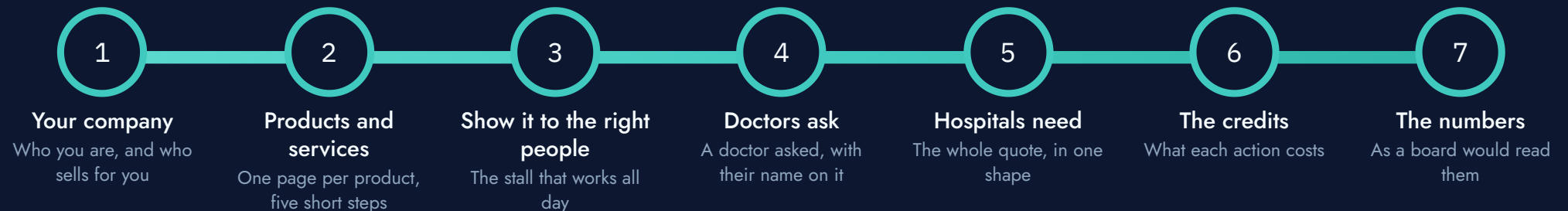


The Canipus company map

Seven steps, walked left to right, for a maker or a distributor. Everything the portal does for a company sits at exactly one of them. Read this once on your first day; after that the map is always on Home and the strip under every page head says where you are.



Every feature, at its stop

Seven stops, left to right. Every feature in the portal sits at one of them. The amber band under each stop says what the doctor or the hospital sees at that moment. Each stop's page says what changes when you are a distributor.

1 · Your company

Who you are, and who sells for you

- The page
- Register standing
- Your distributors
- The makers you carry
- Where a channel is missing

maker

distributor

2 · Products and services

One page per product, five short steps

- Add a product, step 1 · What it is
- Step 2 · Registration
- Step 3 · Details
- Step 4 · Price · Step 5 · Brochure
- The product page

maker

distributor

3 · Show it to the right people

The stall that works all day

- Who sees it
- Post a video or photos
- Updates
- Let a distributor post here
- Reach more doctors

maker

distributor

4 · Doctors ask

A doctor asked, with their name on it

- The enquiries
- Unlock
- Answer
- Register checks
- Followers

maker

distributor

5 · Hospitals need

The whole quote, in one shape

- The board
- Knock, or take the seat
- Send the whole quote
- The conversation
- After the sale

maker

distributor

6 · The credits

What each action costs

- The box
- Buy a pack
- Billed to
- Reach more doctors
- The report

maker

distributor

7 · The numbers

As a board would read them

- Insights
- Every product and service
- Print or download
- What doctors checked
- Where the credits went

maker

distributor

The other side

A doctor or a hospital opens your company page and reads the same details.

The other side

A doctor opens the product page; a hospital finds the record when the register agrees.

The other side

The film and the photos appear in the feed of the doctors this is for, and nowhere else.

The other side

The doctor pressed Ask on your page; the answer lands in their inbox and on WhatsApp.

The other side

The hospital sees your quote in one table next to the others, with the government rate under it.

The other side

Nothing. A doctor and a hospital pay nothing, ever.

The other side

The hospital rates your service at 90 days; the next hospital reads it.

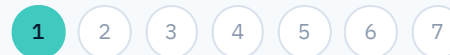


STOP 1 OF 7

Your company

Who you are, and who sells for you

Menu: 1 · Your company. Two screens: The page and Your distributors.



WHY IT EXISTS

Everything on Canipus happens under the company's name. The page is what a doctor reads before asking and what a hospital reads before inviting you to quote. Your distributors, named here state by state, are how a hospital finds someone to buy from near it.

THE OTHER SIDE

A doctor or a hospital opens your company page and reads the same details you filled in. A hospital that writes a requirement sees your distributor listed for its state and can ask it to quote.

IF YOU ARE A DISTRIBUTOR

Under Your distributors, ask the maker to name you. Once both of you confirm, you appear as the channel on every hospital requirement in the categories you carry, in your state.

Next: 2 · Products and services. Add the first product.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The page**
Logo, name, what you do, since when, city, WhatsApp. It is live at its own address the moment it is saved; Share and Copy the link put it in a doctor's hands.
- 2 Register standing**
The licence Canipus checked you against, and when. A company that claimed its licence letter stands here as confirmed.
- 3 Your distributors**
Name a distributor and the state it sells in. If it is on Canipus it confirms with one tap; if not, it is named and waits. A hospital on a requirement then sees who sells near it.
- 4 The makers you carry**
A distributor asks a maker on Canipus to name it. Confirmed by both, the channel shows on every hospital requirement in the categories you carry.
- 5 Where a channel is missing**
The states where hospitals wrote requirements in your categories in ninety days, and nobody sells there. A gap is a fact, not an offer.



STOP 2 OF 7

Products and services

One page per product, five short steps

Menu: 2 · Products and services. The table on a laptop, cards on a phone; + Add a product or + Add a service.



WHY IT EXISTS

A product on Canipus is a page: the photo, one line, the register number, the details, the price and the brochure, in the shape a doctor reads in a minute and a hospital compares against others. It goes live once the register agrees, so what a doctor sees is what the licence says.

THE OTHER SIDE

A doctor opens the product page from the feed, from a search or from a link. A hospital's Find who sells it lists the record when the register agrees, verified first, near first.

IF YOU ARE A DISTRIBUTOR

On step 3 choose We distribute it and name the maker. The record then says made by them and sold by you, and the maker can let you post on its own record.

Next: 3 · Show it to the right people. Pick the specialties and the places.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Add a product, step 1 · What it is**
The name the market knows it by, one line the way your best rep would say it, a clear photograph, the category, what it treats or serves, the brand if it is not your name, and the other names doctors use for it.
- 2 Step 2 · Registration**
Which register approved it and the number. CDSCO is asked by machine; the rest our desk checks by hand. Saved as you type.
- 3 Step 3 · Details**
What it is for, made by you or distributed by you, made in, risk class, certifications, warranty, where it is used, form, power, consumables, where you send an engineer, and how fast.
- 4 Step 4 · Price · Step 5 · Brochure**
MRP, list price or on quotation, per what, with GST; hospital and trade price on request. One PDF a doctor opens with one tap. Then Publish.
- 5 The product page**
Every chapter with Edit: brochure, price and figures, registration, details, how buyers see it. The table shows Being checked, Need your answer and Drafts.



STOP 3 OF 7

Show it to the right people

The stall that works all day

Menu: 3 · Show it to the right people. Also on every product page: Videos and photos, Who sees it, Updates.



WHY IT EXISTS

A stall at a conference reaches the doctors who walk past it for two days. Here the same film, photos and one line updates reach exactly the doctors a product is for, in the cities it is sold, every day. Nothing reaches anyone until the specialties and the places are chosen.

THE OTHER SIDE

The film and the photos appear in the feed of the doctors this product is for, in those cities, marked as paid where a place was paid for. An update lands on the doctor's wire the same morning.

IF YOU ARE A DISTRIBUTOR

With a maker's grant you post on its record under your own name. A success story you write appears nowhere until the maker countersigns it.

Next: 4 · Doctors ask. The first enquiry arrives by email within ten minutes.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Who sees it**
On the product page: the specialties this is for and where it is sold. Until both are chosen Home cannot place it in front of anyone.
- 2 Post a video or photos**
Up to 5 GB a film, photos as you shot them, a caption and hashtags, on one product. It reaches the doctors that product names. The feed as a doctor sees it is one tap away.
- 3 Updates**
One line a day, up to 200 characters, signed by a real person: a licence renewed, a stall in Delhi, where you deliver now. Read by the claims gate before it goes out. A doctor answers with one tap: good to know, show me the evidence, call me.
- 4 Let a distributor post here**
On a product's Videos and photos: a distributor you grant posts under its own name. A success story it writes waits for your countersign; fourteen days of silence declines it.
- 5 Reach more doctors**
Under The credits: first on the shelf in a category for seven days, ₹ 10 for each verified doctor or hospital buyer who opened the category in 30 days and at least ₹ 1,000, three places a category; pinned to a specialty's feed for seven days, ₹ 10 for each verified doctor in it and at least ₹ 1,500. Growth and Enterprise take one or three such weeks a month on the plan.



STOP 4 OF 7

Doctors ask

A doctor asked, with their name on it

Menu: 4 · Doctors ask. Two screens: The enquiries and Register checks.



WHY IT EXISTS

A doctor who presses Ask gives their name, specialty and city and says whether Canipus has checked them on the medical register. That is a real buyer in front of you. The name is withheld until you unlock, so the credit is spent only on a real enquiry, never on the sale.

THE OTHER SIDE

The doctor pressed Ask on your page or under a film. The answer lands in their inbox and on WhatsApp, with your company's name on it.

IF YOU ARE A DISTRIBUTOR

Enquiries on the records you carry come to you the same way, and you unlock them with your own credits.

Next: 5 · Hospitals need. A hospital invited you to quote.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The enquiries**
Who asked, about which product, when; new, waiting, replied. Checked on the register or stated. Price and buy requests are marked.
- 2 Unlock**
To see who asked and to answer: 1 credit for a product up to ₹ 2,000; 2 up to ₹ 25,000; 5 up to ₹ 2 lakh; 12 up to ₹ 20 lakh; 25 above. Nothing on the sale.
- 3 Answer**
Write here; Canipus carries it to the doctor's inbox, and WhatsApp opens with the same words when they gave a number. Every line is kept on the conversation.
- 4 Register checks**
What doctors checked of your products against the registers in thirty days, counted by city, never by name. Three of the six answers only you can give: the licence, the evidence, and your own record.
- 5 Followers**
Who follows a record is told when you post. The count is in The numbers.



STOP 5 OF 7

Hospitals need

The whole quote, in one shape

Menu: 5 · Hospitals need. The board on a laptop, the list on a phone.



WHY IT EXISTS

A hospital on Canipus writes what it needs once: the category, how many, what it must have, how it pays and by when. Companies in that category see it without the hospital's name. Every quote is filled as fields, so the hospital compares five quotes in one table, and yours can be held to what it says.

THE OTHER SIDE

The hospital sees your quote in one table next to the others, with the printed price and the government rate (NPPA, CGHS, PM-JAY) under it. It shortlists, recommends, and the owner doctor closes.

IF YOU ARE A DISTRIBUTOR

You quote under the maker's record, on the hospital requirements in your state. The hospital sees the maker's name and yours as the channel.

Next: 6 · The credits. What each of these cost.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The board**
Four columns: Invited you, Open in your categories, Your quotes in, Chose you. A requirement moves across as it goes.
- 2 Knock, or take the seat**
On an open requirement, Ask to be let in: the knock holds the seat's credits and its quote fee until the hospital decides. When invited, Take the seat: 0.5 percent of the requirement's value, ₹ 150 to ₹ 20,000, kept only if the hospital chooses you, with a quote fee of 0.1 percent, ₹ 150 to ₹ 3,000, kept once the hospital opens your quote. Nothing more on the close; when another is chosen the seat comes back.
- 3 Send the whole quote**
Price, five years, warranty, service, response hours, spares, training, delivery, payment, valid until, each a field; the film, the brochure and the certificates attached. A record with a date.
- 4 The conversation**
One hospital, one requirement, every line kept: questions, a demo with dates, Delivered, Returned. The demonstration log is kept for five years as the rules ask.
- 5 After the sale**
The hospital marks it installed; its breakdowns count the hours until your engineer comes, and its ninety day rating goes on your record.



STOP 6 OF 7

The credits

What each action costs

Menu: 6 · The credits. Two screens: The box and The report.



WHY IT EXISTS

Canipus is paid by the company, in credits, at the exact moment a real buyer is put in front of it, and never on the sale. One credit is ₹ 10, and ₹ 9, ₹ 8 or ₹ 7.50 on a plan. Doctors and hospitals never pay and never see a price. Everything you pay for is on this one page, with the invoice.

THE OTHER SIDE

Nothing. A doctor and a hospital pay nothing, ever, and never see a price. Where a place in the feed was paid for, the card says so.

IF YOU ARE A DISTRIBUTOR

You pay for your own seats, unlocks and reach; nothing passes through the maker.

Next: 7 · The numbers. What all of it added up to.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The box**
To use, bought, spent, held while a hospital decides on a knock, expired. The oldest credits are spent first and live twelve months.
- 2 Buy a pack, or take a plan**
₹ 1,000 for 100 credits; ₹ 5,000 for 500; ₹ 25,000 for 2,500. A plan gives its whole fee back as credits: Starter ₹ 36,000 for 4,000, Growth ₹ 1,00,000 for 12,500, Enterprise ₹ 3,00,000 for 40,000. GST 18 percent on top. UPI, cards and net banking through Razorpay; the credits land the moment it confirms.
- 3 Billed to**
Asked once: the legal name, the GSTIN or a declaration that there is none, the state. The GST invoice prints from here, with a credit note if a refund is ever made.
- 4 Reach more doctors**
First on the shelf from ₹ 1,000; pinned to a specialty from ₹ 1,500; seven days each, priced by the audience they reach. Choose the product.
- 5 The report**
Every credit in and out with what it opened, by month, and the money behind it. Print or download.



STOP 7 OF 7

The numbers

As a board would read them

Menu: 7 · The numbers.



WHY IT EXISTS

A board asks what the money did. The numbers say how many doctors saw a product, watched the film, asked, followed; how many hospitals invited, how many chose you; by week or by month, product by product, without anyone making a report.

THE OTHER SIDE

The hospital rates your service at ninety days and counts the hours until your engineer came. Both sit on the record the next hospital reads before it invites you.

IF YOU ARE A DISTRIBUTOR

The numbers count the records you carry the same as a maker's own.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Insights**
Views, films watched, enquiries by source (doctors, hospitals, distributors), followers, by week or by month, for a date range.
- 2 Every product and service**
Each one's numbers side by side, so the film that works and the page that does not are both visible.
- 3 Print or download**
As a PDF for the board, as a CSV for the sheet.
- 4 What doctors checked**
Under Doctors ask: what doctors checked of yours against the registers, by city, never by name.
- 5 Where the credits went**
Under The credits: the report, the same money read as what it opened.

[Back to the map. The next product starts at 2.](#)

Six lines, every rupee

Doctors and hospitals never pay. A company pays in credits, one credit for ₹ 10, at the exact moment a real buyer is put in front of it. Every price is read from the till; on a plan a credit costs ₹ 9, ₹ 8 or ₹ 7.50.

What	How much	When
A doctor's enquiry, unlocked	0.3 percent of the product's price, ₹ 60 to ₹ 8,000, whatever quantity is named, printed on each product before anybody asks. No price listed: the category's middle. A demo 3 times, at most ₹ 15,000; samples 2 times, at most ₹ 2,000.	At the moment you unlock. Nothing on the sale.
A seat on a hospital requirement	0.5 percent of the requirement's value, ₹ 150 to ₹ 20,000, and with it a quote fee of 0.1 percent, ₹ 150 to ₹ 3,000.	When you take the seat. The seat is kept only if the hospital chooses you, the quote fee once it opens your quote. A knock only holds them. Nothing more on the close.
First on the shelf	₹ 10 a verified reader of the category, at least ₹ 1,000, for seven days, three places a category.	When you choose the product.
Pinned to a specialty	₹ 10 a verified doctor in the specialty, at least ₹ 1,500, for seven days, in the feed of one specialty the product names.	When you choose the product.
A pack, or a plan	₹ 1,000 = 100 · ₹ 5,000 = 500 · ₹ 25,000 = 2,500, plus 18 percent GST. A plan gives every rupee back as credits at ₹ 9, ₹ 8 or ₹ 7.50 each.	Credits live twelve months, oldest first. An untouched pack or plan is refunded within seven days.
Everything else	The page, the products, the films, the updates, the answers, the quote, the numbers.	Free. Canipus takes no share of any sale.

The rule in one line. Listing is free, showing is free, answering is free; the introduction to a real buyer is paid, once, and never a share of the sale.

Twelve words, once

A record

Your page for one product or service: photo, one line, register number, details, price, brochure. Live once the register agrees.

The register

The government's CDSCO list of licence holders. Canipus keeps a mirror and checks records against it; the rest our desk checks by hand.

Verified · Stated

Verified: the licence or registration was checked at the source. Stated: you said so and nobody has checked yet. Lapsed: the register no longer agrees.

Who sees it

The specialties a record is for and the places it is sold. The feed and the hospitals' search read only these.

An enquiry

A doctor pressed Ask, with their name, specialty and city. Unlock to see who; the credit is the price of the introduction.

A requirement

What a hospital needs, written once in three steps. Companies in the category see it without the hospital's name.

The seat

Your place on a requirement. A knock holds its price; taking it spends it; another being chosen gives it back.

The whole quote

Every term as a field, the film, brochure and certificates attached. A record with a date the hospital can hold you to.

A channel

A distributor a maker named for a state, confirmed by both. It quotes on the maker's record.

A credit

₹ 10, or ₹ 9, ₹ 8 or ₹ 7.50 on a plan, bought in packs, spent only when a real buyer is put in front of you. Twelve months, oldest first.

The strip

The line under every page head: the seven stops, where you are, and the next one.

The walk

Seven cards on the first sign in, with what changes for a distributor. Replay it from the menu: Walk the path again.

WHEN YOU ARE STUCK

Three places to look

Home is the map

The seven stops with where you have reached, what needs you today, and one button for the next step. Every page head has the strip: you are here, next is there.

Walk the path again

In the menu under The map. Seven cards, one per stop, with the distributor's line on each, two minutes. Nothing changes while you walk.

WhatsApp us

At the bottom of the menu. A person at Canipus answers the same day.

Doctors and hospitals pay nothing and see no price. A credit is spent only when a real buyer is put in front of you, and Canipus takes no share of any sale. Every figure on the desk is as it was recorded; nothing is estimated.