Updated CORD Management Lean Canvas (with respect to the 1st annual ITEA Review version)

Problems	Solutions	Value proposition	Unfair advantages	Customer segments
- Over one billion people suffer from chronic respiratory diseases worldwide and its progressive deterioration depends primarily on the occurrence of acute exacerbations - Between medical follow-up visits, patients are left alone with traditional self-management materials - Current tools for CORD self-managing are complex, unattractive, not individualized and require laborious analysis by health professionals, discouraging their use in healthcare.	- Low-cost, easy-to-disseminate and personalized technologic solutions for remote monitoring and individualized support (coaching) of patients with CORD, using only the smartphone and their embedded sensors.	- Low-cost, high-quality prospective data for better clinical decisions - Innovation of CORD healthcare - Increased patient involvement and empowerment - Contribute to more efficient and sustainable healthcare	-Team know-how, merging clinical, academic and technologic perspective - (Inter)national experience licensing technologies - Experience in testing apps with end users	- mHealth companies - Pharmaceutical companies - Clinical Devices manufactures - Health insurers - Health care providers (Physicians, clinics, hospitals) - Patients and caregivers

Key metrics
- Number of users of the app (final users)
- Number of users of the health professional interface (final users /costumers)
- Number of licenses of the developed technologies (costumers)
- Number of apps integrating the developed technologies

Channels
- Direct contact and external collaborators B2B
- Online stores
- Pharmacies
- Healthcare webpages
- Patients Associations

Cost structure
- Human resources
- Research and Development
- Marketing and sales

Revenue streams
- Licensing technologies
- Innovative health services