INTERNSHIP AT

BOOTWAY INAAS PVT. LTD., JAIPUR

Internship report submitted to

The IIHMR University, Jaipur

For the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in

Hospital & Health Management

By

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Internship Report

Introduction

As a part of the curriculum for my MBA in Hospital and Health Management at The IIHMR University, Jaipur, I undertook a comprehensive internship at BootWay INAAS Pvt. Ltd. from March 10 to June 7, 2025. This internship served as an essential component of my academic training and was designed to provide a hands-on experience in the evolving domain of digital health technologies, with a special focus on indoor navigation systems within Indian tertiary care hospitals. The core of my internship revolved around a research-driven project titled *"A Strategic Evaluation Model for Digital Health Adoption: Constructing a Purchasing Power Index for Indoor Navigation in Indian Hospitals"*.

Objectives of the Internship

- **To Develop a Purchasing Power Index (PPI):**
  Construct a comprehensive, data-driven index to evaluate the purchasing capacity of tertiary care hospitals in India for adopting indoor navigation technologies. The PPI was aimed at identifying key investment-readiness indicators such as hospital ownership, bed strength, accreditation status, empanelment under government schemes, revenue, and digital infrastructure maturity.
- **To Design a Strategic Pricing Model:**
  Create a tailored pricing framework for BootWay's indoor navigation solution by analyzing hospital segmentation, willingness to pay, and technology adoption behaviour, ensuring scalability and sustainability for both B2B and B2G healthcare markets.
- **To Develop a Go-to-Market (GTM) and Marketing Model:**
  Build a structured marketing and outreach model incorporating lead generation strategies, value proposition messaging, and prioritization of hospital segments based on their digital adoption behaviour and PPI ranking. The model supported investor readiness and sales team deployment.
- **To Support Stakeholder Engagement and Liaison Activities:**
  Facilitate communication and coordination with hospital stakeholders and institutional contacts, while working closely with the founder to understand business strategy, refine the product positioning, and support partner acquisition efforts.

- **To Bridge Research with Real-World Implementation:**
  Apply academic knowledge and research methodologies to create actionable insights, combining literature review, competitive benchmarking, secondary data analysis, and strategic modelling to enhance the market readiness of BootWay's digital health solution.
- **To Enhance Practical Understanding of HealthTech Entrepreneurship:**
  Gain first-hand experience in the operations of a non-clinical health technology startup, contributing meaningfully to product strategy, investor pitch preparation, and business development initiatives under the mentorship of the founder.

Organization Profile: BootWay INAAS Pvt. Ltd.

BootWay INAAS Pvt. Ltd. is an emerging technology startup based in India, specializing in Indoor Navigation-as-a-Service (iNaaS). Founded with a vision to simplify navigation in complex indoor environments, BootWay focuses on delivering scalable, user-friendly wayfinding solutions tailored to sectors such as healthcare, retail, and transportation. In the healthcare domain, BootWay aims to address the pervasive challenge of hospital navigation, enhancing patient experience and operational efficiency.

Mission: To empower users with seamless, intuitive navigation experiences in indoor spaces using cutting-edge technology.

Vision: To become a global leader in indoor navigation solutions, transforming how people interact with complex environments.

Important Tasks Undertaken

- **Design and Development of the Purchasing Power Index (PPI):**
  Conceptualized and developed a multi-criteria index to assess the purchasing power and investment readiness of Indian tertiary care hospitals for adopting indoor navigation systems. This involved secondary data collection, hospital segmentation, scoring logic formulation, and dashboard creation using Microsoft Excel.
- **Strategic Pricing Model Creation:**
  Designed a pricing model for BootWay's digital indoor navigation solution, accounting for different hospital capacities, ownership types, and financial profiles. The model aimed to ensure competitive yet sustainable pricing for private and public sector clients, supporting future revenue generation and scaling plans.

- **Development of a Marketing and Outreach Model:**
  Constructed a go-to-market (GTM) framework and lead prioritization model by integrating the PPI findings with target segmentation. Created marketing personas and messaging strategies tailored to hospital administrators, public health buyers, and procurement decision-makers.
- **Data Collection and Secondary Research:**
  Collected, verified, and analysed hospital-level data from public records, accreditation bodies, and government health schemes (PMJAY, CGHS, NABH, etc.). Ensured data integrity and alignment with project goals by organizing datasets across over 100 Indian hospitals.
- **Stakeholder Engagement and Liaisoning Support:**
  Actively participated in stakeholder engagement efforts under the guidance of the founder. Assisted in identifying and approaching potential B2B and B2G partners, supporting external communications, and refining the investor and partner pitch based on analytical insights.
- **Collaboration with the Founding Team:**
  Worked directly with the founder to align research outcomes with the startup's strategic goals. Contributed ideas to product positioning, partnership strategies, and the broader business development roadmap through regular brainstorming and review sessions.
- **Creation of Investor-Ready Analytical Reports:**
  Compiled insights from the PPI, pricing, and market research into structured documentation and visual dashboards to support funding discussions and investor presentations. These materials were developed to articulate the problem statement, solution value, and market readiness convincingly.
- **Support in Product-Market Fit Strategy:**
  Helped refine the value proposition of BootWay's indoor navigation solution by aligning it with market needs, particularly in high-footfall, digitally evolving hospital environments. Provided analytical reasoning behind which hospital clusters are most likely to adopt such solutions.

Important Takeaways

1. **Understanding the Real-World Application of Healthcare Technology:**
   Gained a deep understanding of how digital health innovations, particularly indoor

navigation systems, can be integrated into hospital infrastructure to enhance patient experience, operational flow, and hospital efficiency.

2. **Practical Exposure to Strategic Market Assessment:**
   Learned how to evaluate market readiness using quantitative and qualitative indicators through the development of a Purchasing Power Index (PPI), which provided insight into how hospitals differ in terms of their ability and willingness to adopt new technologies.
3. **Business Acumen in HealthTech Startup Environment:**
   Developed a strong understanding of how early-stage health tech startups operate, including pricing strategy, product-market fit, investor communication, and GTM planning. This helped me connect strategic thinking with business viability in a real-world entrepreneurial context.
4. **Enhanced Data Analysis and Dashboarding Skills:**
   Strengthened my proficiency in Excel and structured data analysis, especially in converting raw hospital-level data into actionable insights. Built dynamic dashboards that supported decision-making for marketing, pricing, and investor engagement.
5. **Experience in Stakeholder Mapping and Liaisoning:**
   Understood the complexities of stakeholder engagement in healthcare, from hospital administrators to policymakers, and developed confidence in supporting partnership conversations and external communications under the guidance of the founder.
6. **Improved Strategic Thinking and Problem-Solving:**
   The end-to-end ownership of the project, from research and data collection to pricing and market modelling, sharpened my ability to approach a problem holistically, identify constraints, and design feasible, impactful solutions.
7. **Bridging Theory with Practice:**
   Applied classroom knowledge of hospital management, health systems, and healthcare marketing in a live business setting, making the transition from academic concepts to practical implementation seamless and meaningful.
8. **Confidence in Working with Founders and Leadership:**
   Working closely with the startup founder helped me learn how leadership decisions are made in a high-stakes, resource-constrained environment. It also improved my communication, presentation, and strategic alignment skills.