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Introduction



Dharmil Sheth

- PharmEasy is an online healthcare aggregator founded by Dharmil Sheth, Dr. Dhaval Shah in 2015. PharmEasy, working in healthcare and wellness industry, is an online platform that provides medicines delivery & diagnostic tests to patients. Pharmeasy operations have been started in eight cities of India including Mumbai, Pune, Ahmedabad, Jaipur, Delhi, Noida, Kolkata, and Bangalore.

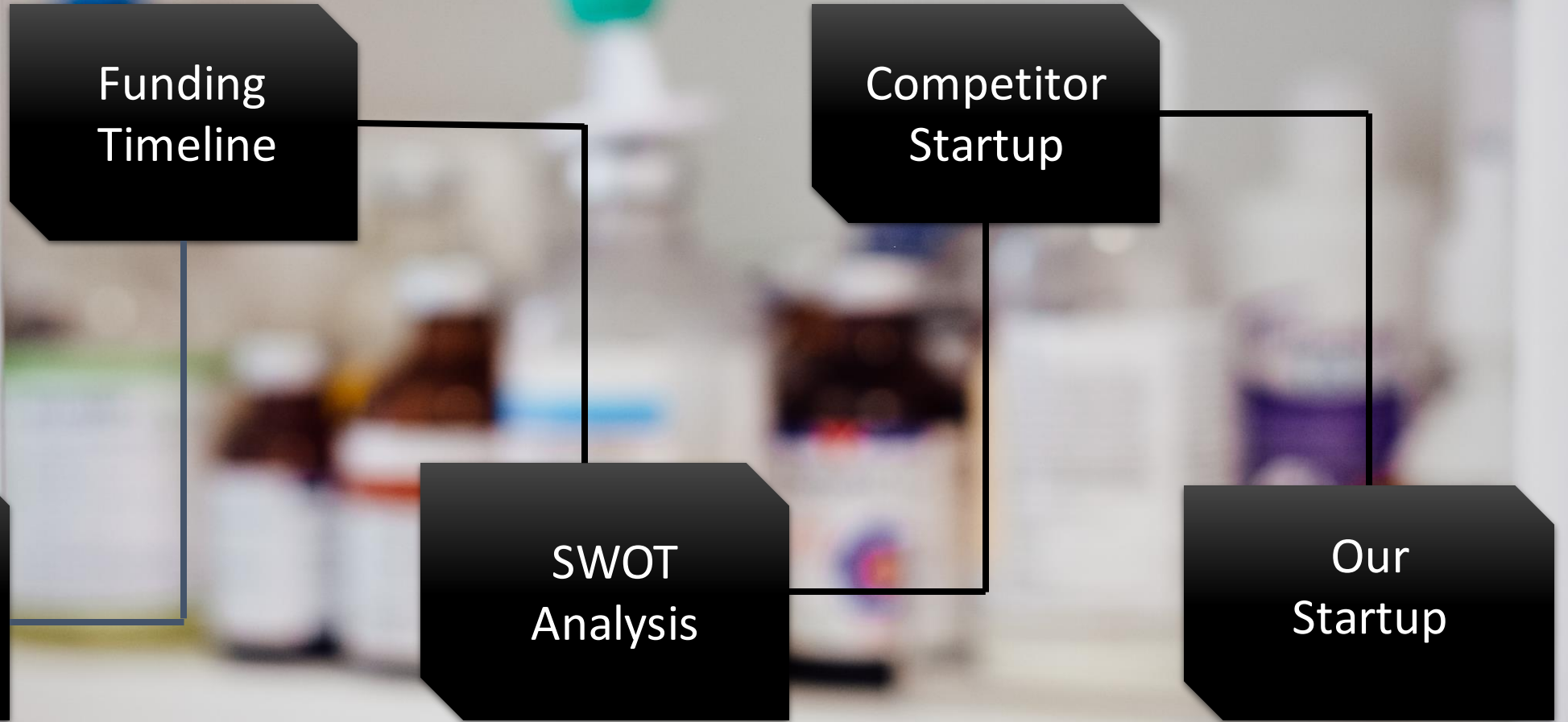
Funding
Timeline

Competitor
Startup

Business
Model
Canvas

SWOT
Analysis

Our
Startup



BUSINESS MODEL CANVAS

<p><u>KEY ACTIVITIES</u></p> <ul style="list-style-type: none"> ➤ Easy to Use app for Medicinal Users ➤ Blog Posts to enable good healthcare activities ➤ Quick Home Delivery For Users ➤ Membership for loyal customers ➤ Maintaining the record for covid vaccinations of the people. ➤ Maintaining quick and safe digital payments. 	<p><u>CUSTOMER SEGMENTS</u></p> <p>Any person requiring any medicinal service, tests and health care products</p> <hr/> <p><u>CUSTOMER RELATIONSHIPS</u></p> <ul style="list-style-type: none"> ➤ Holistic and caring approach ➤ Regular discounts and optimal pricing 	<p><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> ➤ A very good logistic network. ➤ Big pharmacies and distributors ready to collaborate. ➤ Software engineers to manage the app and website and check payments. 	<p><u>VALUE PROPOSITION</u></p> <p>E-commerce platform for purchase of medicines and best-quality health care products</p> <hr/> <p><u>CHANNELS</u></p> <ul style="list-style-type: none"> ➤ Social Media, ➤ Television ➤ Newspaper ads ➤ website app 	<p><u>KEY PARTNERS</u></p> <ul style="list-style-type: none"> ➤ Pharmacies ➤ Local Drug Stores ➤ Local Distributors ➤ Parent Organization - API Holdings ➤ Flipkart ➤ Amazon Payments ➤ Nivea
<p><u>COST STRUCTURE</u></p> <ul style="list-style-type: none"> ➤ App and website maintenance cost. ➤ Payment to delivery agents , distributors and pharmacies. ➤ ISP payments ➤ Cost to digitize shops ➤ Advertisement costs 			<p><u>REVENUE STREAMS</u></p> <ul style="list-style-type: none"> ➤ Charges 1-2 % commission on the medicines sold from the pharmacies. ➤ Major source of income are the health advertisements which are displayed on the web and app. ➤ Royalty from big pharma companies 	

FUNDING TIMELINE

Date	Series	Amount	Investors
March 2016	Series A	\$5 Million	Bessemer Venture Partners
March 2017	Series B	\$18 Million	Bessemer Venture Partners
2018	Series C	\$50 million	Eight Roads Ventures India, F-Prime Capital, and others
November 2019	Series D	\$220 million	Temasek
March 2021	Series E	\$350 million	Prosus and TPG
			



STRENGTHS



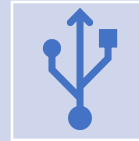
Current market leader and received recent humongous investment



Can take risks and introduce new marketing strategies like higher discounts



Targeting a larger set of people via selling commodities other than medicines



Offers a number of high-tech devices



App reminds people to take their medicine



Offering blogs and research papers spreading awareness about medical health.

WEAKNESS

- Lack of awareness and poor internet connection restricts the rural people from getting benefited from platforms like Pharmeasy.
- Quality of medicines is an important factor that can restrict the customers from buying medicines online for the first time instead they would choose to visit nearby medical shops.
- Some people engaged in criminal activities may produce fake prescriptions and buy hazardous medicines.



OPPORTUNITIES

Never ending and regular high demand of medicines.

Digitalization of India

Lack of proper medical facilities in rural parts.

Low number of doctors than actual requirement.

THREATS

Being online, there is always a threat of hackers breaking in and stealing user data, compromising with the confidentiality of the customer.

Unstructured grievance handling systems lead to customers switching back to offline stores

Last year , **Amazon** entered into the game of Online Pharmacy as well , acquiring 2 Indian based online Pharmacy (for example: **Amazon** acquired **PillPack** in 2018) startups , with its pilot base in Bangalore.



COMPETITORS STARTUPS

(Pharmeasy revenue - \$84.7M)

Netmeds (\$10M)



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graph TD; A[Netmeds ($10M)] --> B[1mg ($33.7M)]; B --> C[Medlife ($50.9M)]; C --> D["Practo (Recently started Selling medicines as well) ($15M)"];
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1mg (\$33.7M)

Medlife (\$50.9M)

Practo (Recently started Selling medicines as well)
(\$15M)

Dawaiii :-



1) Fake prescriptions and misuse of potentially hazardous medicines :-

This can be resolved by adding strict rules on prescriptions ordering lethal drugs.

2) Adding new customer base to an online platform is proven to be a tough task :-

This can be resolved by adding additional discounts on the first 3 orders

3) Inability of customers to use tech and medicines :-

This can be solved by implementing a QnA platform for small queries and a well organised Customer Helpline.

4) Trust issues of people in trying something new :-

This can be resolved by running ad and awareness campaigns with sole aim of gaining customer's trust.

5) Secluded regions and rural areas have little to no focus on healthcare services:-

Online consultation service with experienced doctor would be provided.

ADDITIONAL FEATURES



Can add schemes for medical tests in hospitals(Like CT scan + RT PCR + HRCT) at lower prices.



We will introduce basic guidelines and first-aid procedures in the app on a search basis with animations.



Increasing perks on membership can lead to major and loyal customer base. eg:For long and subscribed customers, we can introduce a facility of monitoring their health, like best diet for a healthy lifestyle.



For long and prescribed customers which a large bunch of consultations, the app can maintain all those consultations with doctors.



Online psychiatrist consultants can be included in the app.

REFERENCES

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Thank you...

