



## Payment Per Use

**Target Audience:** Families and institutions that require occasional or one-time use of the diagnostic tool.

**How It Works:** Users can pay for a single session or assessment without committing to long-term subscriptions. This model is ideal for parents who may need to evaluate their child's progress periodically or institutions conducting limited studies.

**Advantage:** This model offers a low barrier to entry, making SmartRoo accessible to users who may not need ongoing services but want to access accurate diagnostic tools for a specific instance.



## Subscription

**Target Audience:** Families or institutions that require continuous access to the tool, particularly for tracking progress and early intervention.

**How It Works:** Users subscribe on a monthly or yearly basis, ensuring they have ongoing access to the SmartRoo platform. This subscription model is beneficial for families with young children, particularly during the critical developmental period of 0-6 years.

**Advantage:** Predictable recurring revenue stream for the company, while offering affordability and consistent access for users. Subscribers can benefit from regular updates, new features, and uninterrupted monitoring of their child's development.



## Hardware Rental

**Target Audience:** Families or institutions that do not have access to compatible hardware.

**How It Works:** SmartRoo can provide the necessary hardware (laptops with cameras, etc.) to users who may not have access to a compatible device. This can be rented for a specific period, allowing access to the technology needed to use the app's full capabilities.

**Advantage:** Increases market penetration by enabling users without the appropriate hardware to still access SmartRoo's services. This option is particularly useful for institutions that may want to test the system before investing in permanent hardware.



## Licensing

**Target Audience:** Researchers, healthcare institutions, and third-party companies.

**How It Works:** Licensing SmartRoo's technology to third-party companies or research institutions. These organizations can integrate SmartRoo's diagnostic technology into their own tools or systems, or use it in research and clinical trials.

**Advantage:** Licensing provides a scalable revenue stream, enabling SmartRoo to grow by partnering with larger organizations or institutions that can integrate and use its diagnostic technology across various platforms. This also opens up the possibility of partnerships with healthcare providers or educational institutions.