In this venture, Bozun aims to provide health information to pregnant women, doctors and midwives in China via a digital interactive platform.

The business model is the provision of a responsive marketing channel for corporations in the healthcare sector. Commercial companies will pay for the opportunity to tailor marketing campaigns to specific regions, specific phases in the pregnancy or directly to healthcare professionals. They can also connect directly with a target group through surveys. In these cases the pregnant women will be paid a small fee if they participate in the study, so it will be a source of income for the users as well. The system takes a small commission for the contacts and the company will also sell reports, based on the statistics from the system.

The inclusive business venture

In this venture, Bonzun will provide health information to pregnant women, doctors and midwives in China via a digital interactive platform. By having access to better health information, many of the current risks around child birth and early life for women and their babies will be reduced. According to a recent study from UNICEF, 50 per cent of children who die under the age of five could survive if the mothers and their carers had better information. Bonzun will address this gap in China by providing evidence-based research information about adequate antenatal services, safe delivery, postnatal support, breast-feeding and infant nutrition. This information will be taken from international sources, translated into Chinese, edited to make it clear to the average person and verified by an international editorial team.
IAP resources will go towards extending the use of the system to healthcare staff in poor areas of China. Working with NGOs, the company will develop a focus on healthcare staff in the most vulnerable and hard to reach segments of the population. Doctors and hospitals in poor areas can update their skills and get professional support, so that poor women can get a higher quality of health care during their pregnancy, their delivery and in the care of their infant.