

ZHONGYI TECHNOLOGY

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ABSTRACT

This plan aims to start up a project. We are a technology service provider focusing on Internet plus epidemic prevention procedures. The core team of the company has been deeply engaged in the government health system industry for five years, with a background of rich experience and resource accumulation. Our main business is small program development and precise SMS push, The company's current comprehensive strength and popularity in the industry. At the same time, it has maintained long-term and stable cooperation with the government health platform, three major telecom operators and Tencent. Our service philosophy: we are committed to providing users with high-quality, efficient, stable, and professional WeChat applet solutions through independent research and development technology reserve, perfect operation and maintenance system, high-quality product capability and open cooperation spirit Zhongyi Technology Co., Ltd. is a company that produces, promotes, and operates epidemic prevention procedures. Our opportunity is that during the epidemic period, the government's medical and health system urgently needs the ability support of technology companies.

INTRODUCTION

We cooperate with the government's medical and health department to establish an alliance and cooperation system with the government's medical and health institutions and residents under the jurisdiction of the government through epidemic prevention small procedures. This is an epidemic prevention behavior led and strongly promoted by the government. Users actively participate and pay high attention, Large amount of interaction. There are 34 provinces and municipalities in China, and the huge market demand is as high as 1.4 billion users. Users are value. The company can obtain a large number of users in a short time. These users are an important source of the company's future performance growth. Our vision is to build a technology service provider focusing on the Internet plus epidemic prevention program. It will occupy 10% of the domestic epidemic prevention procedures in 3 years, and has more than 100 million users. The company has the ability of sustainable development, and it can provide social benefits for the public and make life easier for people. Our epidemic prevention applet can be directly connected with wechat with 1 billion users. It is very convenient for smartphone users to use and promote. The epidemic prevention applet has perfect functions and smooth system. The technology R & D team of the technology company has strong strength and good user experience.

The key words of this business plan are big data and epidemic prevention

The fact that there are so few confirmed cases in China today is not only the result of the joint efforts of the people of the whole country, but also due to our science and technology,

including the "epidemic prevention small program" we want to introduce today.

Next, we will introduce our company and products from the following aspects

Epidemic prevention applet -- the company's main business now

First of all, this epidemic prevention applet is produced under the social background of promoting national epidemic prevention under the leadership of the government, and it is a epidemic prevention applet implemented and strongly implemented by the government. It has won the support and encouragement of the government.

Secondly, our users include people from 34 provinces and municipal administrative regions across the country. The huge market demand can enable us to have up to 1.4 billion users (users are value)

At the same time, users actively participate, pay high attention and have a large amount of interaction. It has also further promoted our products.

Analysis on the pain points and causes of the government's promotion of epidemic prevention (only by understanding the needs of society can we make and produce products better)

It may cause omissions and errors in epidemic prevention work

Lead to the outbreak The above three points are the government's difficulties and pain points in the epidemic, Some solutions to the pain points of epidemic prevention

Rich experience and resources in government health system cooperation

The company's team has been deeply involved in the government health system for more than five years, and is engaged in wechat applet development, network information statistics and monitoring, SMS push and other operations, Deeply understand the government health system and undertake various needs of the health system of governments at all levels, The research and development of epidemic prevention applet is perfect and easy to promote in groups, The epidemic prevention applet can be directly connected with wechat with 1 billion users. Smart phone users are easy to use, promote and have a good user experience, The epidemic prevention applet has perfect functions and smooth system, and the technical R & D team of the technology company is strong, SMS industry experience and resource accumulation

Relying on big data, it can segment users and accurately push information to designated people, saving time and labor costs

The current epidemic prevention situation is grim, and governments at all levels are under great pressure

Personnel mobility is strong, and it is difficult to accurately control the personnel under the jurisdiction

The flow of overseas personnel should be paid more attention from time to time

The higher-level government has strict requirements, which will have higher requirements for the data management of floating personnel and the quality of epidemic prevention data

Compared with the traditional door-to-door visit registration, the working mode is too inefficient

The traditional way to obtain epidemic prevention information is not timely enough and the data is inaccurate

Moreover, there is no way to ensure the registration of foreign personnel,

At the same time, traditional statistical methods will consume a lot of human, material

and financial resources

Compared with the traditional notification method, it will lead to inaccurate push information

The traditional door-to-door notice and broadcast notice are far from enough to cover the epidemic prevention population

It may cause omissions and errors in epidemic prevention work

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The cost of epidemic prevention applet and the cost of SMS push are low

Corporate value network.First of all, we establish an alliance and cooperation system with government medical and health institutions and residents under the jurisdiction of the government institutions through the epidemic prevention small program.,Then, through the information exchange between government medical institutions and residents in the area of epidemic prevention applet, carry out big data statistical analysis to help government departments save a lot of human, material and financial resources,Next, provide accurate epidemic prevention information for government medical and health institutions, so that government departments can effectively and reasonably adjust epidemic prevention and anti epidemic policies according to epidemic prevention information,Finally, the time and place of vaccination and other epidemic prevention medical and health information such as epidemic prevention materials will be delivered to the people at the first time

Comprehensive strength of the company,At present, our company can push more than 3 million short messages per hour to quickly complete the transmission of information; It can cover 31 provinces including Beijing and Shanghai, with high transmission efficiency and security; As an enterprise with five years of industry experience, we always keep in mind that we are not proud and complacent. We'd better work in every link to ensure that the service is in place; Therefore, we have more than 1000 partners and always maintain a good cooperative relationship.Therefore, we with high comprehensive strength are confident to successfully complete this product sales.

Business model of epidemic prevention applet,Now, let's introduce the business model of our company's epidemic prevention applet in detail.,First of all, our small program is authorized by the health systems at all levels in the government platform,Our funds mainly come from Agricultural Bank of China, Ping An Bank, Bank of Chengdu and other banks (national enterprise bank and local banks).Our sales channels are carried out on network

platforms. At the same time, we have also reached a win-win relationship with these network platforms.

Our clients are mainly township streets at all levels and medical and epidemic prevention institutions at all levels. And ensure the subsequent maintenance, technical treatment and other work.

Advantages of epidemic prevention applet products,. The epidemic prevention applet can be directly connected with wechat with 1 billion users. It is very convenient for smartphone users to use and promote. The epidemic prevention applet has perfect functions and smooth system. The technical R & D team of the technology company has strong strength and good user experience, Relying on big data, the epidemic prevention applet can segment users and accurately push information to designated people, saving time cost, labor cost and capital cost. The platform has the ability to push 500 SMS messages per second, multi-channel guarantee, and the ability is continuously stable

SWOT analysis of wechat applet

Based on the technical document analysis of wechat, wechat applet can cover most of the commonly used functions of app. Here, the small program is analyzed by SWOT to draw a conclusion.

Advantages strengths

1. No need to install and use at any time 2 Cross platform development 3 Rich components and APIs

Inferior threads

1. The promotion channels of small programs are fewer and more difficult # 2 Applet is limited at wechat portal 3 Wechat applet is only 2m in size To be reviewed 5 The computing power of the client is less than that of APP 6 Third party plug-ins are not supported

7. Front end developers need to learn grammar again

Opportunities

1. Large flow inlet 2 Relatively mature technology 3 Meet customer freshness experience Threat threats

2. Low data security 2 Self ownership is subject to Tencent 3 Impact on their own products

What application is suitable for small programs

According to the concept of applet and the functional direction of applet, combined with the current internet background, the following directions are suitable for making applet:

1. Offline merchants

Including larger restaurants, bars, gyms and other entertainment places, stations, airport attractions, and even physical billboards. To sum up, it is an offline business that takes itself as a service carrier and provides services.

2. Online services related to offline scene

For example, small programs such as checking public transportation, buying bus tickets and movie tickets need the support of offline scenes (such as waiting for a bus). The program itself provides corresponding online services. The current service can only be extended to specific scenarios by specific APP or official account, and can be further expanded after small programs.

3. Integration of other fields with the Internet, such as medical treatment, education, etc

In places such as hospitals and schools, there are many service processes, there are many scenarios that can be combined with the Internet, and the business of each hospital or school is different. For example, the whole process of medical registration, medical treatment and medication, combined with various windows, medical record cards and prescriptions of the hospital, can be served by a small program at each step. At present, there are many large and small companies working in these fields, and small programs expand the boundary of services.

What applications are not suitable for small programs

1. Large companies. Large companies themselves have a large number of users and a complete set of services. For them, small programs are only an additional entrance, or a very hidden entrance.

2. Pure online platform. First, there are no specific offline scenarios for such services, while the online access of applet is limited, which is difficult to promote. Second these applications rely on content, and small programs are not as content push as official account. Third, the operation of these applications requires user stickiness and retention. As analyzed above, the mode of applet is not suitable for active retention of users.

3. Possible security problems of page running environment and login in wechat applet

- the running environment of the applet is the WebView running environment provided by the wechat client. The applet is equivalent to running in a browser environment.

- all applet requests must be HTTPS requests. Methods that support common HTTP protocols, such as:

Et, post, etc; Because all requests are forwarded by Na, there will be no cross domain problem (the setting page of wechat applet can be set). The referer of the applet's network request cannot be set, and the format is fixed

- the applet running in the rendering engine of wechat does not support window and document objects. Therefore, these two objects cannot be used to operate cookie operations. Developers can use Wx Setstorage and other methods store data operations at the client;

- whether sensitive information of users can be collected. At present, you can only get the user's geographical location, avatar and nickname information. Other information cannot be obtained. (first, the login interface of wechat does not provide such capability. Second, wechat has an audit mechanism. If we have such code, the applet may fail to pass the audit)

- after a security problem occurs, the response time from fixing the problem to going online is long. There is no online experience for the time being, and there is no way to give this time;

- the code package size of wechat applet is currently limited to 2MB. Therefore, the pictures or documents cited on the page must be linked outside the chain;

Three year development plan of our company

In July 2021, access to two provincial and municipal government platforms will be realized; The monthly delivery volume reaches 100 million; The monthly income reaches 250000 yuan

By the end of 2021, access to four provincial and municipal government platforms will be realized; The monthly delivery volume reached 250 million; The monthly income reaches 700000 yuan

In 2022, access to 8 provincial and municipal government platforms will be realized to continue large-scale development and stabilize the market position; The monthly delivery volume reaches 500 million; Monthly income of 1.26 million

In 2023, a large number of users in 8 provinces and cities will be transformed; Layout in advance and cooperate with internet hospitals, pharmaceutical companies, physical examination institutions, etc; Open ports and links on the epidemic prevention applet to obtain profit points by charging agency service fees for pharmaceutical system products and advertising implantation fees Funds are earmarked for special purposes, and accounts are jointly managed The funds shall enter the designated account and be used exclusively for this business. The account shall be jointly managed and supervised by both parties at any time

2. The settlement party has strong credit endorsement

The business parties are government public platforms and government health institutions, with high credit rating, safety and reliability

3. Exit guarantee

If the company's operating conditions cause the minimum guaranteed income of the management to fail to meet the expectations, we promise to repurchase the shares at the income price of no less than 12%

The business scope of our company is a technology company covering all kinds of products in the market. In line with the diversification strategy. Our company also has docking and cooperation with the government, so we adopt a development strategy close to policy and market reality. Then conduct research according to big data analysis and search for the most popular company products, and cooperate with these popular companies. And look for potential companies to invest to ensure the sustainable development of the company. Give shareholders enough interest dividends and unite relevant stakeholders, so that the company can have more contacts, form alliances, and expand its influence. Reflect on whether the enterprise's own purpose is consistent, whether it deviates from the organizational goal, whether it meets the current social and policy requirements, whether it has made practical attempts, and whether it has corrected the mistakes and loopholes in time. To this end, we must ensure a clear mind in managing the company to complete the objectives and tasks. Strive to develop themselves, become bigger and stronger, become the world's leading large company, increase their own value, give more taxes to the country, and then do their best to organize charitable activities and fund-raising activities to make their best contribution to the entire world.

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