

Response to Committee Comments and Revision Summary of Meno Chatbot Project

I sincerely appreciate the committee's comments and Ajarn's summary. The comments received are listed below, followed by the responses and explanations of the corresponding revisions made to the report and pitch deck.

Project 1: Menopause CHATBOT

Overall assessment: Good

Action Items: Revise the pitch deck and report before final submission

1. **The Value and Journey:** Revise User Journey by incorporating the "People - Process - Technology" framework to ensure the focus highlights the actual *treatment* value and "human-in-the-loop" to ensure trustability (and comply with the regulatory of AI in healthcare). What is the long-term vision beyond the Chatbot.
2. **Opportunities beyond Menopause:** Even though Menopauses is interesting; the market scope is too limited. You should consider such as 1. Extend the health assessment beyond the Menopause (but considering Menopause as the early launch) 2. Add more services e.g. e-commerce or telehealth 3. Integration with the hospital or clinic
3. **Personalization & Data:** Clarify your personalized features. What specific patient information/data will you retain, and how will it be secured? Ensure all provided medical information is reliable and visually referenced.
4. **Business Model:** You need to clarify the revenue stream. Specifically, if the patient/customer goes directly to the hospital themselves, how does your startup capture value and make money?
5. **Missing business details:**
 - **Your pricing strategy:** subscription, pay per use, sponsorship, referral model (to the hospital/clinics)
 - **Go-to-market:** how can you promote and attract the customers to use your services

Additional suggestions

- Ensure references are properly cited to the main body content (APA format and correlation)

Responses and explanations

1. The Value and Journey: Revise User Journey by incorporating the "People - Process - Technology" framework to ensure the focus highlights the actual *treatment* value and "human-in-the-loop" to ensure trustability (and comply with the regulatory of AI in healthcare). What is the long-term vision beyond the Chatbot.

Response: I added P-P-T framework and the human-in-the-loop concept in the healthcare journey. The revision explains the chatbot's role as an education and care-navigation tool rather than a replacement for clinicians. I also added the long-term vision as women's health care platform.

Pitch Deck: Updated page 6 "Human-in-the-Loop Care Journey" and page 9 "From Menopause Chatbot to Women's Health Platform"

Report: Updated "2. Solution and Platform Vision"

2. Opportunities beyond Menopause

Response: I revised the report and pitch deck to position menopause as the early launch use case, not the final product scope. The solution now explains the long-term vision of expanding into a broader women's health education and health platform, including education, telehealth, clinic referral, and healthcare service integration.

Pitch Deck: Updated page 9 "From Menopause Chatbot to Women's Health Platform".

Report: Updated "Section 2. Solution and Platform Vision".

3. Personalization & Data

Response: I revised the report and pitch deck to clarify the personalization features and data protection approach. The revision explains personalized responses in chatbot and what and how user information may be used for personalization and how essential data will be protected.

Pitch Deck: Updated page 6 “Menopause Chatbot: An Intelligent Education Solution”.

Report: Updated “Section 3. Technical Approach”.

4. Business Model:

Response: In the business model part, the revenue stream was clarified that how the we value through multiple revenue streams together with price strategy, including user B2C subscriptions, B2B licensing, telehealth integration, and referral partnerships.

Pitch Deck: Added page 8 “Revenue streams and pricing strategy”.

Report: Updated “Section 6. Business Model”.

5. Missing business details:

5.2 Pricing strategy

Response: Price strategy of each user B2C subscriptions, B2B licensing, telehealth integration, and referral partnerships is added in the deck and report.

Pitch Deck: Added page 8 “Revenue streams and pricing strategy”.

Report: Updated “Section 6. Business Model”.

5.2 Go-to-market

Response: I added GTM strategy to clarify how the product will enter the market, attract users at the initiation stage.

Pitch Deck: Updated page 9 “From Menopause Chatbot to Women’s Health Platform”.

Report: Updated “Section 7. Go-To-Market Strategy”.

6. Additional suggestions

Response: I added the reference list to the deck.

Pitch Deck: Added page 12 “References”.