



HAJIME: do it lean!



“ The eHealth Hub gave us the opportunity to develop a real clinical business model. Sylvie and Pascal were really helpful and shared naturally their network with us with the aim of getting the best way to build our solution and how to find the customers. We are very thankful to them. ”



HAJIME AI



Quentin Pedron, CPO



www.hajime-ai.fr



France

My challenges

The solution has a huge potential for a big marketplace. However, we needed to remain focused on the positioning of the solution and explore the best opportunities to enter the market. We were then looking for a business model, we needed to target the right customer. Was it the patients? Was it the pharmaceutical laboratories? We were lost on this topic. Besides, Hajime needed to get more feedback from the market and patients especially.

eHealth HUB support

Business Model Clinic and Lean Startup Academy [2018]. “eHealth HUB gave us good reflections points. They helped us to find a good way to launch the product using the lean and customer development methodologies.

As a first step, we established a clear view of the market (actors, quantification of the segments). We explored the competition, opportunities and threats. In June, we attended Bucarest Lean startup Academy where we set up a new strategy focusing on CRO, pharma companies and patients with a questionnaire to evaluate problems more in-depth and strengthen Hajime value proposition based on a rigorous approach of market needs.

The eHealth HUB team supported and motivated us while providing excellent feedback from their strong experience and network in the European health sector. We felt comfortable to share all the doubts we had about the value proposition of our products.”

The company

HAJIME AI is a company that mixes two worlds (social psychology and artificial intelligence) to create digital tools to support chronically ill people.



eHealth HUB *Stories*

Learning points ●

“The lean startup strategy is the best move to start a project like this, it saves time on unnecessary aspects. And time is money!”

Quentin Pedron, social psychologist and CPO

eHealth HUB services



Lean Startup Academy

The Lean Startup Academy provides eHealth SMEs with the opportunity to mature their business by systematically testing their ideas against the market.



Business Model Clinic

The Business Model Clinic supports the best promising entrepreneurs and startups offering personalized coaching on business proposition, customers and go-to-market strategies.



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www.ehealth-hub.eu



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