

Pokidoc

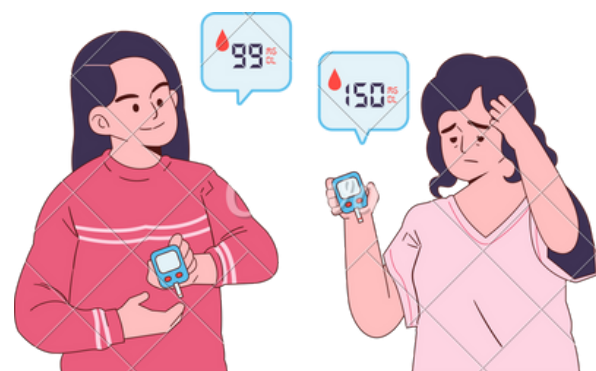
Personalized Diabetes assistant

Problem Statement

830+ M People suffer from diabetes worldwide
India alone has **220+M** diabetics
making it DIABETIC CAPITAL of the world

Key Challenges: -

- Unpredictable blood sugar spikes & drops
- Lack of personalized treatment & lifestyle guidance
- No real-time doctor monitoring → leads to severe complications



Current solutions are

ONE – SIZE FITS ALL

But every patient is unique!

Diabetics need
**real-time,
personalized
monitoring & guidance.**

Introducing POKIDOC

AI powered Glucose forecasting

Proactive management by predicting glucose trends hours in advance

Real-time alerts & warnings

Instant alerts for sudden spikes, drops, or risky patterns.

Adaptive AI Learning

AI refines predictions & recommendations based on user behavior.

Personalized Meal & Exercise Recommendations

Tailored diet and activity plans based on user data + AI insights.

Impact Analysis on Lifestyle

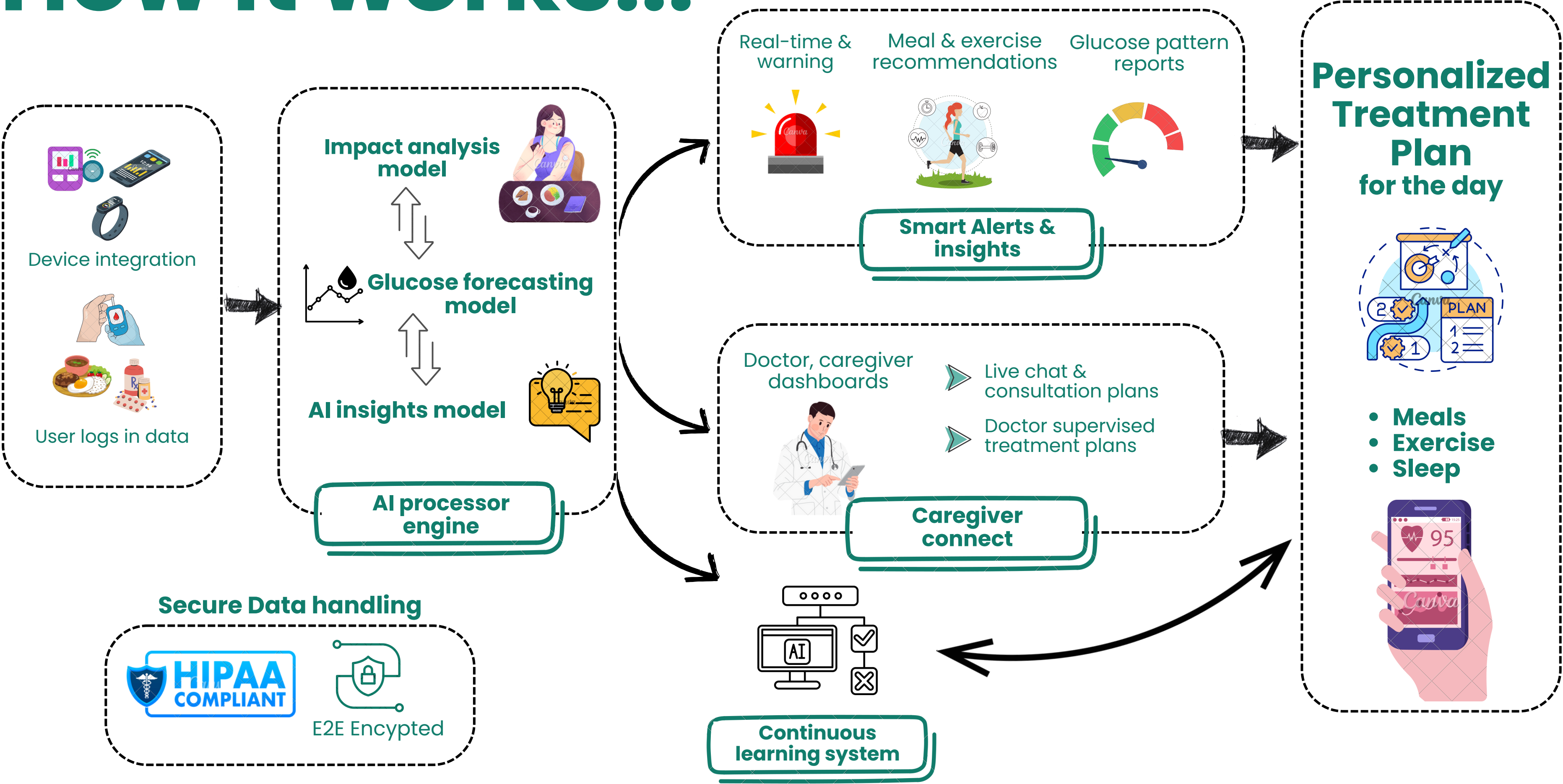
Analyzes how meals, exercise, and sleep affect glucose levels over time.

Secure & HIPAA-Compliant Data Handling

End-to-end encryption for maximum data security.



How it works...



Vision & Roadmap

Proof of concept

Prototype building

- meal & glucose insights
- glucose & med tracking
- alerts & warnings

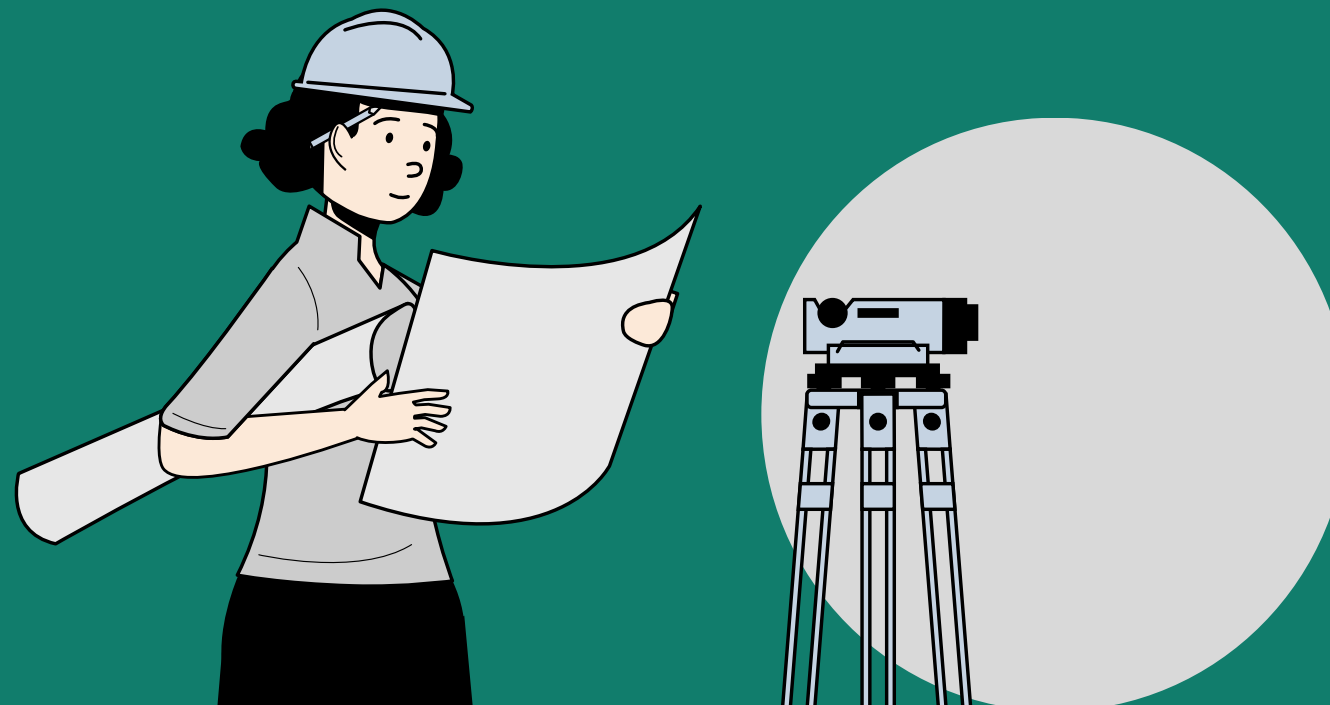
SLC product

1st rollout of features

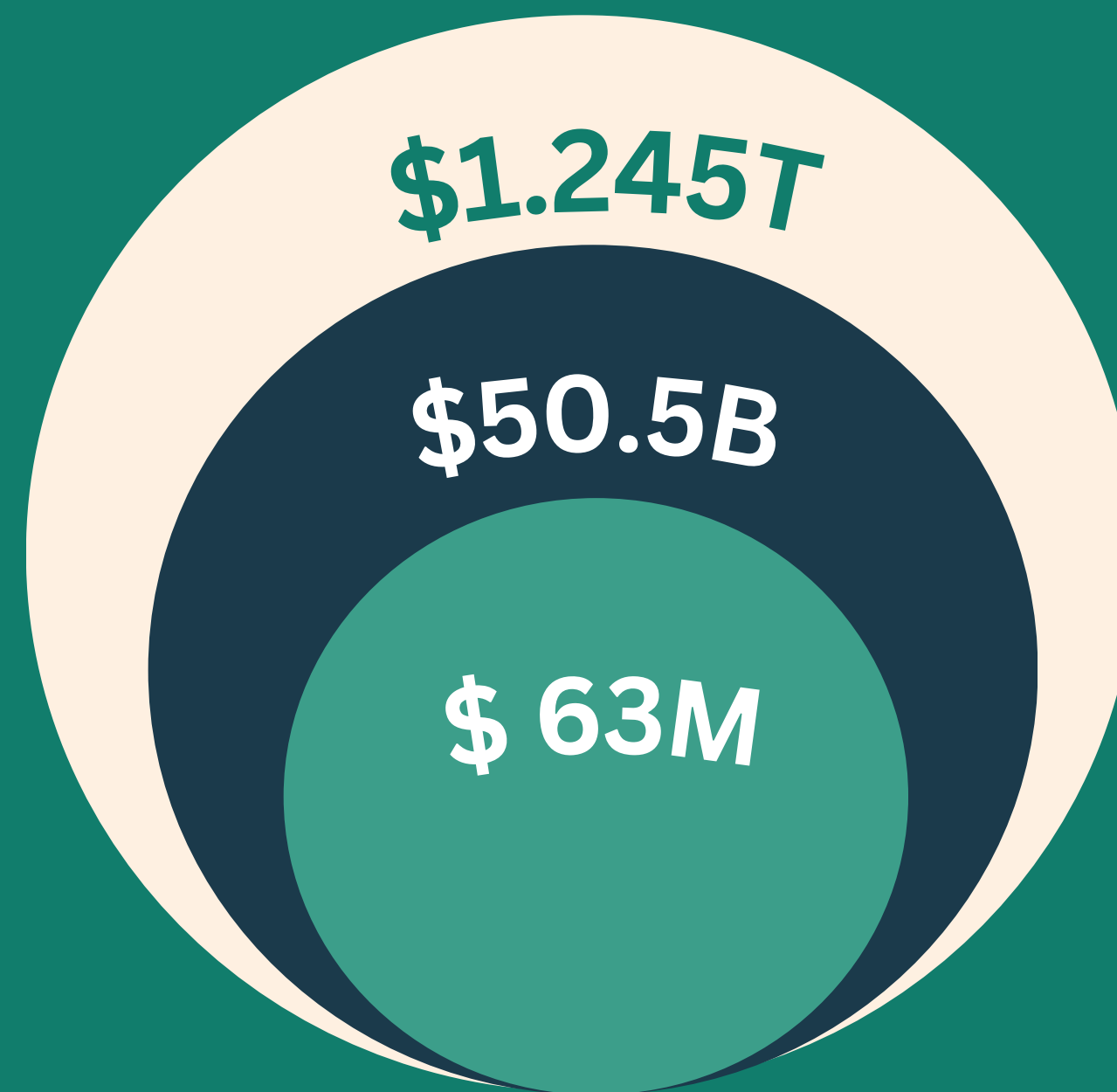
- AI adaptive treatment plans
- CGM, Wearable, integrations
- Real time caregiver updates

Future vision & Market Launch

- Expand service to T1D
- Non invasive glucose monitoring



Market Opportunity



AI powered diabetes management sector growing at **12.2% CAGR**

Business Model

Revenue streams

- **B2C – Subscription Model (Recurring Revenue)**

Personalised AI-powered diabetes management with additional add-ons.

Premium Plan: **₹2,499/month**

Includes: Personalised treatment planning, Caregiver integration

- **B2B Model**

Partner with insurance companies and healthcare providers for patient monitoring & proactive care

- **Affiliate & Marketplace Revenue**

- Commission from CGMs, wearables & smart health devices
- Partner with dietitians, trainers & wellness brands

- **Data Monetization & Research Collaborations**

- Ethical, consent-based data licensing for research
- Partnerships with universities & AI teams



Scaling

Phase 1: B2C Freemium model







Phase 2: B2B Partnerships



Phase 3: Data monetization & collaborations

Competitive Analysis

	Pokidoc	Glucose Buddy	Sugar.fit	MySugr
Features				
Device Integration	✓	✓	✓	✓ (only AccuCheck)
AI Capabilities	Advanced personalization	AI Impact analysis with MeallQ	✗	✗
User engagement	Gamification	✗	Personalized coaching	Gamification
Data sharing	✓	✗	✓	✗
Caregiver integration	✓	✗	✓ Limited	✗

Why Us?

Because we shift care from reactive to **PROACTIVE**

We don't just track glucose. We:



PERSONALIZE



PREDICT



PREVENT

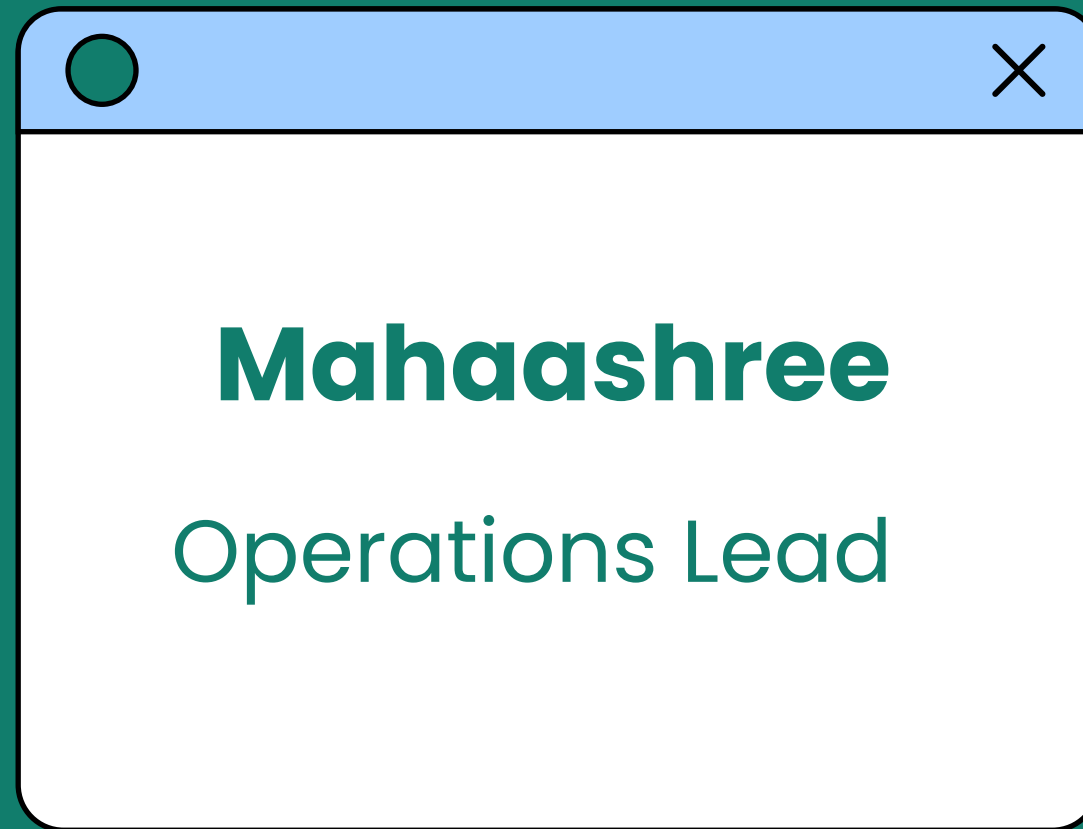
No more confusion for your next life choice.

Trusted advice & plans that change with you - in your pocket.

With **Pokidoc**



Team Overview



Thank You!



www.pokidoc.in



Contact us!



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