



Your Virtual AI Health Partner

www.mashwara.ai



Vision

To set the global standard for delivering **fast** and **equitable** healthcare



Purpose

Mashwara is a smart, AI-powered health assistant designed to meet the growing demand for **accessible**, **reliable**, and **affordable** healthcare in **Pakistan**. It offers intuitive health insights and connects users to expert counseling through a centralized, user-friendly platform.

Market Needs

Pakistan's healthcare landscape is ripe for innovation.
Acceptance of Virtual care & AI integration is rapidly growing in Pakistan.



80.5%

smartphone usage



36.7%

internet penetration

GSMA™
Intelligence

indicates a huge consumer base
for Mashwara (Jan '2023).

Problem & Pain Points

Traditional healthcare systems in Pakistan are often challenged by accessibility issues and a sense of mistrust.

Doctors and patients frequently encounter obstacles, including



Manual Medical Records

Scattered medical information across providers due to incompatibility and missing details, hinders health analysis & increases medication mismanagement.



Limited Doctor Access

Busy schedules, long wait times & short consultations restrict timely medical attention & leave patients feeling unheard.



Mistreatment

Mistreatment in the healthcare system stems from overstressed healthcare environments, inadequate training, and systemic inefficiencies compromising care, leading to patient mistrust towards the health system.



Findind the right doctor

Language barriers, complex medical terminology, and varying levels of health literacy complicate the process of finding the right doctor, hindering effective healthcare delivery.

Solution & Value Proposition

Mashwara is here to bridge the gap & make healthcare more accessible and efficient .
Here's how;



Diagnostic suggestions and expert connectivity

Our innovative AI assistant technology not only delivers diagnostic suggestions and answers to health queries, but intelligently matches patients with the ideal healthcare professional from Mashwara's extensive database, ensuring personalized and effective treatment



Second Opinion

Mashwara connects you with a panel of verified international doctors for a broader perspective on your health, diagnosis, or treatment plan.

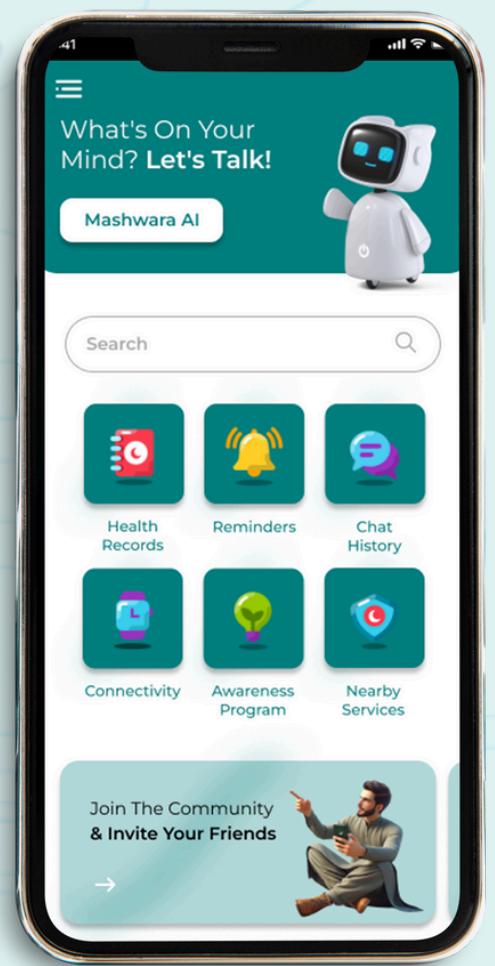


Centralized Electronic Health Records (EHR)

Mashwara's AI-driven, cloud-based EHR platform offers users detailed control over their medical records and ensures consent-based access for health professionals. This personalized approach allows for seamless access and advanced record analysis with summaries, facilitating tailored treatments, and enhancing healthcare efficiency and security.

Solution & Value Proposition

Mashwara's supporting modules seamlessly enhance our core service, driving user engagement and retention with continuous value and personalized care.



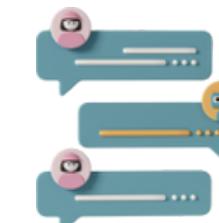
Reminders & Tracking

Mashwara tracks health trends to improve self-understanding and consultations, and provides reminders for daily health tasks.



Nearby services

Mashwara's Nearby Services connects users to the nearest healthcare facilities, including clinics and pharmacies, using real-time geo-location. This ensures fast and easy access to essential medical services.



Bilingual text and voice support

Mashwara eliminates communication barriers in healthcare access by simplifying complex medical jargon into your preferred language (English/Urdu/Roman Urdu).

Market Analysis – Users

B2C Collaboration

For Everyone People From All Walks Of Life!

- With a secure, cloud-based architecture, Mashwara **assists everyone** with access to the internet & smart devices.
- Mashwara's AI system **integrates ML & NLP** to function as a virtual health companion for the general public, including patients.
- By interacting with users through a conversational interface, the Mashwara AI can address a broad spectrum of health inquiries & connect **Health professionals** with individuals.



Market Analysis – Providers

B2C Collaboration

Empowering Healthcare Professionals Unlocking Untapped Potential

Healthcare Underemployment

Over 30% of female physicians in Pakistan are unemployed due to familial obligations, with many other healthcare professionals underutilized or underpaid.

Innovative Model

Mashwara pioneers an on-demand healthcare model, enabling remote, flexible consultations that allow professionals to expand their practice and income

Impactful Results

Improves access to quality healthcare nationwide.
Revolutionizes healthcare by maximizing resource utilization and providing economic opportunities for underrepresented professionals.



Supporting the Freelancing World



Physiotherapist

Physiotherapists can register on the Mashawara app to access a broader patient base and streamline their practice. The platform offers tools like appointment scheduling, exercise prescription, and progress tracking, enabling efficient management and personalized care to enhance patient outcomes.



Nurses

Nurses can join the Mashawara app to connect with patients and expand their services, including in-home care, wound management and medication management. The platform provides secure communication and appointment management tools, helping nurses coordinate care and deliver high-quality services efficiently.



Doctors

Doctors can join the Mashawara app to connect with a wider range of patients and manage their care more effectively. The platform integrates Electronic Health Records (EHR) to enhance diagnostic accuracy and streamline treatment plans. Secure communication and efficient appointment management tools also help doctors coordinate care and deliver high-quality services effectively.



Psychiatrists

Psychiatrists can register with the Mashawara app to expand their reach and practice, connecting with clients for remote counseling and therapy. The platform supports their services with secure video calls, flexible scheduling, and progress tracking, enabling effective home-based interventions for mental well-being.

Mashwara validated health care professionals

*Mashwara AI is actively forging partnerships
to build an extensive database*

Bringing in Institutional Cooperations



Diagnostic Labs

- Prioritizes secure, bi-directional exchange of test results with labs.
- Eliminates data errors & expedites turnaround times.
- Clinicians gain a holistic view of a patient's health status.

Example of Potential Clients



Pharmacies

- Mashwara will recommend nearby pharmacies based on user location & medication availability.
- Saves user time by recommending convenient options.

Example of Potential Clients



Hospitals and clinics

- Mashwara partners with hospitals for HIS integration.
- This translates to better workflows, efficiency & data insights.

Example of Potential Clients



Prioritizing Mental Health

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Your mental health is everything – prioritize it. Make the time like your life depends on it, because it does.

— Mel Robbins



Mental Health Research Data

In Pakistan, a mounting mental health crisis affects approximately **50 million** people who struggle to seek support due to stigma, awareness gaps, and limited services.

Mental disorders account for more than 4% of the total disease burden, with the mental health burden higher among women. It is estimated that

24 M

people in Pakistan are in need of psychiatric assistance

However, allocated resources for the screening and treatment of mental health disorders are not enough to meet the increasing needs. According to WHO data, Pakistan has only 0.19 psychiatrists per 100,000 inhabitants, one of the lowest numbers in WHO Eastern Mediterranean Region, and in the whole world.

Revenue (2024) in the Mental Health market is projected to reach

\$131.60 M



Financial Viability & Growth Potential

Backed by robust market research & a clear path to revenue generation, Mashwara offers investors a compelling investment opportunity in multiple business lines like:

- Medical Sectors
- Data Sectors
- Private Clinics



Why Invest in Mashwara?

- There are **1,200+ public hospitals & 700+ private clinics** in Pakistan (NIH, 2021).
- **1,035+ registered labs** contribute to Pakistan's healthcare ecosystem (PHC).
- Over **40,000 community pharmacies** serve the nation (NIH, 2019).

Mashwara uses targeted recommendations to connect you with prospects actively seeking healthcare services. This will drive potential customers directly to your door.

Large Pool of Qualified Talent: Mashwara will connect Doctors, Nurses, Physiotherapist, Psychologists and Wound management specialists with this valuable resource by enabling them to freelance on our platform.

Revenue Generation Potential

Mashwara is designed for long-term financial stability with a multi-tiered revenue model.



Free Basic Model attracts a broad user base & establishes Mashwara as a trusted platform.



In-App Purchases within the free tier, provide users with extra features, generating valuable revenue.



Paid Consultations that will be exclusively productive for both healthcare providers & patients alike.



International Revenue Model Premium subscriptions offer global consultations, generating international revenue.

Mashwara The All-in-One Healthcare Powerhouse!

While most of the teleclinic solutions offer basic functionalities, they usually lack the advanced features Mashwara will bring to the table.

Imagine how far Mashwara can go with this holistic AI approach at its core!



Competitive Aspects

While Pakistan's teleclinic landscape is currently limited, Mashwara identifies its key competitors as;

- Traditional healthcare providers offering basic teleconsultation services.
- Emerging startups developing similar healthcare platforms like Oladoc, Marham, etc.

Parameters	Oladoc	Marham
Year Founded	2016	2015
Global Rank	55281	49276
Country Rank	260	353
Total Visits/Month	1.1M	1.5M
Male %	68.85%	64.74%
Female %	31.15%	35.26%
Organic Reach	76%	73%



Connects With Top Labs & Pharmacies



Connects With Local Doctors



Community Buildup



Connects With A panel of International Doctors



Complete EHR System



Swift expert advice & diagnostic suggestions with personalized AI



Multilingual Support (English/Urdu/Roman Urdu)



Matching algoritm to Health care professionals



Data Security & Compliance

Global Stability

As an international company headquartered in Dubai, a well-established & secure market, Mashwara prioritizes user trust.

Cloud Safe Data

Mashwara offers secure, state-of-the-art cloud storage solutions, ensuring the safety of your information at every stage.



Data Security Policy

Mashwara clearly outlines how it handles your information. You'll always have full transparency into data usage & rigorous security protocols.

DRAP Certification

Mashwara actively seeks DRAP certification, demonstrating its commitment to exceeding the highest standards for users in Pakistan & beyond.