

Business Model Canvas Ro⁺

Key Partners



- Hirundo (base of social service workers)
- Global Clinic (generates referral)
- Kalasatama Health and wellbeing Center (provides medical facilities and generates temporary ID)
- Tulka (translators provier company)

- City of Helsinki (investor)
- Deaconess Institute (investor)

Key Activities



- Identity verification
- Scheduling appointments
- Facilitating temporary ID
- Communication assistance
- Authenticating referrals

Key Resources



- Kalasatama info desk
- Temporary ID department
- Social service workers in Hirundo
- Funding from the Govenment

Value Propositions



- Roma
- Easy and efficient healthcare journey
 - Easy access to temporary ID in advance
 - Digital record of referrals and prescription
 - Boosting resilience

- Healthcare Providers
- Save time and money for appointments and booking translators
 - Improved coordination between key partners
 - Building trust and tranparency

Customer Relationships



- Personal assistance
- Integrated service
- Improved hospital experience

Channels



- Govt. booklets
- Facebook ads
- Social servive workers
- Posters in Hirundo, Global Clinic & Kalasatama
- Migration office
- Roma's social network

Customer Segment



- Roma
- Low understanding of english and finnish
 - Speak Romanian, Bulgarian, and Romani
 - Don't have Finnish ID
 - Low literacy level
 - Moderate digital literacy
 - Access to a smart phone

- Social service workers
- Help Roma with documentation and translation
 - Assist Roma to the hospital

- Healthcare Providers
- Give referral
 - Generate temporary ID

Cost Structure



- App development and running cost
- Training cost to familairse healthcare providers and social service workers
- Advertisments to target user

Revenue Streams



- Revenue for ads on the app
- Fundings from Deaconess Institute, and the City of Helsinki