Dosewolf.

Medication tracking app with an AI-powered timer.

Malik Ahmed, MPharm. Founder of Dosewolf.

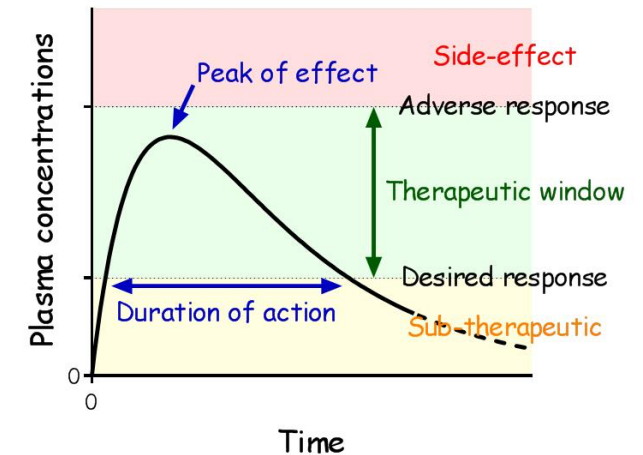# The Science behind the Problem

Drug concentration in the blood:

Too high? Toxic effects

Too low? Minimal effects

Optimal? Desired effects + minimal toxic effects

How is the optimal drug concentration (known as the "therapeutic index") achieved?

By **timing** your doses correctly, consistently.

The Problem

A patient needs to take amoxicillin every 8 hours, but takes their dose at 2pm instead of at 11am.

They must now recalculate their next dose to 10pm instead of 7pm to achieve the therapeutic index.

This is manageable for patients just taking amoxicillin, but if they have to take multiple medications, or the drugs are highly time-sensitive e.g. mental health drugs, epileptic drugs, etc., this can become very difficult and more risky.

The Solution

Dosewolf has an automated dynamic timer. It adjusts the time of the next dose notification based on when they logged their previous one.

This leads to greater likelihood of achieving the therapeutic index, improving health outcomes and minimising toxic-effects.

The AI-powered timer also detects if the dose is early, late, on-time, >24 hours late, not today or expired. It automatically translates this to adherence data.

The app is beautifully designed and enjoyable to use. This increases the likelihood of adherence to the app.
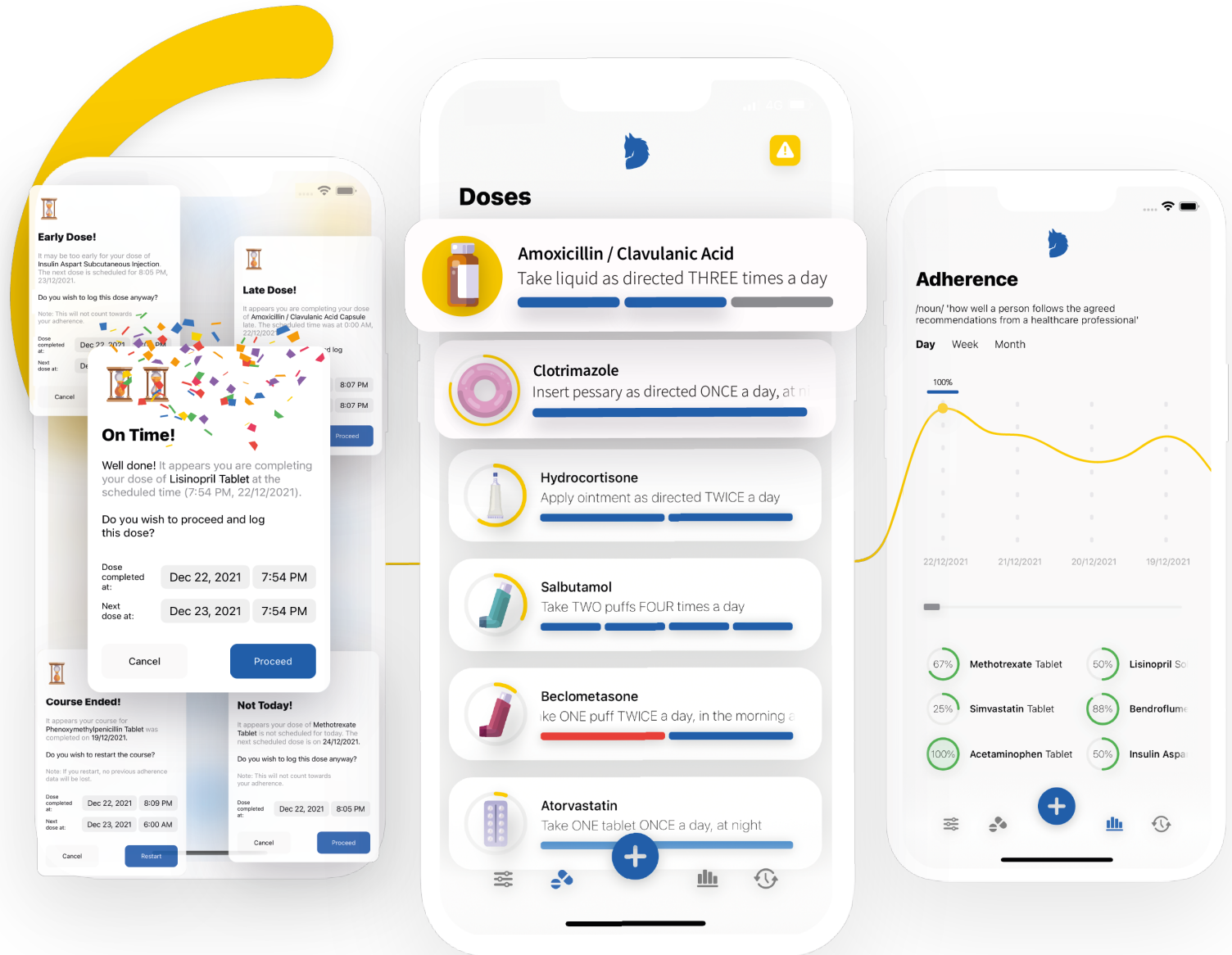
Product

TestFlight Link:

Video Link:

## App Store Link:

Invited by **Apple**

Contacted back by App Store Editor (very rare) and Senior Partnership Manager of UK and Ireland for Apple to be considered for **App Store Feature**.

They requested TestFlight link and after review by Editorial Team, I received feedback **"Very sleek app indeed."** and a meeting at Apple Headquarters in Mayfair, London, scheduled May 10th for potential feature.

An App Store feature leads to potentially ~16,000 downloads*. That's £960,000 / year revenue by June 2022 if featured.

* Sources: https://sensortower.com/blog/ios-11-featuring-impact

Market Validation

7M
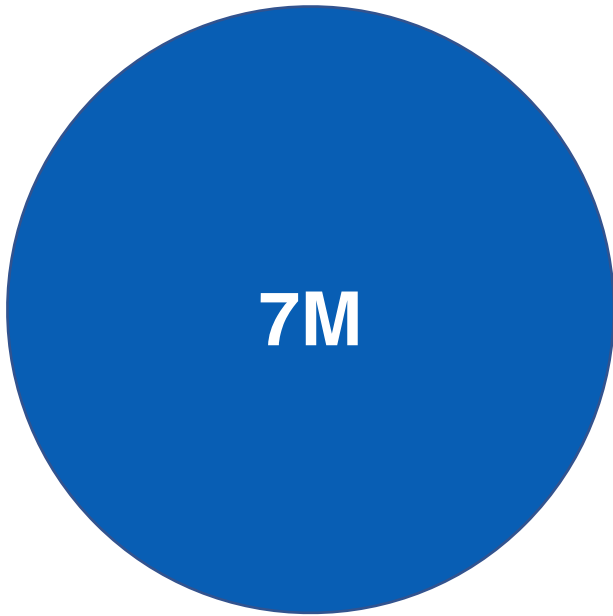
MEDISAFE

Active Users

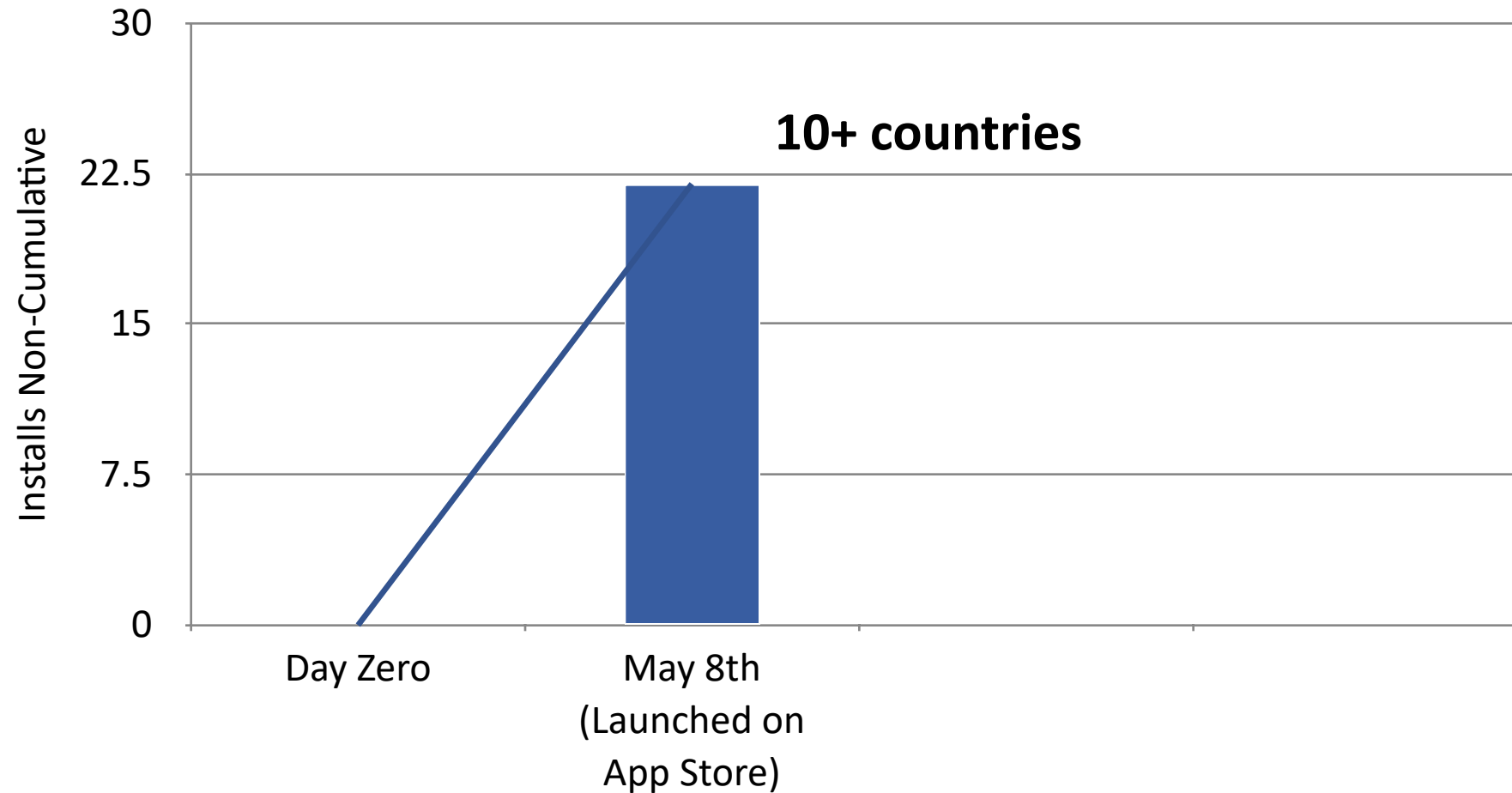Preset alarm clock app with drug names. No dynamic timer.

Outdated UI design.

No drug-interaction checker outside US and Canada.
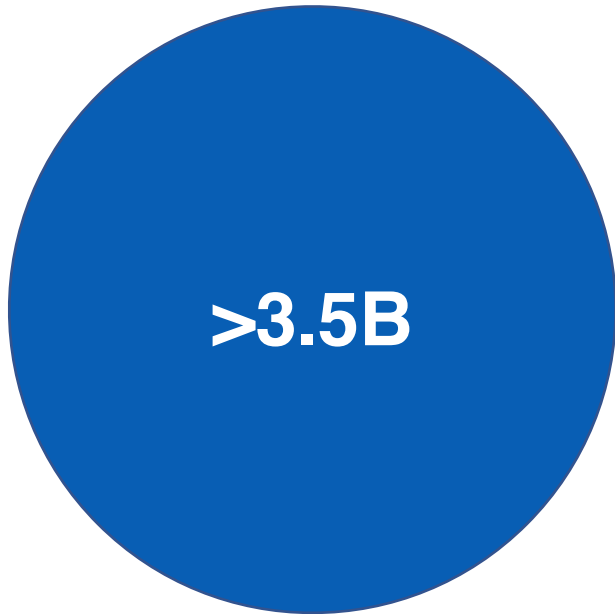
No other serious competitors.

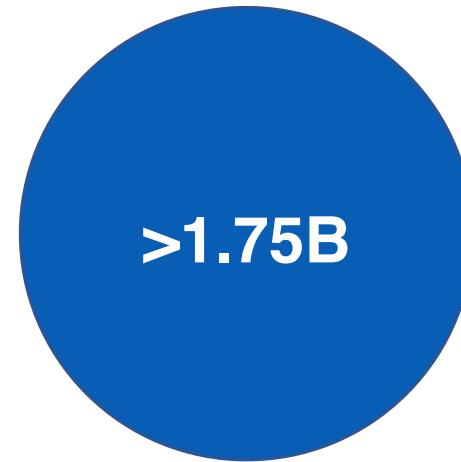Post-Money Valuation of $500 Million (2021) ?!?

Growth (No marketing at all)

10+ countries

Installs Non-Cumulative

30

22.5

15

7.5

0

Day Zero

May 8th
(Launched on
App Store)

Market Size

>3.5B
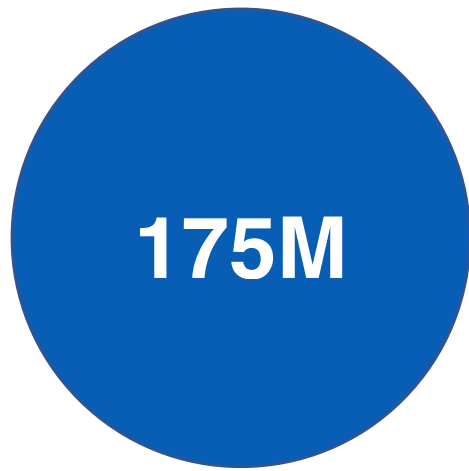
>1.75B

People who took a medication globally, today.

People who took their medication incorrectly globally, today.

Sources: https://www.iqvia.com/-/media/iqvia/pdfs/institute-reports/global-medicines-use-in-2020
https://www.who.int/news/item/29-03-2017-who-launches-global-effort-to-halve-medication-related-errors-in-5-years

Business Model

Free for 1 week, then £4.99 per month subscription.

175M → **£42** → **£7.3B**

ACTIVE SUBSCRIPTIONS

Share of Market

10% of Available Market

AVG FEE PER YEAR

70% of £4.99/month for 12 months

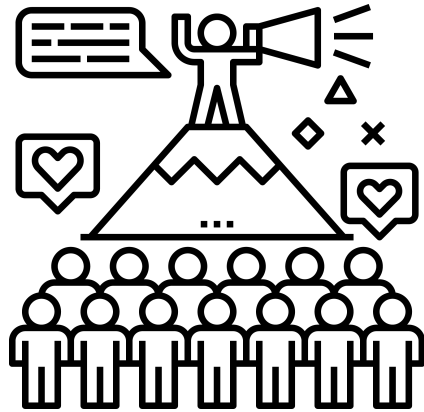Source: App Store take 30% cut

REVENUE / YEAR

Projected by 2025

Market Strategy

Health Forums

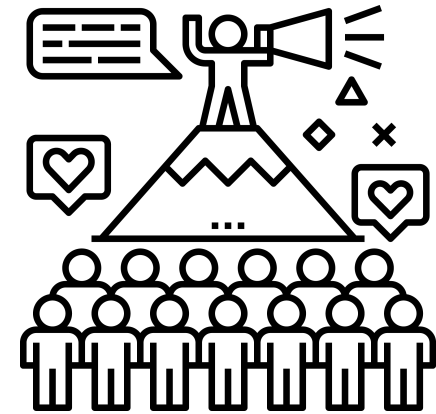Direct messaging active members in the communities about the app.

Research Publications / Press

Reaching out to doctors and pharmacists with the results to recommend to patients (same strategy big pharma use).

Social Media Ads and Content Marketing

Using Pharmacy knowledge to post content to educate users.

One-Man Team

Malik Ahmed, CEO / Engineer / UI Designer

24 years old, full-time on Dosewolf for 8 months now. Graduated Master of (MPharm) with 2:1 from University of Manchester last year (2021). Programming for > 3 years. Graphic Design for 8 years. Founded award winning non-profit health AI organisation OpenPIL (prestigious Highly Commended Making a Difference Award from University of Manchester + ranked 3rd on Y Combinator's HackerNews 'Show' page). Expert advisor for Health AI (NLP) at Y Combinator (S21) startup, InpharmD, since Feb 2022.
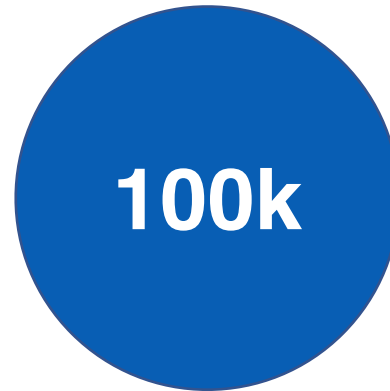
Financial

I am looking for 18 months financing to reach 100,000 active users on Dosewolf.

£350k

100k → **£6M**

SEED ROUND

Initial investment opportunity

ACTIVE USERS

avg £4.99/month

REVENUE / YEAR

After 18 months