



Healthzy

CLICK

CARE

CURE

CITY

EMAIL

URL

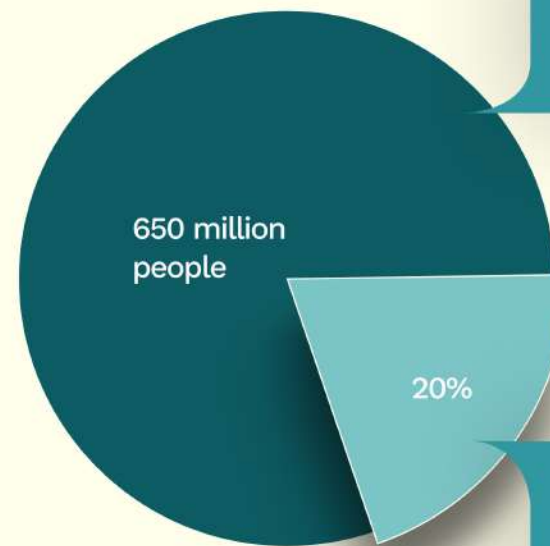




PROBLEM?

Patients today struggle with a fragmented healthcare experience – moving between offline clinics, standalone labs, and separate pharmacy queues without any integrated support. They lack access to real-time doctor availability, digital health records, or teleconsultation options that could ease their journey. In rural India, over 70% of doctors are either overwhelmed or remain digitally invisible, making care even harder to access. As a result, preventive healthcare is largely missing, and chronic conditions often go unmanaged due to poor continuity of care.

Over **650 million** people live in India's Tier 2 and 3 towns, yet **fewer than 20%** have access to integrated, convenient, and digital healthcare services.



TOTAL PEOPLE

PEOPLE HAVING ACCESS



SOLUTION?

Unified Experience

AI & AR-Powered
Engagement

Accessibility by
Design

Secure & Compliant

Modern Admin
Panel

Smart, Connected
Ecosystem



Modern Admin Panel

Clinics and hospitals use a cloud-based dashboard for appointments, billing inventory staff and compliance automating workflows and improving efficiency.

Accessibility by Design

Multi-language support, voice navigation and adaptive UI ensure the platform is usable by rural, elderly and differently abled users expanding digital health access to millions.

AI & AR Powered Engagement

Users benefit from AI-driven recommendations and AR features like “SymptoSense” which offers interactive symptom checks and self-care guidance, empowering users to make informed health decisions.

Secure & Compliant

Built with robust encryption, privacy controls and compliance with Indian health data laws, ensuring trust for users and providers.

Smart, Connected Ecosystem

The platform connects patients, clinics, hospitals, pharmacies and labs, enabling smooth data flow, digital prescriptions, and health records eliminating fragmentation and manual processes.

Unified Experience

Healthzy brings together real-time doctor booking, diagnostic test scheduling, pharmacy orders and a curated wellness marketplace all within a single, secure app.



WHY US?



India's digital health market is booming (2024: \$14.3B, 18.8% CAGR), but digital care is not reaching everyone.

1

70% of healthcare spending is out-of-pocket: Patients demand convenience, trust, and value.

2

Clinics/hospitals need digital tools: Over 3.54 million health facilities are ABDM-registered but most lack integrated management or automation.

3

AI and AR are transforming care: 90% of patient queries can be handled by AI chatbots, and AR-based engagement can improve accuracy and health literacy.

4

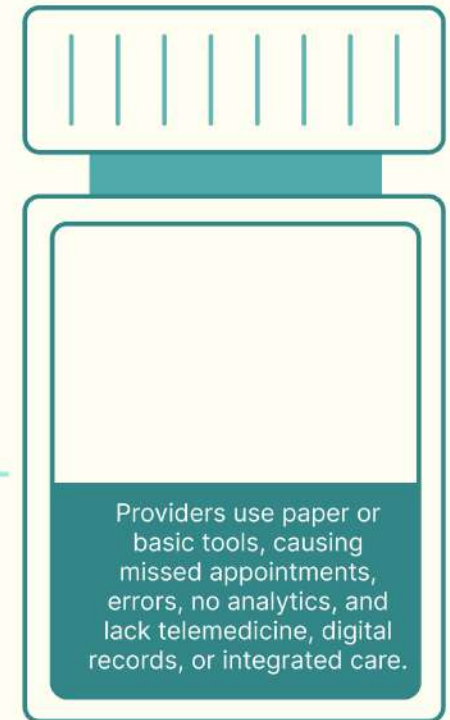


CURRENT SITUATION



Patients

*Clinics &
Hospitals*



Our Revenue Engine

How Healthy Makes Money



Patients / End Users



Clinics & Hospitals



Pharmacies & Labs



Wellness Vendors



Corporate Clients

Multi-stream revenue model with diversified stakeholders.

Revenue Streams



Doctor Consults, Labs,
Pharmacy, Wellness

We take a 10–20% commission per transaction from service providers.



Clinic Admin Panel

Clinics pay ₹1,000–₹2,000/month for appointment & billing tools.



Patient Premium Features

Users subscribe for priority booking, insights & perks.



Employer Health Programs

Corporate clients pay for bundled employee health packages.



Ad Placements

Vendors pay for targeted ads and placement visibility.

In Simple Terms: What a Transaction Looks Like



- Patient pays ₹600 for consultation
- Doctor/Clinic receives ₹500
- Healthzy earns ₹100 (commission)

Healthzy earns 10–20% commission on each consult.

- Clinic signs up
- Pays ₹1,500/month
- Manages appointments, billing, and inventory

SaaS-based monthly subscription from clinics.



- User buys product for ₹1,000
- Vendor ships item
- Healthzy earns ₹150–₹200 (margin)

We earn 10–20% margin per sale from vendor.

- Company signs up 100 employees
- Pays ₹X per head/month
- Employees get consults + checkups

Corporate wellness packages = recurring B2B income.



Why Partners Trust Healthzy



HEALTHCARE PROVIDERS

(Doctors, Clinics, Hospitals)

- Reach more patients online & offline
- Easy appointment, billing & EMR tools
- Boost visibility through platform presence
- Get paid faster with digital systems

Tools + traffic = increased efficiency & income



VENDORS & SERVICE PROVIDERS

(Pharmacies, Labs, Wellness Brands)

- Direct access to high-intent users
- Targeted in-app promotions
- Easy product/service listing
- Transparent commission system

Sell smarter with built-in health ecosystem



CORPORATE CLIENTS

(Employers, HR heads, Wellness buyers)

- Boost employee productivity & retention
- Easy access to checkups, consults, dashboards
- Customizable health plans
- Real-time reports + wellness insights

Healthier teams, happier workspaces



India's Digital Health Boom: Our Addressable Market

Healthzy operates at the intersection of high-growth healthcare segments

Total Opportunity
₹6,37,160 Cr+

Across Diagnostics,
Telemedicine, Pharmacy,
Wellness, and SaaS

Segment	Market Size (2025)	Target Users	Spend/User	Market Potential
 Diagnostics	₹1.72 L Cr	130M	₹2,000	₹1.72 L Cr
 Online Pharmacy	₹30.4K Cr	90M	₹1,500	₹1.72 L Cr
 Telemedicine	₹45.1K Cr	120M	₹1,500	₹1.72 L Cr
 Wellness	₹21.6K Cr	60M	₹1,000	₹1.72 L Cr
 Clinic SaaS	₹2K Cr	1.2 L Clinics	₹18,000/yr	₹1.72 L Cr

We are positioned where patient needs meet digital acceleration.

From Prototype to Pilot: Our Road to Impact

Validated problem. Active build. Launch-ready team.



Traction So Far

✓ MVP in Development

- Doctor booking, diagnostics, pharmacy, wellness marketplace
- Clinic admin panel
- Accessibility-first (multi-language, voice, large text)

🧠 Smart Features in Design

- AI Symptom Checker ("SymptoSense")
- Queue & waitlist management system

📢 Market Validation Done

- 30+ offline interviews
- 30+ online survey responses (doctors, clinics, patients)
- Feedback integrated into product scope



What's Next

🎯 Target Launch: Q4 2025

- In 3–4 cities
- Onboard 50+ doctors
- 10+ pharmacies
- 5+ diagnostic labs

📈 MVP Success KPIs

- 1,000+ active users in 3 months
- 100+ completed transactions

👤 Team & Advisory Board

- Product team in place
- Advisory from clinicians & healthtech experts

📱 GTM Ready

- User flows + UI tested for usability
- Pre-launch social media & content plan live

Why Partners Trust Healthezy

We know the giants. We've studied the gaps.

Who Are Our Competitors?

Major Digital Health Platforms:

- Practo (consults, search, SaaS)
- 1mg (e-pharmacy, telemedicine, diagnostics)
- PharmEasy, Netmeds

Startup Ecosystem:

- Lybrate, DocsApp, Zoylo, Portea
- AI-driven health/wellness apps

Hospital Platforms:

- Apollo 24/7, Fortis Telemedicine, Cloudnine, Medanta

Multiple players, overlapping services — but no unified, scalable experience.

What They're Doing Well

-  Funding & Scale: \$50M–\$250M+ raised
-  User Base: Millions of app downloads
-  Service Breadth: Pharmacy, consults, diagnostics
-  Clinic SaaS Panels: Tools like Practo Ray

Big, well-funded, and widely known — but not deeply integrated.

Where They Fall Short

	Fragmented Experience	Users juggle 3–4 apps for full care
	Urban-Centric Design	65% of India excluded by UX limits
	No Hyperlocal Intelligence	Search by city, not by GPS in real time
	Low Patient Engagement	No gamified/personalized experiences
	Disjointed Provider Tools	SaaS not connected to clinical flow
	Limited AI/AR Empowerment	No visual/interactive symptom tools

Most competitors solve parts of the problem — we're solving the whole experience.

How Healthezy Wins — With Purpose, Not Just Features

Our Strategic Differentiators

Accessibility-First Design

- Voice, multi-language, large text → made for rural, elderly, and differently abled

True End-to-End Integration

- One app = consults, pharmacy, diagnostics, wellness, and clinic SaaS

AI & AR Empowerment

- SymptoSense + predictive journeys to guide patients, not confuse them

Provider-Centric Tools

- Fully connected admin panel = deeper clinic loyalty and stickiness

Smart Queue Systems

- Wait-time adjusted booking + reminders = better clinic flow, fewer crowds

Future-Ready R&D

- Built for ABDM compliance + AR, AI, blockchain integration down the line

Our Plan to Win

Laser Focus on Real India

- Build for the next 500M: rural, non-English, less digital
- Accessibility = foundation, not add-on

Deep Supply-Side Partnerships

- Early deals with local clinics, pharmacies, labs, wellness sellers
- Build trust and liquidity from the start

On-Ground + Online GTM

- Use health workers & community clinics
- Pre-launch content, feedback loops, and R&D-led iteration

On-Ground + Online GTM

- Built in alignment with ABDM
- Full compliance, transparency, and secure data handling

We're solving system-wide issues, not just slapping on features.



MARKET OPPORTUNITY



\$14.3B

Digital Healthcare

This healthtech and Digital health industry is projected to reach \$52.4B by year 2030(24.4%CAGR).

HOW THESE NUMBERS WERE CALCULATED?

Market Size:

Based on 2025 projections from IMARC, Statista, Exactitude Consultancy, and other cited sources.

Avg. Spend/User:

Calculated from ARPU and typical transaction values in each segment.

Target Users:

Estimated number of active users or clinics/hospitals expected to use digital health services in 2025.

Market Potential:

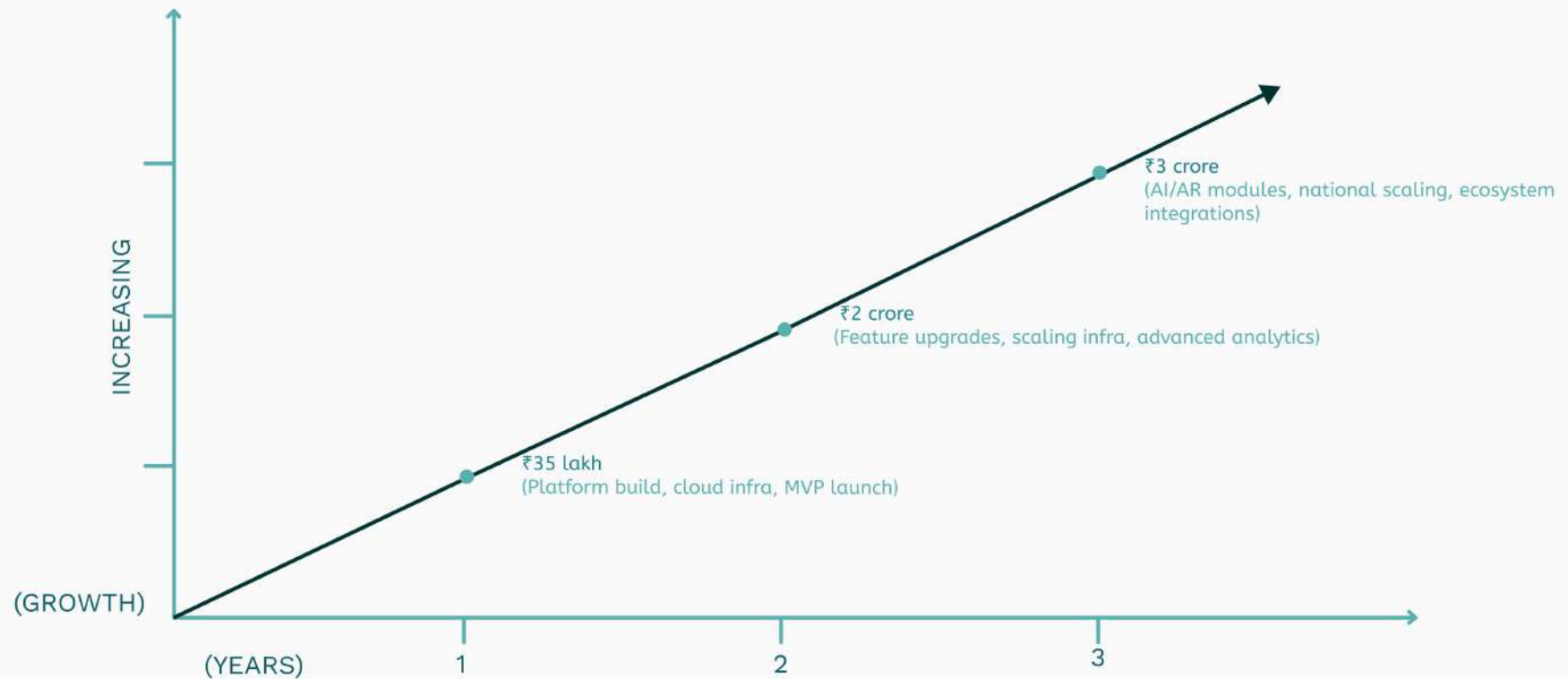
Target Users × Avg. Annual Spend/User (for SaaS, clinics × annual fee).

Key Insights

- Diagnostics is the largest digital health segment by market value, driven by increased chronic disease and preventive care.
- Telemedicine and Online Pharmacy are rapidly growing, with tens of millions of new users each year.
- Wellness is driven by millennials, Gen Z, and women, reflecting a shift toward preventive and holistic health.
- Clinic/Hospital SaaS is a high-margin, recurring revenue opportunity as clinics digitize operations.



FINANCIALS



CAPEX (Capital Expenditure)

OPEX (Operating Expenses)

- Salaries & Team: 25–30%
(Tech, product, support, ops, compliance)
- Marketing & User Acquisition: 25–30%
(Digital marketing, onboarding, B2B/corporate outreach)
- Product Maintenance & Payment Partner Fees: 20%
(App/web upkeep, transaction/partner charges)
 - Customer Support & Operations: 10–15%
(24/7 support, logistics, admin)
 - Compliance & Admin: 10%
(Legal, regulatory, audits, data privacy)
 - Other OPEX: 5–10%
(Office, cloud, insurance, miscellaneous)

Unit Economics

- ARPU (Average Revenue per User): ₹600–1,200/year (Year 1–3, blended across services)
- Customer Acquisition Cost (CAC): ₹200–₹400 (decreases with scale)
 - Gross Margin per Transaction: 15–25%
 - LTV (Lifetime Value): ₹1,800–₹3,600 (assuming 3-year average user lifespan)
 - LTV:CAC Ratio: 4.5–9:1 (well above sustainable SaaS/healthtech benchmark)
- Revenue per Clinic/Hospital (SaaS): ₹12,000/year per clinic/hospital
- Revenue per Transaction (Consult/Lab/Pharmacy):
 - Doctor consult: ₹50 (10% commission on ₹500 avg. consult)
 - Lab test: ₹75 (15% commission on ₹500 avg. test)
 - Pharmacy: ₹50 (10% commission on ₹500 avg. order)
 - Brand listing: ₹1,000/month per vendor
 - Other OPEX: 5–10%
(Office, cloud, insurance, miscellaneous)



YEAR 1 REVENUE ANALYSIS

Clinic/Hospital Admin Panel SaaS:
 $20 \text{ clinics} \times ₹1,000/\text{month} \times 6 \text{ months} = ₹1.2 \text{ lakh}$

Doctor Consults:
 $10,000 \text{ consults} \times ₹50 = ₹5 \text{ lakh}$

Labs Admin Panel SaaS:
 $20 \text{ labs} \times ₹1,000/\text{month} \times 6 \text{ months} = ₹1.2 \text{ lakh}$

Lab Tests:
 $1,000 \text{ tests} \times ₹75 = ₹0.75 \text{ lakh}$

Pharmacy Admin Panel SaaS:
 $20 \text{ pharmacies} \times ₹1,000/\text{month} \times 6 \text{ months} = ₹1.2 \text{ lakh}$

Brand Listing:
 $20 \text{ brands} \times ₹1,000/\text{month} \times 6 \text{ months} = ₹1.2 \text{ lakh}$

Total Revenue (Year 1):
₹35.55 lakh (rounded: ₹0.36 crore)

OUTCOME

Product: MVP live with all core features, basic accessibility, and admin panel for clinics/hospitals¹

Reach: 5,000–10,000 users in 1–2 metros

Onboarding: 50+ doctors, 10+ pharmacies, 5+ labs, 10 clinics/hospitals (admin panel), 5–10 wellness vendors

Validation: Early user/provider feedback, compliance readiness, pilot traction

OUR ASK

₹35,00,000

Funding need

Cost Component	Estimate in Rupees
MVP Development(Core)	8,20,000
Admin Panel Development	4,10,000
Cloud Infrastructure(year 1)	2,00,000
Regulatory & Compliance	6,15,000
Security & Compliance Tools	2,00,000
Third-party Integration	50,000
Backend Development	2,00,000
Frontend Development	1,50,000
QA and Testing	50,000
Project & Product Management	1,00,000
Marketing & Customer Acquisition	5,00,000

TOTAL

32,95,000

THANK YOU