

## Revolution in healthcare Industry at Tier 2 & 3 Cities

# An overview of Tier 2 & 3 Cities of India :

Tier 2 Cities in India : 103 Cities

Population 10.00 – 30.00 Lacs

Tier 3 Cities in India : >1000 Cities

Population 5.00 – 15.00 Lacs



## Growth Factors:

- Favorable Cost & Talent.
- The tele density of the rural market, which is largely untapped has increased to 59.48% while the overall tele density of India has reached 87.26%.
- Very high potential market
- Lower competition
- Complement to existing IT operations



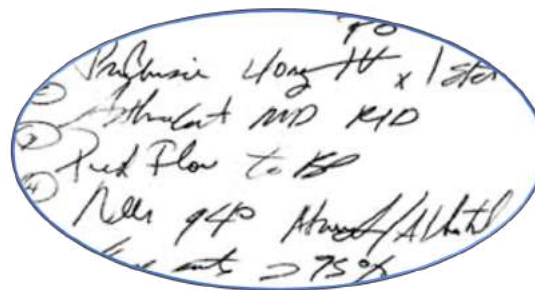
# Clinics are still using antiquated medical records

- Appointments are scheduled in person.
- Antiquated tracking of past medical records
- No ability to communicate between appointments
- No provision for E-prescription



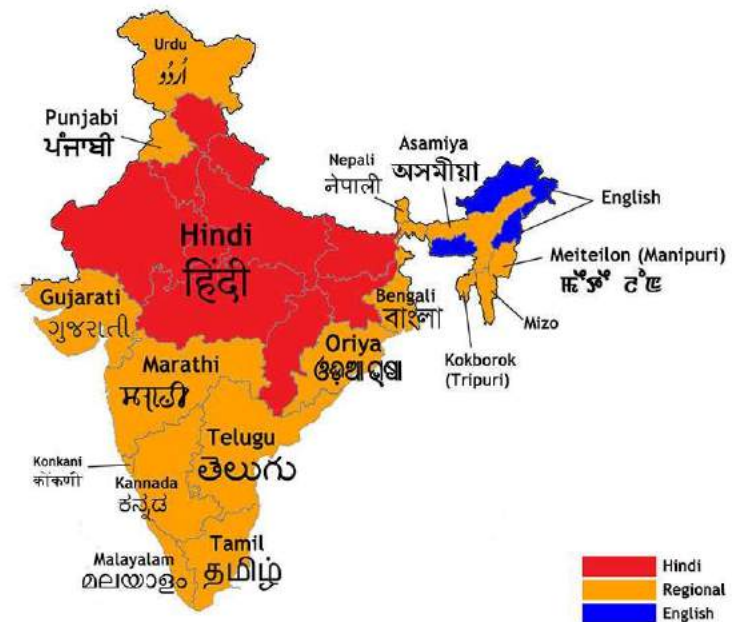
# Patients don't know when & which medicine they have to take

- Not able to understand
- Lack of awareness
- Dependency on others



# Language Barrier

- Maximum Prescription are written in English.
- Regional language plays an vital role.
- 22 Regional Languages.



Hon'ble Prime Minister Shri Narendra Modi on 27<sup>th</sup> September, 2021 launched the digital Ayushman Bharat Mission and that would connect the digital health solutions of hospitals across the country with each other and simplify hospital processes. Every citizen would be able to get a health ID and their health record would be digitally protected”.

Modi stressed that the initiative would play a very important role in eliminating the medical problems of the poor and the middle-class section of society





## Why & How Curika ?

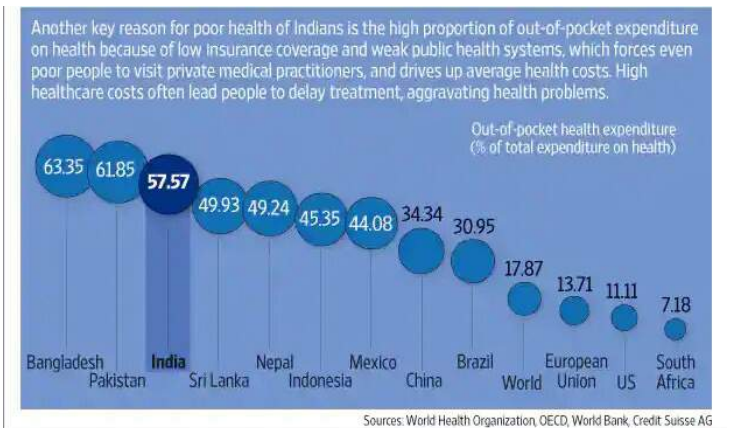
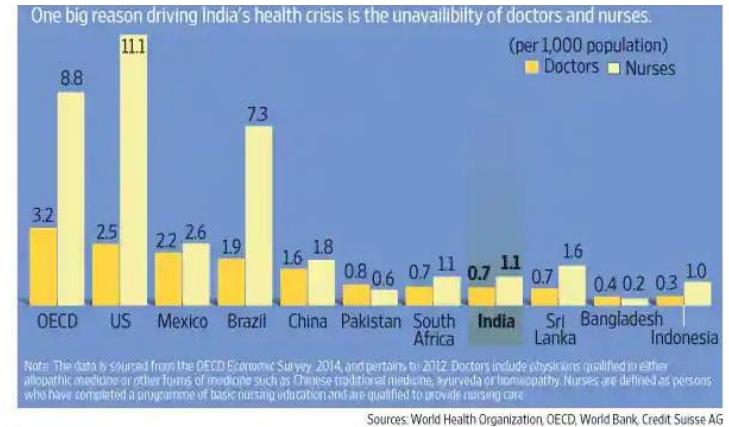
According to National Family Health Survey, the private medical sector remains the primary source of health care for 70% of households in urban areas and 63% of households in rural areas.

Private healthcare providers in India typically offer high quality treatment at unreasonable costs as there is no regulatory authority or statutory neutral body to check for medical malpractices.

India has one of the highest disease burdens in the world. Many more die of preventable diseases in India than in other countries.

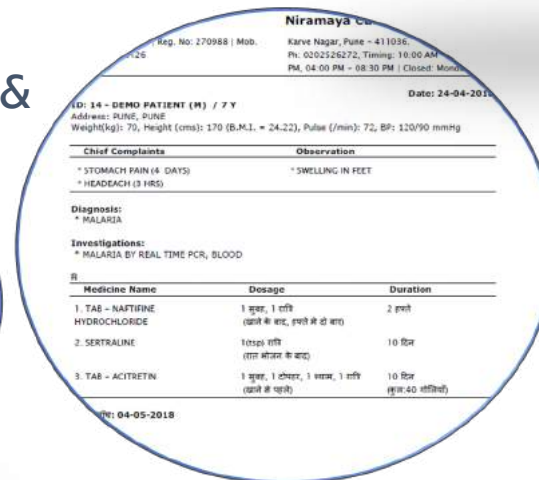
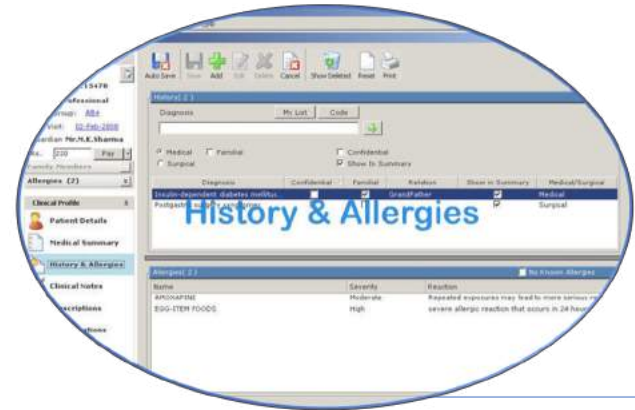
One big reason driving India's health crisis is the timely unavailability of doctors and nurses.

Health expenditures are responsible for more than half of Indian households falling into poverty; the impact of this has been increasing pushing around 39 million Indians into poverty each year.



## Unique platform for Doctors & Patients

- Easily organize appointments
- Upload / track past medical records
- Electronic Health Record (EHR)
- Provide e-prescriptions to patients in regional language.
- Communicate via Notification / SMS / WhatsApp with photographs of medicine & other details in regional language





## Other USP's :



Hire skilled trained nurses for general skilled nursing, post-surgical care, geriatric care, prenatal, postnatal and baby care etc.



Rent or Purchase durable medical equipment, such as Wheelchairs, Ventilator, Oxygen Concentrator, lifts, toileting and respiratory equipment.



Book an appointment and get treated in the comfort of home by certified, specialized and experienced physiotherapists.



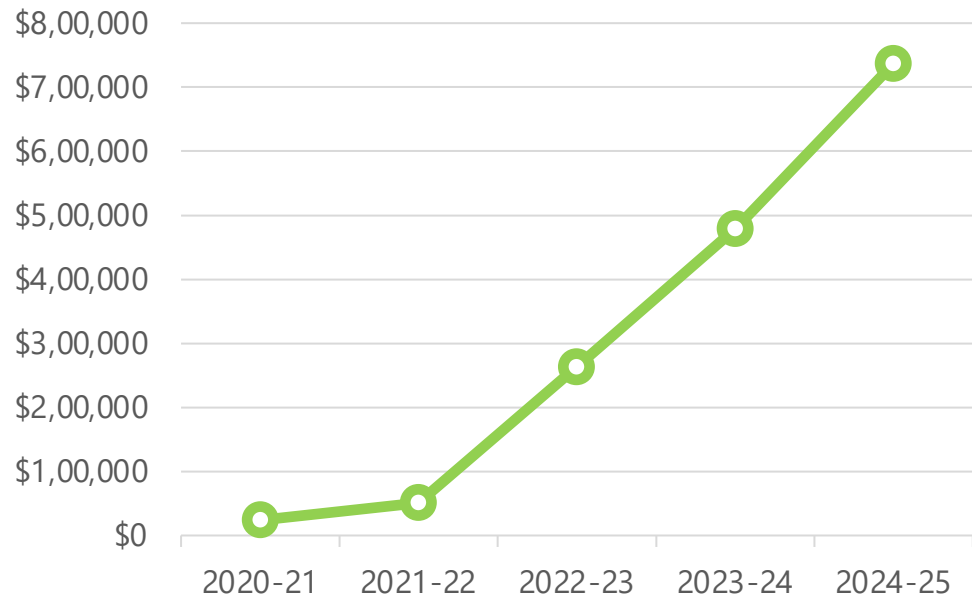
We provide Air Ambulance transportation, medevac flights, medical evacuation, medical repatriation, and commercial medical escorts.

# Business Model

## Revenue

- \$20 per doctor / per month (New Client) – 400
- \$20 per doctor / per month (Re-occurring charges) - 200
- Average 600 doctors per month from the year 2023

## Revenue Forecast

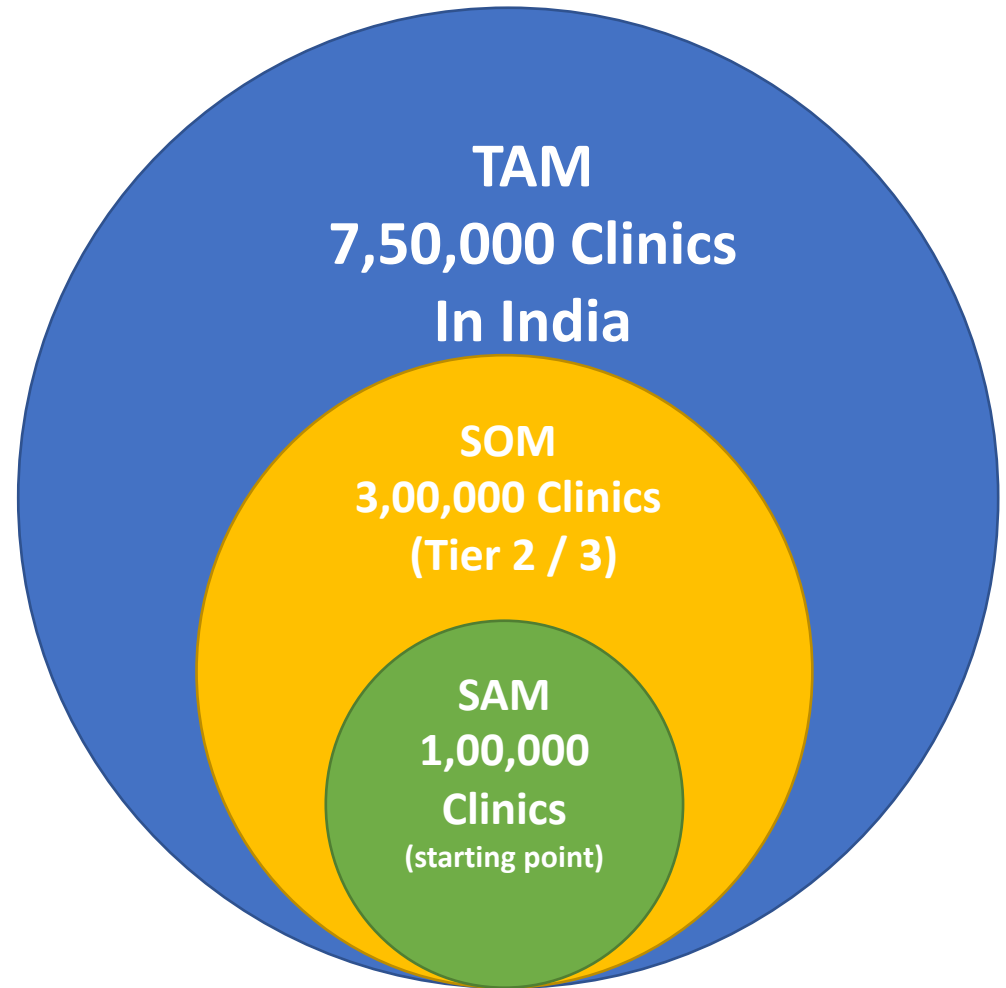


	2020-21A	2021-22A-E	2022-23E	2023-24E	2024-25E
Revenue from Curika +plus	-	\$32,276	\$178,408	\$298,045	\$415,071
Revenue from Operation	\$23,904	\$18,630	\$84,931	\$180,822	\$321,781
Expenses	\$30,863	\$34,667	\$96,119	\$132,301	\$170,609
Profit / Loss	-\$6958	\$16,238	\$167,220	\$346,566	\$566,243

# The Market

## Launched with 5 Cities

- 100 clinics @ 5 cities = 500 Clinics
- SAM (next 3 years)
  - 50000 Clinics @ 80 Cities
  - \$1,027,397/per month
  - \$12,328,767/per Year



## Competition and Defensibility

### Direct Competitors



### Key Characteristics

- Mainly focusing in Tier 1 Cities only.
- No transparent pricing.
- No online appointment system (Nursing, Physiotherapist & Medical Equipment) – either call back or inquiry form.
- No provision for E-prescription.
- Only available in English Language.
- No provision for photographs of medicine.

### Curika Advantage

- Focusing at Tier 2 & 3 Cities.
- Providing exact pricing of services & products.
- Broader scope of services – E-prescription.
- Online Doctor Appointment system.
- Provide prescription in vernacular languages.
- Provision photographs of medicines through notification / What's app to patients.

# Customers till Date & Revenue Source

## Customer Acquisition



- Doctors : 1733
- Hospitals : 69
- Nurses : 386
- Vendors : 61
- Customer's / Patients served : < 7600

## Revenue Sources

1. Subscription fees from Doctors for Curika +plus.
2. Rental revenue from medical devices or profit margins from sales
3. Commission on services booked (Nursing, Physiotherapist & Air Ambulance)
4. Commission while making Doctor appointment
5. Fee based premium listing
6. Display ads
7. Commission received through 2<sup>nd</sup> Opinion or Referrals to Doctors (Through Health Camps)

# Our Blueprint (Milestone) After Funding



Curika +plus is scalable across India so we will reach minimum 25 Tier 3 Cities by March, 2023, 84 Cities by March, 2024, 200 Cities by March, 2025

**Curika +plus is scalable across India**



Curika aim is to improve the health of the people in our communities by providing quality, compassionate care to everyone, every time.”

## Ask - \$550,000.00

### Terms

- 20% Equity
- For the period of 18 – 24 months
- Return 40-50%

### Exit Plan

- Will be approaching Venture Capitalist in the year 2023 and we are expecting to infuse \$2.5 million dollars.
- By 2023 end we will be generating profit of 100,000 so with that we will be able to make part payment if we are not getting funding from VC.
- Company valuation will grow by 150% by the end of 2023 so it will give platform to infuse more money from the market.

### Milestones

- By 2024 100+ cities
- Break Even Point by 2023
- By 2025 will touch the revenue of \$35.00 Million

### Use of Funds

- 50% Market Expansion
- 30% Marketing
- 20% Reserve

## Management Team

CURIKA is supported by visionary leadership team that strive to use modern technology to democratize the healthcare access to millions of people across different geographies.

---



### Mr. Anil Nair, Founder & CEO

Experienced Sales Professional, with 18 years work experience in India's largest Media Group. Passionate about making healthcare accessible to common people and upgrade the healthcare experience of geriatric patients.

---



### Dr. Apoorv Shrivastava, Co founder

Experienced in his surgical skills and leadership qualities in the National and Local circles. He along with the team **APOORV HI – TECH** has the privilege of performing more than 9000 Laparoscopic and Bariatric Surgeries. He has delivered many lectures at the national forums and Internationally accepted scientific paper presentations.

---



## **Mr. Shakeel Ahmed Desai, Vice President (Sales)**

A chemistry graduate having over 23 years of experience in medical devices, pharmaceutical, diagnostics and point of care diagnostic industry at various levels in sales/marketing, team management, channel partner management and business development.



## **Ms. Shalini Kashyap, Vice President**

Experience of more than 4 years in customer services, administration & sales. Expert in Integrate and coordinate functions of administrative, finance, sales and marketing departments, assess and evaluate existing methods and functions in administrative functions and ensure best corporate practices in implementing administrative activities.



## **Mr. Ashish Palkar, CTO**

Likable and dedicated IT consultant with over 15 years of experience in a 3G Solution company. Eager to offer superb analytical and computer skills to help ABC Inc grow its client base. In previous roles recognized for top company-wide quality satisfaction rating (over 99%). Also, reduced client wait time by 20% and boosted client satisfaction ratings by more than 40% in a single quarter.

# Exit Opportunities

Curika will provide investors with multiple exit opportunities based on the timeframe and growth realized in future years

## Valuable M&A prospects

- Curika fits perfectly in healthcare and/or tech based company portfolio
- Curika gives acquirer opportunity to inherit large user base based on our business model
- Possibility of multiple bidders leading to high exit value



Companies looking to enter Healthcare space



Healthcare Providers looking for expansion



## IPO Considerations

- Will depend on user base, expansion rate and brand value in the marketplace
- Potential to have standalone existence as a public company

