs)	€60,000 – €100,000/year
	Expert Panel Sessions	€3,000 – €6,000 per session
Mock Dashboard Preparation	BI Developer (Power BI/Tableau)	€10,000 – €25,000
	UI/UX Designer (Data storytelling layer)	€5,000 – €10,000 (freelance/UI agency)
Institutional Engagement	Enterprise BD Manager	€80,000 – €110,000/year
	Workshop, travel, stakeholder education	€7,000 – €15,000

Major Cost

Data Infrastructure Planning

- Includes architect hiring, cloud setup, and security audits (~€105K–€175K).
- Foundational investment to enable scalable, compliant data analytics.

Minor Cost

Mock Dashboard Preparation

- Covers basic BI visuals and UI design (~€15K–€35K).
- Supports early stakeholder demos but is relatively low-cost and modular.

Cost Structure: Strategy 3 – (Sell value-added data analytics - Rollout)

Allocate key resources to ongoing support and dashboard customization, while using minimal investment to enable client demos and data-driven storytelling.

Roll out

Activity	Cost Category	Estimated Range (EUR)
Terminal Demo with Live Dashboards	BI Developer (Power BI/Tableau integration)	€8,000 – €15,000
	Demo Staging Infrastructure (Cloud)	€3,000 – €6,000
	Clinical/Actuarial Narration for Demo	€2,000 – €5,000
Contracting & Data Sharing Agreements	Legal Drafting (GDPR, DPA, BAA agreements)	€15,000 – €30,000
	Institutional Review Board (IRB)/Audit Fees	€5,000 – €10,000
Dashboard Deployment	Licensing: Power BI Pro/Tableau Enterprise	€5,000 – €20,000/year
	ETL/Data Sync Tooling (Apache Airflow, Fivetran, DBT)	€10,000 – €25,000
Ongoing Support & Customization	Support Staff (1–2 FTE for dashboard update/custom logic)	€60,000 – €100,000/year/FTE
	Custom Feature Dev / KPI Adjustments	€10,000 – €30,000 (modular basis)

Major Cost

Ongoing Support & Customization

- Covers FTEs and client-specific feature dev (~€70K–€130K).
- Key for maintaining dashboard logic and meeting payer-specific needs.

Minor Cost

Terminal Demo with Live Dashboards

- Includes BI dev, cloud staging, and expert narration (~€13K–€26K).
- Low investment to enable client-facing pilots and data storytelling.

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Panels (columns) 01

Agenda

Success Metrics

Revenue Streams

Multiple monetization options enable scalability and predictable income

	Description	Client Benefit	Real-Life Reference
Subscription Licensing (Annual Contracts)	Annual fee for unlimited access to the CDS tool.	Predictable cost; long-term access	Annual fee for unlimited access to the CDS tool.
	Payment per use/case or API call	Cost control for low-volume users (e.g., small clinics)	Infermedica API pricing
Per-Use Charging			
	One-time charge for connecting to hospital EHR/IT systems	Smooth deployment with minimal internal effort	Custom IT integration contracts
Integration Fees			
	Paid packages for training doctors and offering technical help	Boosts adoption, reduces user errors	Optional add-ons in SaaS licensing
Training & Support Services			

Pricing Strategy

Flexible pricing encourages adoption while maintaining value

Tiered Pricing Model

- Small clinics: Basic features, entry pricing
- Mid-sized hospitals: Standard tier, extended functionality
- Large systems: Full suite, analytics, premium support

Bundled Packages

- Includes: Subscription, training, integration
- Optional add-ons: Analytics, priority support
- Simplifies procurement and reduces total cost
- Appeals to budget-conscious buyers

Volume Discounts

- Lower per-use cost with higher adoption
- Encourages broader internal rollout
- Incentivizes institutional scale-up

Flexible Payment Terms

- Monthly, quarterly, or annual plans
- Matches hospital budgeting cycles
- Annual plans offer cost-saving incentives

Key Financial KPIs

Clear KPIs ensure alignment with funding stakeholders and financial targets



Customer Acquisition Cost

Avg. cost to win one client i.e hospital or lab
(marketing + sales)

$$\text{Customer Acquisition Cost} = \frac{\text{Total Sales + Marketing Costs}}{\text{Number of New Customer i.e Labs or Hospital acquired}}$$



Customer Lifetime Value

Total expected income per client

$$\text{CLTV} = \text{ARPU} \times \text{Gross Margin \%} \times \text{Customer Lifetime}$$



Churn Rate

% of clients who stop using the tool
each year

$$\text{Churn Rate \%} = \frac{\text{Customer Lost during the period}}{\text{Customer at start of the period}} \times 100$$

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5. Feedback and Q&A

Estimated Cost Ranges and Key Drivers Across Deployment Strategies

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Strategy 1

Focus: Build robust internal platform & integrate with hospital IT systems.

Pre-Rollout : €274,500 – €570,500

Rollout : €165,500 – €370,000

Total Estimated Range:
€440,000 – €940,500



Strategy 2

Focus: Form legal JVs & shift deployment costs to suppliers/partners.

Pre-Rollout : €186,000 – €361,000

Rollout : €265,000 – €430,000

Total Estimated Range:
€451,000 – €791,000



Strategy 3

Focus: Invest in scalable analytics infra & demo dashboards.

Pre-Rollout : €270,000 – €441,000

Rollout : €118,000 – €241,000

Total Estimated Range:
€388,000 – €682,000

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