



ASCLEP INC.

Pitch Deck for Product 'Freyja'

PROBLEM

Time is an important concern when it comes to blood report in any emergency situation.

Blood test can be **painful** for some, specifically for those who have to run multiple tests.

Operational costs per test is high.



SOLUTION



Freyja, Asclep Inc.'s new pioneered diagnostic device that can perform multiple tests with a single drop of blood collected using a fingerstick.

It gives blood reports in **15mins**.

Operating costs per test is $1/5^{\text{th}}$ of the existing diagnostic devices in the market.

MARKET ANALYSIS



€145Mn

Size of Indian Hematology
Market

35%

Market size of Diagnostic
Instruments

10%

Size of Hematology
segment In India's
Diagnostic Market

MARKET SIZE



India has 43,000+ private hospitals who have their own diagnostic labs.

There are at least 1,00,000 Standalone Diagnostic centers, of which approximately 10,000 are hematology labs

Diagnostic chains have at least 1000 labs across India, & there are 4 such big diagnostic chains. So another 4000 worth market size for Freyja

**TOTAL MARKET
SIZE FOR THE
MACHINE =
60,000 UNITS**

FEASIBILITY REPORT



Asclep Inc. can, conservatively, target to capture 0.33% of the estimated market size. Which means 0.33% of 60,000 Units = 200 units of Freyja is required by Asclep Inc within next 3 years, at most.

With each unit's manufacturing cost set at €40,000, total manufacturing cost will be around €8Mn. Also considering the import costs per device is \$1000 (€ 950) as per Central Drugs Standard Control Organization (CDSCO), with additional \$1000 (€ 950) to get the license to be able to import.

So Total cost, without operational cost within the country like advertisements, labor costs etc., is
 $= 8\text{Mn} + (950+950)*200 = \text{€}8.4\text{Mn}.$

If each device is expected to be sold at €45,000, then estimated revenue = $45,000*200 = \text{€}9\text{Mn}$

So we have a gross profit of €600k, after 3 years.

THANK YOU

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