



NOVELBRIX TECHNOLOGY PRIVATE LIMITED



WWW.CAREBOOK.IN

About Us.



NOVELBRIX TECHNOLOGY is a forward-thinking startup committed to addressing the persistent challenges within the healthcare industry. In a rapidly evolving world, we recognize the pressing need to modernize and streamline the process of scheduling medical appointments. The existing inefficiencies create barriers that hinder patients' access to timely and quality healthcare, driving our determination to innovate and bring about transformative change.

CareBook is the brainchild of NOVELBRIX TECHNOLOGY, conceived to be the definitive solution to the inefficiencies plaguing healthcare appointment scheduling.

CareBook is designed to centralize appointment availability data, providing real-time information to patients. This empowers patients to make informed decisions regarding their healthcare, aligning appointments with their schedules and medical needs. Simultaneously, CareBook empowers clinics and doctors with a comprehensive clinic management system, optimizing scheduling, reducing no-shows, and improving resource utilization.

MISSION VISION



MISSION

We are on a mission to eliminate barriers and enhance accessibility to healthcare services. Our goal is to create intuitive, user-friendly platforms that enable individuals to seamlessly connect with clinics and healthcare providers, ensuring timely and convenient access to medical care.

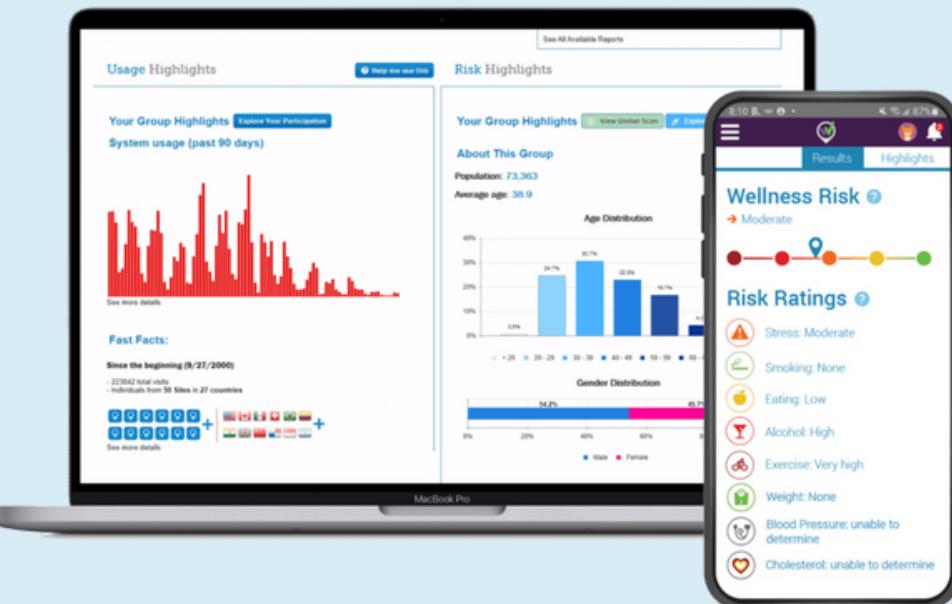
VISION

Our vision is to empower a healthier world by revolutionizing healthcare connectivity. We aspire to create a future where every individual, regardless of their circumstances, has effortless access to timely, quality healthcare. Through innovative technologies and a user-centric approach, we envision a healthcare ecosystem that is interconnected, efficient, and prioritizes the well-being and convenience of all.

PROBLEMS

INEFFICIENCIES IN APPOINTMENT SCHEDULING:

The traditional healthcare scheduling process is inefficient, leading to long waiting times and frustrating paperwork for patients.



INEQUITABLE ACCESS TO HEALTHCARE:

Patients, especially in remote areas or with limited mobility, face challenges in securing medical appointments, exacerbating health inequalities.

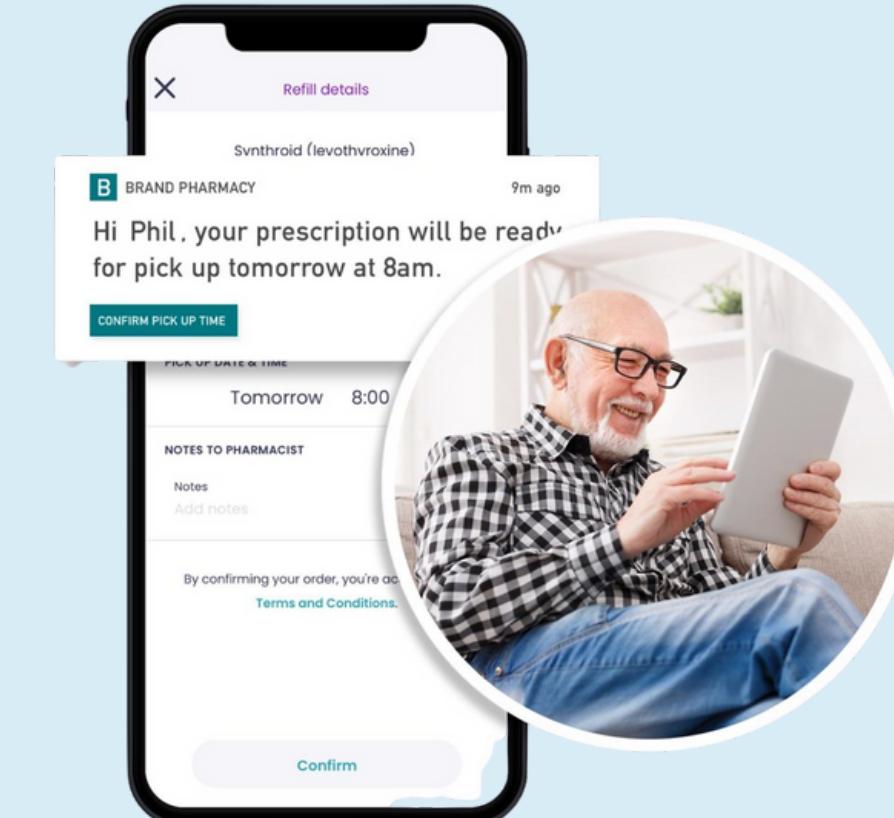
FRAGMENTED BOOKING EXPERIENCE:

The current healthcare system lacks a centralized platform, forcing patients to navigate multiple channels to find suitable appointment slots.

CLINIC OPERATION BOTTLENECKS:

The existing system creates bottlenecks in clinic operations due to manual processes and suboptimal resource utilization.

Solution



Real-time Availability for Informed Decisions:

CareBook centralizes appointment availability data from various clinics and doctors, ensuring patients have real-time information. This empowers patients to make informed decisions about their healthcare.

Efficient Clinic Management and Patient Flow:

CareBook offers a comprehensive clinic management system that optimizes appointment scheduling, reduces no-shows, and improves resource utilization. The platform's features enable clinics to efficiently manage patient flow, leading to enhanced operational efficiency and the ability to provide high-quality care to patients.

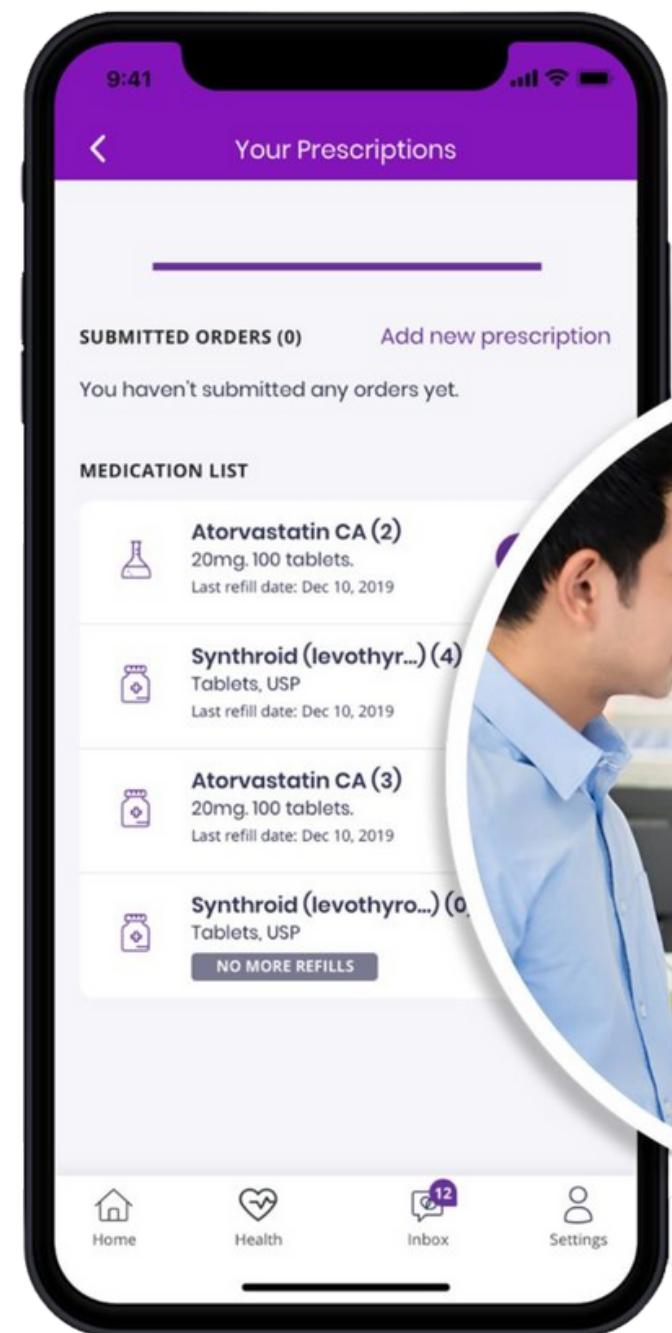
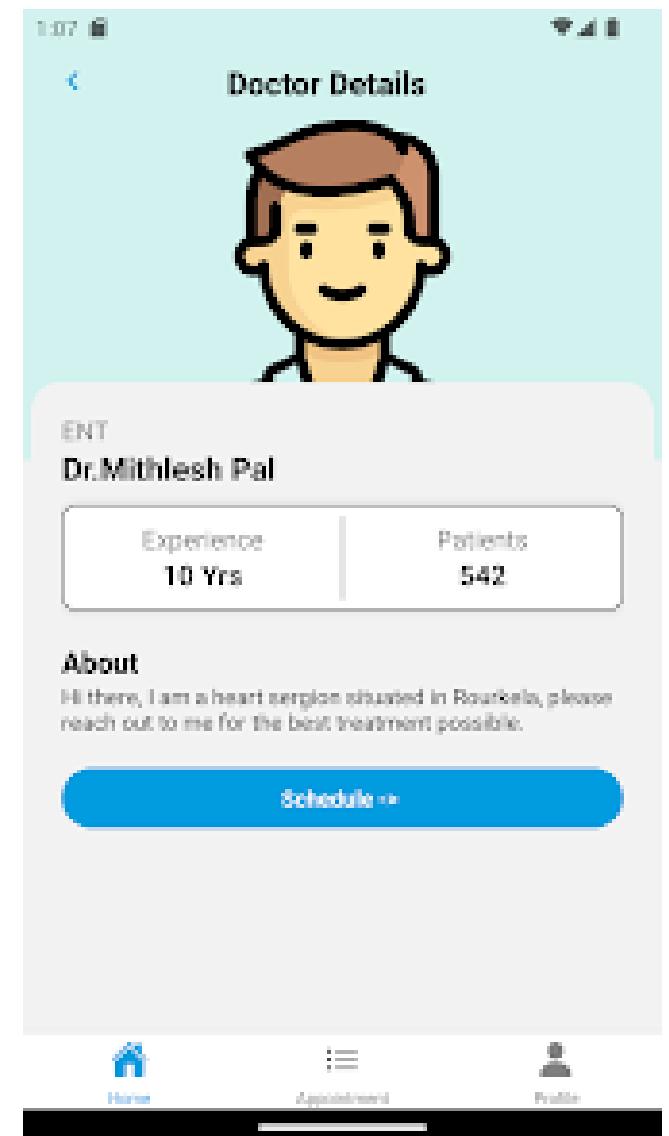
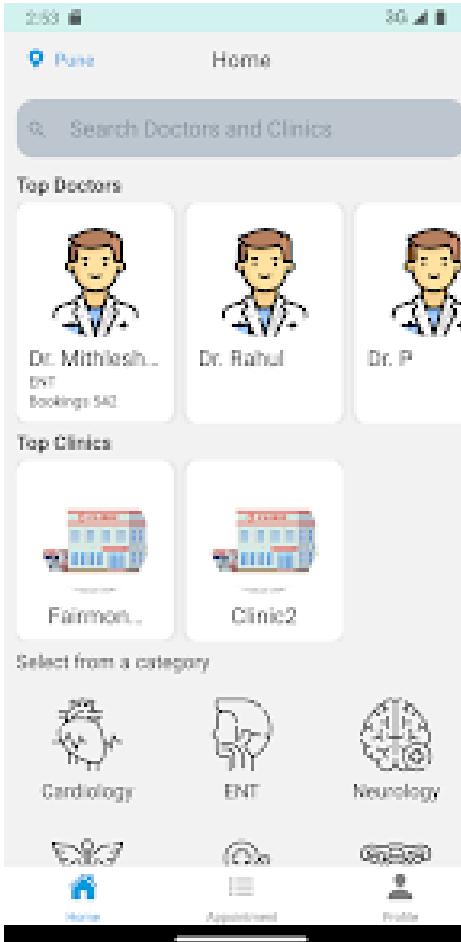
Promotion of Equitable Access to Healthcare:

CareBook takes a step further in promoting equitable access to healthcare by allowing patients, regardless of their location or mobility, to easily find and book appointments through the platform. It ensures every individual has timely access to the healthcare they deserve, thereby reducing disparities in healthcare access.

Our Offerings

We are offering:-

CareBook (Mobile Application)



UNIQUE SELLING POINT (USP)



CareBook - Gateway to Hassle-free Healthcare Scheduling

- **Real-Time Convenience:**

CareBook provides real-time appointment availability, empowering patients to make informed healthcare decisions promptly and hassle-free.

- **Streamlined Clinic Operations:**

By optimizing appointment scheduling and reducing no-shows, CareBook enhances clinic efficiency and resource utilization, ensuring a seamless healthcare experience for both clinics and patients.

- **Equitable Access for All:**

CareBook promotes healthcare inclusivity, enabling patients, irrespective of their location or mobility, to easily find and book appointments. This dedication to inclusivity aligns with our mission of ensuring timely healthcare access for every individual.

Value Proposition



Transparency and Trust:

We aim to build trust by providing clear, accurate, and real-time information to patients, enabling them to make well-informed healthcare decisions.

Time Efficiency:

CareBook saves patients time by offering real-time appointment availability and a simplified booking process, reducing the waiting time

Enhanced Health Equity:

CareBook bridges the healthcare access gap by ensuring that patients, including those in remote areas or with limited mobility

Efficiency and Quality Care:

By optimizing clinic operations and resource utilization, CareBook empowers clinics to efficiently manage patient flow, reduce no-shows



Target Market

We target a diverse market seeking a more efficient, accessible, and patient-centric healthcare scheduling solution.

01

Patients Seeking Healthcare Accessibility & Busy Professionals and Working Individuals

02

Parents and Caregivers & Telemedicine Users

03

Healthcare Administrators and Clinic Staff & Healthcare Providers and Clinics

Size the Market

DIGITAL HEALTHCARE:-

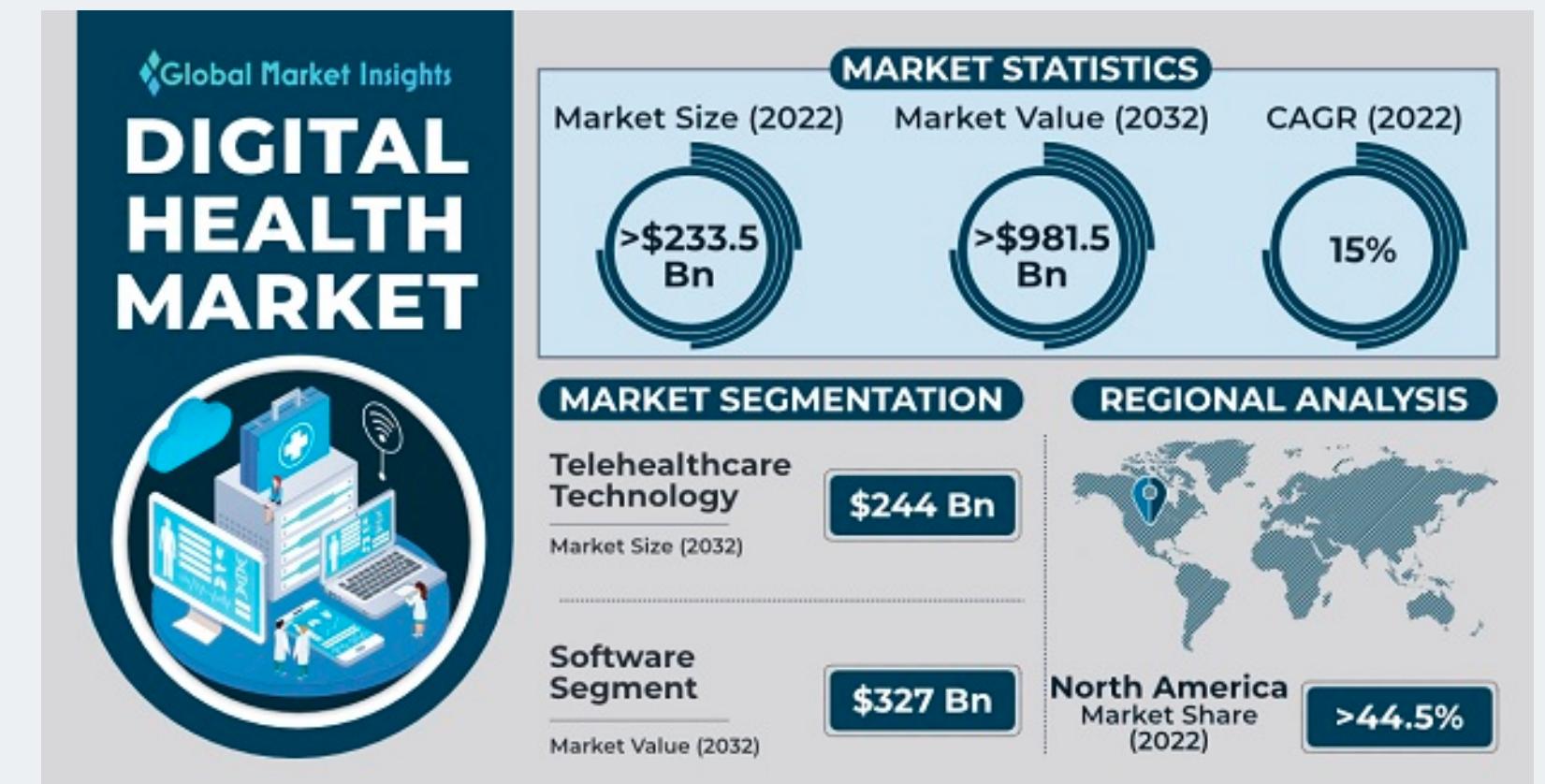
The digital healthcare market in India was valued at INR 524.97 Bn in 2021. It is expected to reach INR 2,528.69 Bn by 2027, expanding at a CAGR of 28.50% during the 2022 - 2027 period.

HEALTH TECH:-

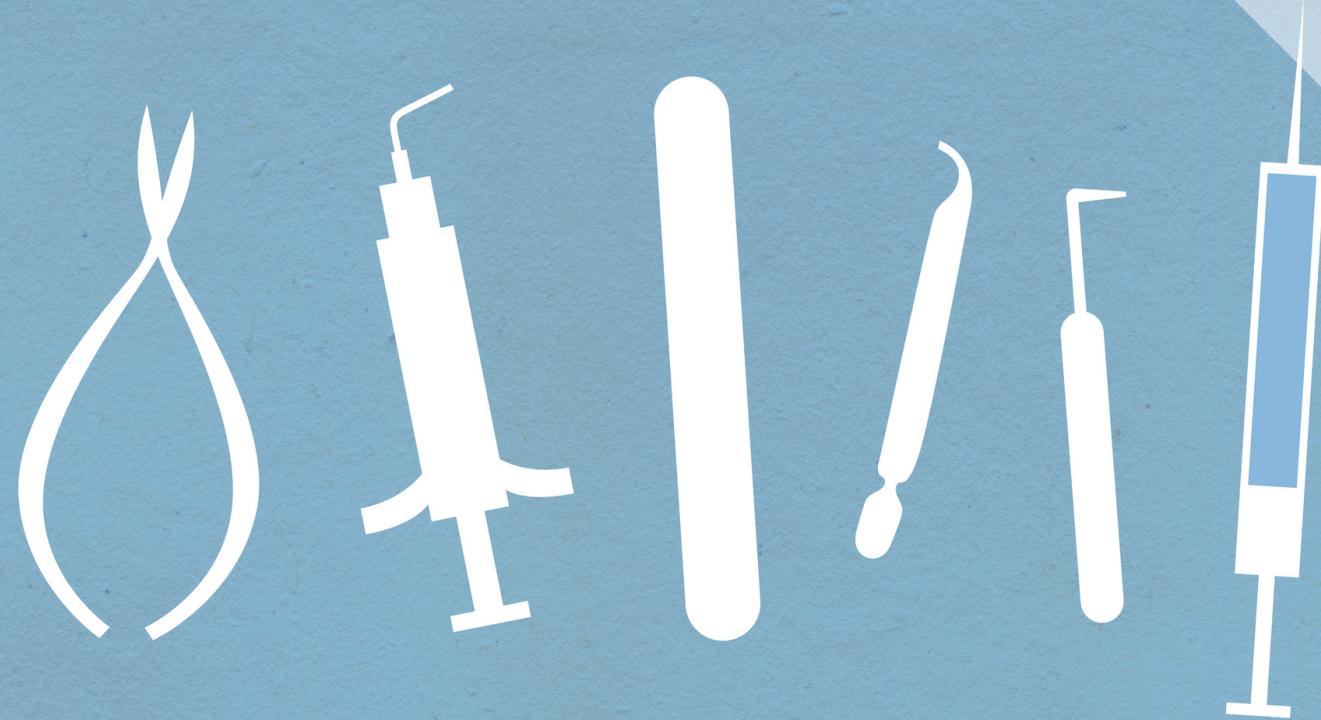
Global market size for digital health surpassed USD 233.5 billion in 2022 and is set to grow at 15% CAGR through 2032 attributed to the rising adoption of smartphones, tablets, and other mobile platforms.

SOURCE

- <https://www.researchandmarkets.com/reports/5774605/digital-healthcare-market-in-india#:~:text=The%20digital%20healthcare%20market%20in,during%20the%202022%20%2D%202027%20period.->
- <https://www.gminsights.com/industry-analysis/digital-health-market#:~:text=What%20is%20the%20digital%20health,tablets%2C%20and%20other%20mobile%20platforms.>



Competitors



Zocdoc



Doctolib



Practo

COMPETITIVE ANALYSIS

Zocdoc:

Lack of Real-Time Updates: Real-time appointment availability information is not always up-to-date, causing potential inconvenience for users.

Doctolib:

Geographical Focus: Its primary focus on the European market limits its availability and applicability in other regions.

Practo:

Information Overload: The multitude of features and information may overwhelm users, making it less intuitive

AIM TO SCALE UP

Enhanced Product Development:

We gather user feedback and insights to identify areas for improvement and new features that enhance the user experience.

Market Research and Expansion:

We conduct extensive market research to identify untapped markets and regions where CareBook can make a significant impact.

Optimized Marketing and Branding:

We develop a comprehensive marketing strategy focused on building brand awareness and showcasing the unique value proposition of CareBook.

Scalable Technology Infrastructure:

We invest in a robust and scalable technological infrastructure to accommodate a growing user base and increased usage of the platform.

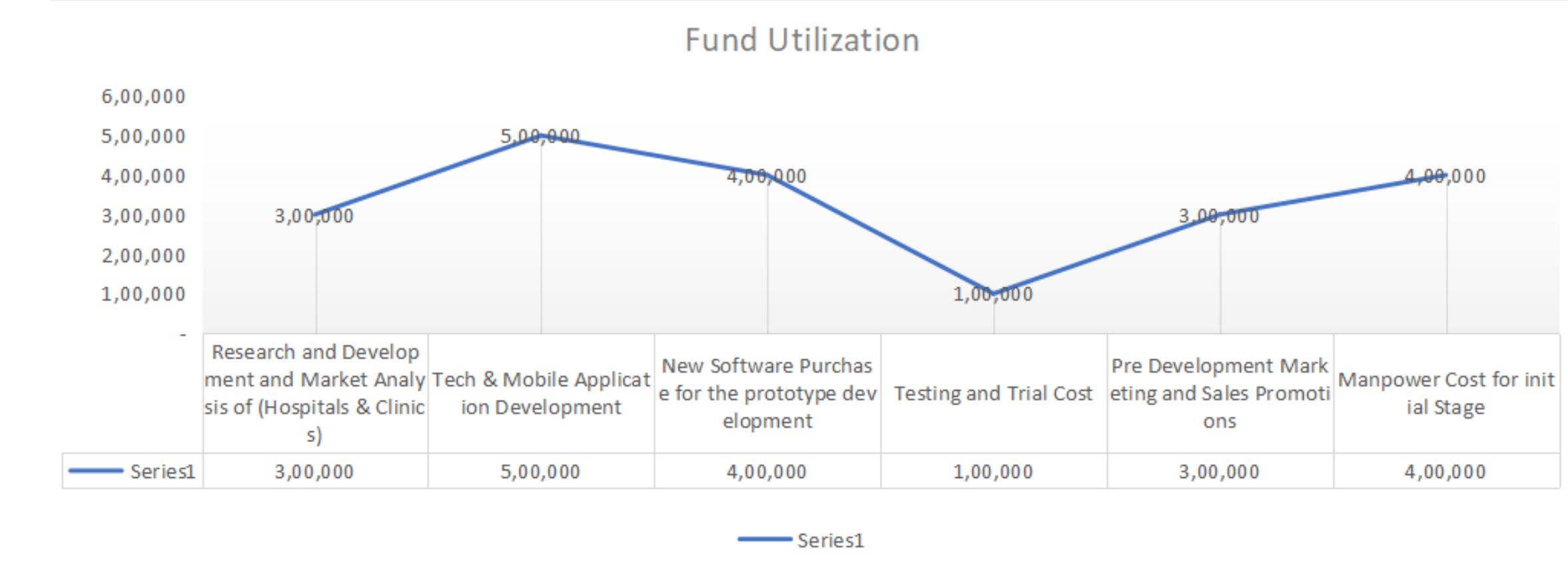
Revenue Model

- **Subscription-based Model:** We offer tiered subscription plans for users, providing varying levels of access to features and services based on their subscription level (e.g., basic, premium, enterprise).
- **Transaction Fees:** We charge a small transaction fee for each appointment booked through the platform.
- **Freemium Model:** We offer a free version of CareBook with basic features and limited access.
- **Telemedicine Integration Fees:** We integrate telemedicine services into the platform and charge healthcare providers a fee for utilizing this feature



FUND UTILIZATION

NAME OF STARTUP	NOVELBRIX TECHNOLOGY PRIVATE LIMITED
FUNDING SCHEME	STARTUP INDIA SEED FUND SCHEME
FUNDING TYPE	SEED FUND GRANT
TOTAL FUND REQUIRED	Rs.20,00,000
TIME LINE FOR FUND UTILIZATION	December 23 - April 24



Milestone Projection

Head	Friday, December 01, 2023	Monday, January 01, 2024	Thursday, February 01, 2024	Friday, March 01, 2024	Monday, April 01, 2024	Total
Research and Development and Market Analysis of (Hospitals & Clinics)	1,00,000	80,000	70,000	50,000	-	3,00,000
Tech & Mobile Application Development	1,50,000	1,50,000	1,00,000	1,00,000	-	5,00,000
New Software Purchase for the prototype development	-	-	2,00,000	2,00,000	-	4,00,000
Testing and Trial Cost	-	-	-	50,000	50,000	1,00,000
Pre Development Marketing and Sales Promotions	40,000	40,000	60,000	80,000	80,000	3,00,000
Manpower Cost for initial Stage	60,000	60,000	80,000	1,00,000	1,00,000	4,00,000
TOTAL	3,50,000	3,30,000	5,10,000	5,80,000	2,30,000	20,00,000

Our Team



TUSHAR KANTA MOHANTY DIRECTOR

He is the director of our company, and his vast experience in the same field benefits the company. He is contributing to the management of the organization with the aid of his leadership skills and vibrant personality.

He possesses strong communication skills, great leadership acumen, and unrivaled enthusiasm for the organization and its people.



SOUMYA RANJAN BEHERA DIRECTOR

He has the ability to apply strategic thinking to make innovative, long-term decisions that advance the objectives of the business. In spite of difficult circumstances, he maintains integrity to win stakeholders' trust. He is lending his expertise to the business. His leadership and boundless enthusiasm steer the organization.

GET
IN
TOUCH



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