



To be India's most accessible, trusted, and integrated digital healthcare partner, transforming lives in every corner of the country.

Healthezy, a brand owned and operated by Sustainable Care Tech Chain Private Limited, is an emerging force in the healthtech and healthcare sector. We are committed to transforming the way healthcare is accessed, delivered, and experienced in India and beyond.

Founded with a mission to create sustainable, technology-driven healthcare solutions, Healthezy bridges the gap between patients, providers, and healthcare systems. By combining smart technology, data-driven insights, and a patient-first approach, we aim to deliver seamless, affordable, and high-quality care to every individual.

At the core of our innovation lies a scalable platform designed to enhance healthcare accessibility, improve clinical outcomes, and empower users with real-time health management tools. From digital consultations and connected care services to preventive health monitoring and wellness management, Healthezy is shaping the future of holistic healthcare.

Backed by a visionary leadership team and guided by a deep understanding of both medical and technological ecosystems, Sustainable Care Tech Chain Pvt. Ltd. is building not just a product, but a future-ready healthcare infrastructure.





## MISSION

- Be a customer-first platform providing seamless access to clinics, diagnostics, pharmacies, and preventive care products.
  - Strategically achieve pan-India presence by 2027, starting with Tier 2, Tier 3, and rural markets.
  - Empower local providers with easy-to-use tools for digital transformation of their healthcare services.
  - Enable real-time visibility of doctor availability, lab tests, medicines, and health services through a unified platform.
  - Build a robust digital health infrastructure tailored for semi-urban and rural India.
  - Promote preventive care and awareness, especially in areas with limited access to quality healthcare.
  - Create stakeholder value through innovation, affordability, transparency, and trust.
  - Become a leading healthtech brand known for transforming accessibility, affordability, and accountability in Indian healthcare.
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## CORE VALUES

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- Empathy First – Deeply understanding and prioritizing the needs of patients and providers.
  - Integrity – Upholding honesty, transparency, and fairness in every action.
  - Innovation with Purpose – Designing scalable, sustainable, and meaningful solutions.
  - Accessibility for All – Bridging urban-rural healthcare gaps with inclusivity at the core.
  - Accountability – Committing to measurable outcomes and societal impact.
  - Collaboration – Co-creating value with patients, providers, and public stakeholders.
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# PROBLEM STATEMENT

*In Tier 2/3 towns and semi-urban India, patients face fragmented, outdated, and inconvenient healthcare discovery and access systems.*

Just knowing where a doctor exists isn't enough – people need:

- Real-time availability
- Offline-friendly access
- End-to-end care: appointment → follow-up → pharmacy → lab → product support

## OUR SOLUTIONS

Patients → Discovery (Search & Listing) → Appointment Booking → Visit/Consultation → Diagnostics → Prescription → Medicine Purchase → Follow-up/Preventive Care

[Doctor Finder] → [Book Slot] → [Lab Test] → [Prescription] → [Medicine Pickup] → [E-comm for Preventive Products] → [Follow-Up]



[Local Store Chat]



[Offline Booking via Receptionist] ← [Provider Admin Panel] ← [Inventory + Slot Management]

[Report Upload]

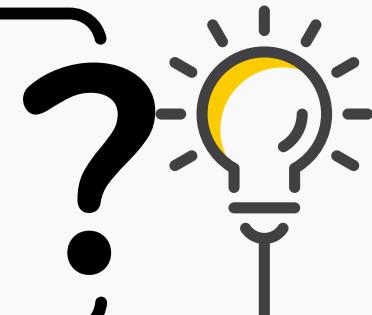


Our Platform Bridges Gaps At:

- Discovery: GPS-based doctor, lab, store listings with ratings
- Booking: Real-time availability & slot management
- Diagnostics: Lab slot booking & report delivery
- Medicine Purchase: Real-time chat + inventory + e-commerce
- Follow-up: Tracking appointments, history, reminders
- Prevention: Access to organic & preventive products

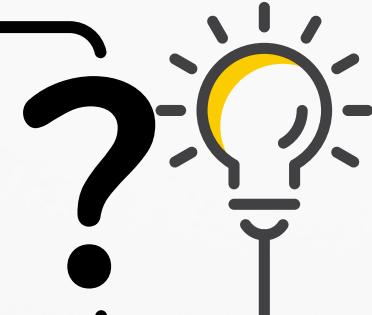
## HOW ARE WE SOLVING USERS PAIN-POINT?(D2C)

Which doctor is near me & available now?



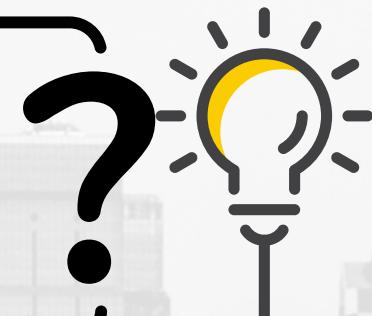
GPS-based smart discovery with real-time availability, filters, and slot booking

I don't want to stand in line or call multiple places.



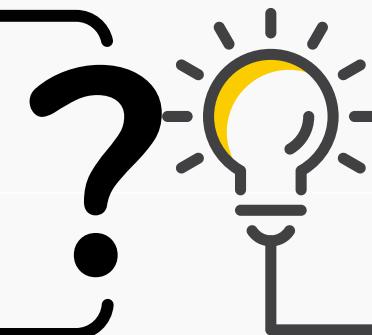
Book appointments online or through a receptionist, avoid queues

I need a test or medicine, but don't know where to go.

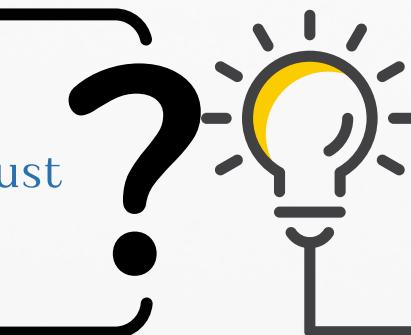


Medical labs & stores listed by location, real-time chat with pharmacies for medicine availability

Where do I store prescriptions & track reports?



I want to buy health essentials but don't trust brands



Unified patient dashboard: appointments, reports, prescriptions, history

Integrated health e-commerce tab with trusted, curated wellness products

## HOW ARE WE SOLVING USERS PAIN-POINT?(B2B)

Provider Type	Pain Point	Our Admin Panel Solution
Clinics/Hospitals	Crowded OPDs, unmanaged time slots	Time slot/ Calendar Management + toggle availability and announcements
Labs	Manual Report Delivery, confusion in sample pickups.	Blood collection slot setting, upload report to users dashboard
Medical Store	Frequent calls, no digital presence, unclear prescriptions and tough competition with online pharmacies	Real-time chat, inventory dashboard, prescription uploads, and location-based visibility to nearby users.
E-Commerce	Hard to find visibility for healthy niche brands	Product listing, featured banners, and regional audience reach

# OUR PRODUCT

## Real-Time Doctor Availability & Appointment Booking

### ◆ Problem Addressed:

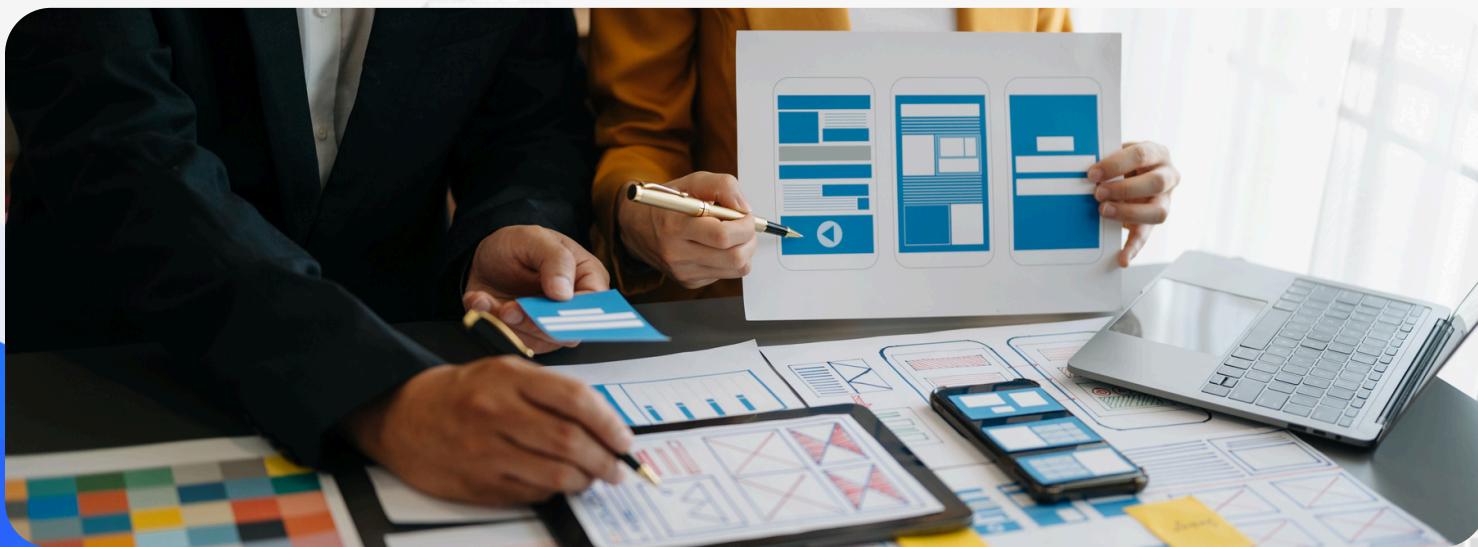
Patients often travel long distances or wait unnecessarily due to lack of visibility into doctor availability.

### ◆ Key Features:

- Live status of doctors' availability at clinics, nursing homes, and hospitals.
- GPS-based listings of nearby doctors.
- Time-slot based online appointment booking.
- Offline bookings by clinic receptionists also reflected on the platform (to prevent double bookings).

### ◆ Benefits:

- Reduces patient wait time.
- Avoids unnecessary clinic visits.
- Increases clinic operational efficiency.



## Integrated Diagnostic & Prescription System

### Problem Addressed:

Patients often struggle with managing prescriptions and diagnostic reports manually or across disconnected systems.

### ◆ Key Features:

- Diagnostic lab tie-ups for digital report uploads.
- Doctors receive test reports directly within the system.
- Doctors can issue prescriptions (digital or printable) based on diagnostic inputs.

### ◆ Benefits:

- Enhances continuity of care.
- Reduces manual errors.
- Enables a digital medical history repository for users.

# OUR PRODUCT

## Pharmacy & Medicine Integration

### ◆ Problem Addressed:

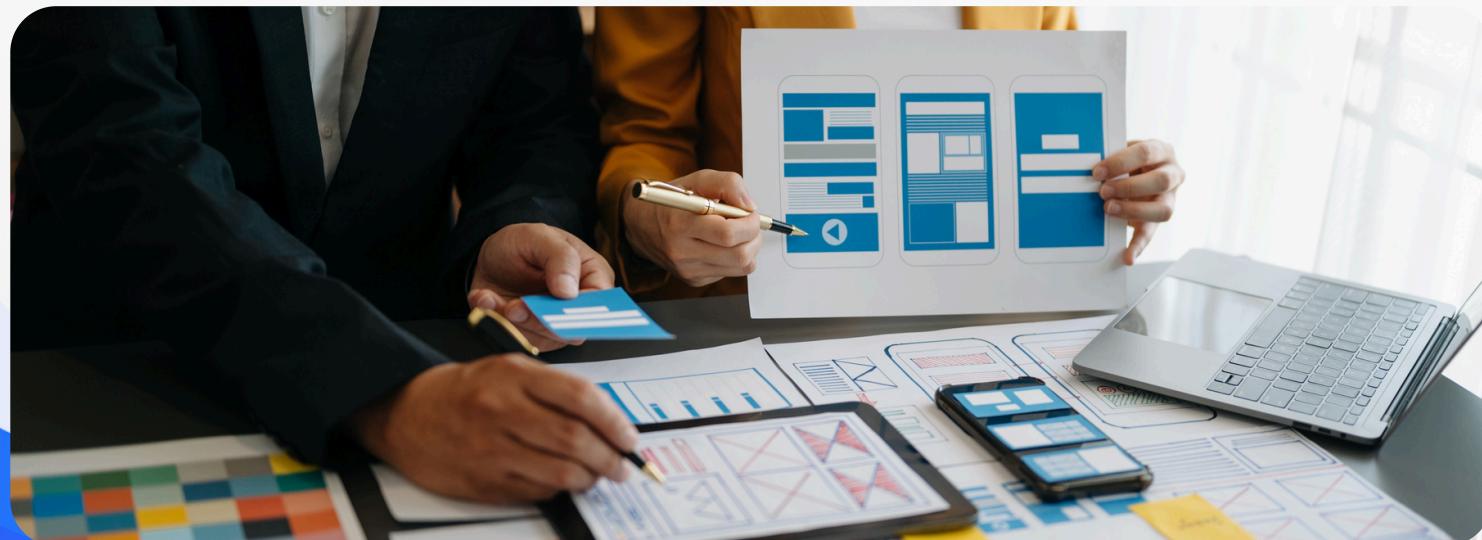
Patients face delays or lack of access to prescribed medicines, especially in semi-urban/rural areas.

### ◆ Key Features:

- Search and order from nearby pharmacies.
- Option for local delivery or pickup.
- Future plan: Integrate with platforms like Blinkit, Dunzo, or build in-house logistics for fast medicine delivery.

### ◆ Benefits:

- Seamless post-consultation medicine access.
- Convenience for chronic disease patients.
- Enhances adherence to treatment.



## Curated Health Marketplace

### ◆ Problem Addressed:

No centralized, trusted ecosystem for discovering verified wellness products—leading to confusion, especially with too many unverified organic brands.

### ◆ Key Features:

- Curated marketplace for certified wellness products, medical devices, and organic foods.
- Brand tagging with certifications (FSSAI, AYUSH, etc.) and comparison tools.

### ◆ Benefits:

- Cuts through product confusion with verified listings.
- Drives preventive health adoption in Tier 2/3 regions.

# OUR USP

## 1. All-in-One Platform, Not Just a Marketplace

- Healthezy is the only platform in India that fully integrates telemedicine, diagnostics, pharmacy, wellness marketplace, and clinic/hospital admin panels in a single, seamless user experience.
  - Users can book doctors, order tests, get medicines, and shop wellness—all in one app, with a unified health record and real-time status updates.
  - Clinics and hospitals get a powerful admin panel to manage appointments, billing, inventory, and analytics—creating network effects and deep provider engagement

## 2. Accessibility-First, Not Urban-Only

- Healthezy is built ground-up for accessibility and inclusion:
  - Multi-language support (Hindi, English, and regional languages)
  - Voice navigation, large text, high-contrast UI, and features for elderly and differently abled users
  - Designed for low-literacy and rural populations, not just urban tech-savvy users.
- No major competitor (Practo, 1mg, Netmeds, Apollo 24/7) offers this level of accessibility or multi-language support.

## 3. Real-Time, Hyperlocal Service Discovery

- Healthezy's platform uses GPS/location intelligence to show users the nearest available doctors, labs, and pharmacies in real time, with instant booking and delivery options.
  - This is far more advanced than static directories or city-level search—users get the fastest, most relevant care, wherever they are.
- Competitors typically offer city-based search or limited location filtering, not true hyperlocal, real-time matching.

## 4. AI-Driven Personalization and Predictive Care

- Healthezy leverages AI for:
  - Smart doctor/lab matching based on symptoms, location, and availability
  - Personalized health recommendations and reminders
  - Predictive analytics for early intervention and chronic care management.
- This is not just a buzzword—our AI is core to the user journey, not a bolt-on feature.

## 5. Unified Digital Health Records and Seamless Experience

- Every user has a secure, unified health record—consults, prescriptions, lab reports, pharmacy orders—all in one place, accessible anytime, anywhere, and fully compliant with Indian data privacy laws.
- No need to juggle multiple apps or lose track of health data—Healthezy is the single source of truth for users and providers.

## 6. Regulatory-First and Trust-Building

- Healthezy is built with compliance and data security at its core:
  - Adheres to Indian healthcare regulations, digital health standards, and global best practices<sup>12</sup>.
  - Proactive in privacy, consent management, and audit trails—building trust with users, providers, and investors.

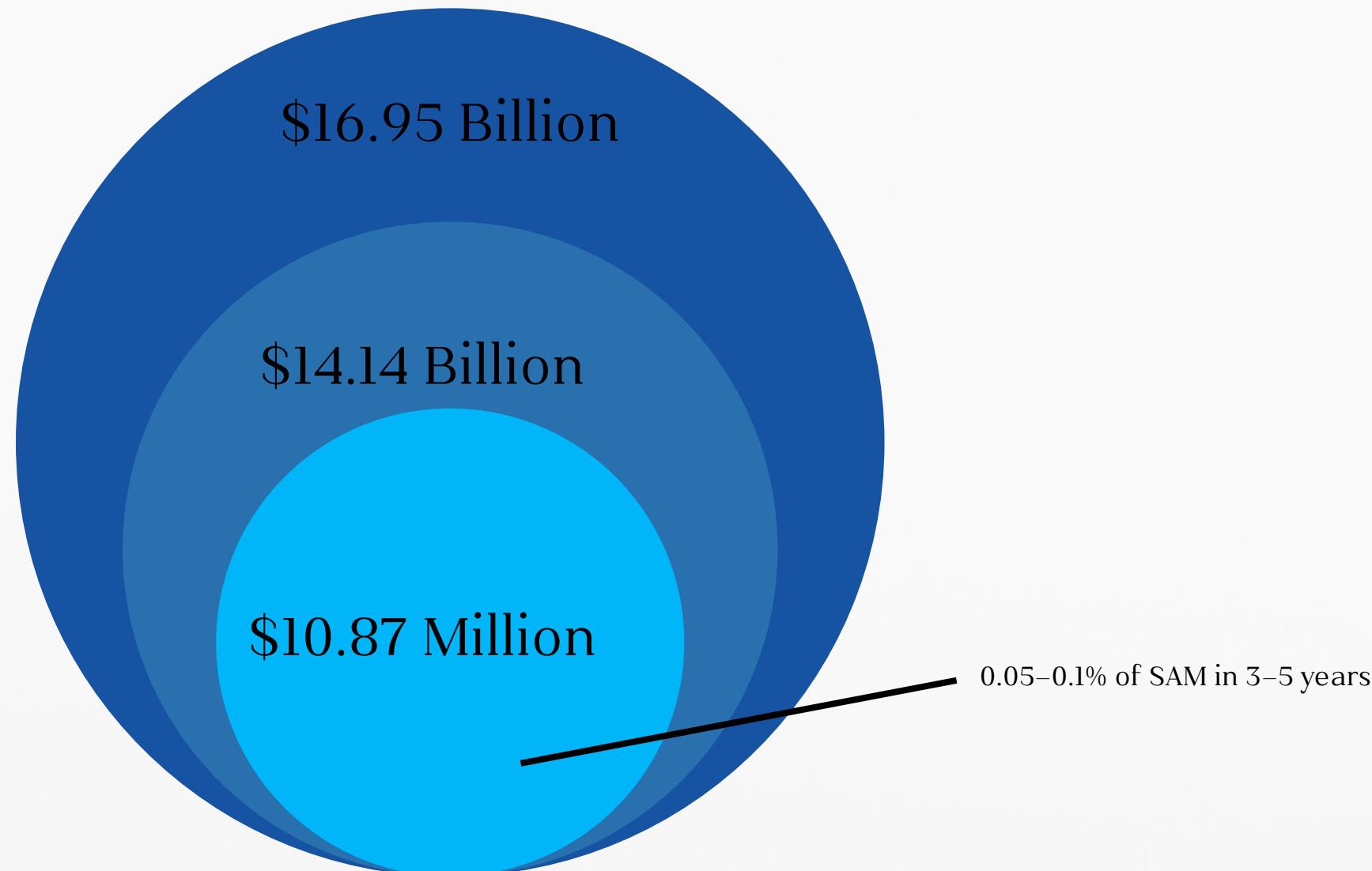
## 7. Recurring SaaS Revenue from Clinics & Hospitals

- Unlike pure B2C platforms, Healthezy charges clinics/hospitals for a robust admin panel, creating a stable, recurring SaaS revenue stream and deepening provider loyalty.
- This model is proven by Practo Ray but Healthezy's panel is natively integrated with telemedicine, diagnostics, pharmacy, and wellness modules—no other player offers this depth of integration.

# BUSINESS MODEL

<h2>Key Partnership</h2> <ul style="list-style-type: none"><li>Doctors, Clinics, and Hospitals: For telemedicine, in-person consultations, and credibility.</li><li>Diagnostic Labs: For integrated test bookings and digital reports.</li><li>Pharmacies: For real-time medicine ordering and delivery.</li><li>Wellness Product Vendors: For marketplace curation.</li><li>Technology Partners: Cloud hosting, payment gateways, AI/ML, security providers.</li><li>Logistics &amp; Delivery Partners: Ensuring timely medicine and product delivery.</li><li>Regulatory Bodies: For compliance and certifications.</li><li>Corporate &amp; Insurance Partners: For B2B wellness programs and insurance integration.</li><li>Marketing &amp; Influencer Partners: For user acquisition and brand trust</li></ul>	<h2>Key Activities</h2> <ul style="list-style-type: none"><li>Platform Development: Building and maintaining the app/web platform, integrating all modules (consultation, diagnostics, pharmacy, wellness).</li><li>Provider Onboarding &amp; Training: Recruiting and supporting doctors, labs, and pharmacies.</li><li>User Acquisition &amp; Engagement: Digital marketing, referral programs, and content creation.</li><li>Customer Support: 24/7 multi-channel support for users and providers.</li><li>Compliance &amp; Data Security: Ensuring regulatory adherence and user data protection.</li><li>Partnership Management: Maintaining and expanding partner network.</li><li>Continuous Improvement: Analyzing user data and feedback for product enhancements</li></ul>	<h2>Value Proposition</h2> <ul style="list-style-type: none"><li>All-in-One Healthcare Platform: One-stop solution for doctor consultations, diagnostics, pharmacy, and wellness products.</li><li>Location-Based Convenience: Real-time discovery of nearby providers and services.</li><li>Secure Digital Health Records: Easy access and sharing of prescriptions, reports, and history.</li><li>Personalized Healthcare: AI-driven recommendations and tailored health plans.</li><li>Accessibility: Multi-language support and Tier 2/3 city focus.</li><li>Trust &amp; Compliance: Verified providers, secure transactions, and regulatory adherence</li></ul>	<h2>Customer Relationship</h2> <ul style="list-style-type: none"><li>Personalized Support: 24/7 customer care via chat, phone, and email.</li><li>Automated Engagement: Reminders, updates, and health tips through app notifications and emails.</li><li>Community Building: Health challenges, forums, and wellness content.</li><li>Feedback Loops: In-app ratings, reviews, and surveys for continuous improvement</li></ul>	<h2>Customer Segments</h2> <ul style="list-style-type: none"><li>Urban &amp; Semi-Urban Patients: Tech-savvy individuals seeking convenience.</li><li>Tier 2/3 City Residents: Underserved populations needing access to quality healthcare.</li><li>Working Professionals &amp; Corporates: For wellness programs and preventive care.</li><li>Chronic Disease Patients: Regular consultations, tests, and medicine needs.</li><li>Doctors, Labs, Pharmacies: As service providers and revenue partners</li></ul>
<h2>Cost Structure</h2> <ul style="list-style-type: none"><li>Product Development &amp; Maintenance: App/web development, hosting, security.</li><li>Provider Onboarding &amp; Support: Recruitment, training, and engagement.</li><li>Marketing &amp; User Acquisition: Digital ads, influencer campaigns, referral incentives.</li><li>Customer Support: 24/7 helpdesk and operations.</li><li>Compliance &amp; Legal: Regulatory filings, audits, and certifications.</li><li>Logistics: Medicine and wellness product delivery costs.</li><li>Salaries &amp; Overheads: Team, office, and admin expenses</li></ul>	<h2>Key Resource</h2> <ul style="list-style-type: none"><li>Technology Platform: Mobile/web app, backend infrastructure, AI/ML modules.</li><li>Provider Network: Doctors, labs, pharmacies, wellness vendors.</li><li>User Database: Health records, preferences, and engagement data.</li><li>Brand &amp; Marketing Assets: Digital presence, partnerships, influencer network.</li><li>Compliance Framework: Legal, regulatory, and data security protocols.</li><li>Operations Team: Tech, product, support, business development, and compliance staff</li></ul>	<h2>Channels</h2> <ul style="list-style-type: none"><li>Mobile App (Primary): Android/iOS for direct user engagement.</li><li>Website: For bookings, information, and onboarding.</li><li>Social Media: For brand building, content, and user engagement.</li><li>Email &amp; SMS: For notifications, marketing, and support.</li><li>Corporate Partnerships: For B2B wellness programs and employee health solutions.</li><li>Affiliate &amp; Influencer Marketing: To reach new user segments</li></ul>	<h2>Revenue Streams</h2> <ul style="list-style-type: none"><li>Commission on Consultations: 15–25% per doctor appointment.</li><li>Diagnostics Commissions: 15–20% per test booked.</li><li>Pharmacy Orders: 10–15% per medicine order.</li><li>Wellness Marketplace Margin: 15–20% on product sales.</li><li>Patient Subscriptions: Premium features (₹299–₹999/month).</li><li>Provider Subscriptions: Premium listings and analytics.</li><li>B2B/Corporate Packages: Wellness and preventive health programs.</li><li>In-App Ads &amp; Sponsored Content: Health brands and pharma promotions.</li><li>Affiliate Commissions: Insurance, fitness, and nutrition partners</li></ul>	

## TARGET MARKET(GUESSTIMATES)



# YEAR 1: MVP LAUNCH & CORE VALIDATION

## Investment: 50 Lacs

Category	% of budget	Key Activities/Outputs
Core Product Development	60%	MVP build: user authentication, doctor booking, diagnostics booking, pharmacy orders, wellness marketplace, basic accessibility (multi-language, voice, large text), admin panel for clinics/hospitals
Core Team	20%	4–6 members: tech, product, support, ops, QA
Marketing & Onboarding	10%	Digital marketing, early provider onboarding, user acquisition
Compliance & Admin	10%	Legal, licensing, privacy, admin overhead

### Revenue Projection:

- Clinic/Hospital Admin Panel SaaS: ₹1.2 lakh (20 clinics/Hospitals @ ₹1,000/month for 6 months)
- Doctor Consults: ₹30 lakh (10% commission\*20 clinic/Hospital\*1,000 consultant\*500 INR per consultant\*3 month duration )
- Labs Admin Panel SaaS: ₹1.2 lakh(20 labs@1000/month for 6 months)
- Lab tests: ₹0.75 lakh (15% commission\*1000 tests\*500 INR )
- Pharmacy Admin Panel SaaS: ₹1.2 lakh(20 pharmacy@1000/month for 6 months)
- Brand Listing: ₹1.2 lakh (20 brands\*1000 INR/month for 6 months)
- Total Revenue: ₹35.55 lakh
- Net Loss: ₹14.45 lakh (expected for MVP/testing phase)

### Outcome:

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

## YEAR 2: FEATURE ENHANCEMENT & CITY EXPANSION

**Investment: 20 cr (It can be changed according to the situation)**

Category	% of budget	Key Activities/Outputs
Product Improvements	20%	Advanced accessibility (more languages, AI assist), analytics, enhanced admin panel, wellness marketplace expansion.
Maintain core features and expanses	20%	Payment partner cut, maintenance of the web and app.
Team Expansion	25%	10–15 members: devs, QA, marketing, support, ops
Marketing & Onboarding	25%	Aggressive user/provider acquisition, city expansion, B2B/corporate outreach
Compliance & Admin	10%	Ongoing compliance, audits, admin, data privacy

### Revenue Projection

- Clinic/Hospital Admin Panel SaaS: ₹24 lakh (200 clinics/Hospitals @ ₹1,000/month for 12 months)
- Doctor Consults: ₹1200 lakh (10% commission\*200 clinic/Hospital\*1,000 consultant\*500 INR per consultant\*12 month duration )
- Labs Admin Panel SaaS: ₹24 lakh(200 labs@1000/month for 12 months)
- Lab tests: ₹1.5 lakh (15% commission\*2000 tests\*500 INR )
- Pharmacy Admin Panel SaaS: ₹12 lakh(100 pharmacy@1000/month for 12 months)
- Brand Listing: ₹6 lakh (50 brands\*1000 INR/month for 12 months)
- Total Revenue: ₹12.675 cr
- Gross : ₹2.675 crore (investment in scale and improvements)

### Outcome

- Product: Advanced accessibility, more languages, AI-driven features, improved admin panel, expanded wellness marketplace
- Reach: 50,000–1 lakh users in 10–25 cities
- Onboarding: 200 clinics/hospitals, 100+ pharmacies, 200+ labs, 50+ wellness vendors
- Validation: Stronger product-market fit, early B2B/corporate deals, recurring SaaS revenue from clinics/hospitals

# YEAR 3: NATIONAL SCALE & ECOSYSTEM LEADERSHIP

**Investment: ~25 cr (It can be changed according to the situation)**

Category	% of budget	Key Activities/Outputs
Product Innovation & R&D	<b>20%</b>	Universal accessibility, advanced AI, ecosystem partnerships
Maintain core features and expanses	<b>20%</b>	Payment partner cut, maintenance of the web and app.
Team & Operations	<b>25%</b>	25–40 members: tech, product, ops, support, marketing, compliance
Marketing & Onboarding	<b>25%</b>	National campaigns, influencer/affiliate, provider/user incentives, B2B/corporate outreach
Compliance & Admin	<b>10%</b>	Ongoing compliance, audits, admin, data privacy

## Revenue Projection

- Clinic/Hospital Admin Panel SaaS: ₹60 lakh (500 clinics/Hospitals @ ₹1,000/month for 12 months)
- Doctor Consults: ₹30 cr (10% commission\*500 clinic/Hospital\*1,000 consultant\*500 INR per consultant\*12 month duration )
- Labs Admin Panel SaaS: ₹60 lakh(500 labs@1000/month for 12 months)
- Lab tests: ₹3.75 lakh (15% commission\*5000 tests\*500 INR )
- Pharmacy Admin Panel SaaS: ₹24 lakh(200 pharmacy@1000/month for 12 months)
- Brand Listing: ₹12 lakh (100 brands\*1000 INR/month for 12 months)
- Total Revenue: ₹31.5975 cr
- Gross: ₹6.5975 crore (investment in scale and improvements)

## Outcome:

- Product: Healthezy as national reference platform, universal accessibility, open ecosystem, advanced AI, wearable integration, robust admin panel for clinics/hospitals
- Reach: 2–5 lakh users in 50–100+ cities
- Onboarding: 500+ clinics/hospitals, 500+ pharmacies, 250+ labs, 50+ wellness vendors
- Validation: Market leadership in accessibility, strong SaaS revenue, early profitability, or clear path to profit

# IMPACTING MILLIONS OF LIVES – HEALTHEZY’S VALUE TO INDIA

Healthcare accessibility remains severely limited, particularly in rural areas where long wait times for specialist consultations, expensive treatment costs, and fragmented service delivery create substantial barriers to care. The current ecosystem forces patients to navigate separate applications for doctors, laboratories, and pharmacies, with no integrated health records or coordination between healthcare providers.

Geographic barriers compound these challenges, as patients must travel long distances for basic healthcare services while lacking real-time availability information about nearby healthcare options. Quality and trust issues further complicate the landscape, as it is difficult to verify healthcare provider credentials and there is inconsistent service quality across providers.



## Bridging the Access Gap

- Over 65% of India's population lives outside metros, where quality healthcare is often out of reach.
- Healthezy's digital platform enables real-time doctor consultations, diagnostic bookings, and medicine delivery—all accessible from a smartphone, in multiple Indian languages.



## Empowering Underserved Communities

- Bringing healthcare to rural and semi-urban India, where digital health can improve outcomes for millions who previously had limited option.
- Our platform is designed for universal accessibility, ensuring even those with disabilities or low literacy can manage their health easily



## Driving Preventive Healthcare & Health Literacy

- Healthezy provides personalized health reminders, digital prescriptions, and wellness content, helping users take charge of their health and prevent chronic disease<sup>25</sup>.
- By integrating diagnostics and wellness, we encourage early detection and healthy living, adding healthy years to millions of lives



## Reducing Health Inequity

- By making healthcare affordable and available regardless of income, location, or background, Healthezy is reducing disparities and promoting health equity.
- Our admin panel for clinics and hospitals streamlines care delivery, making quality healthcare more efficient and available to all

# OUR IMPACTS (YEAR 3 PROJECTION)

- 2–5 lakh users empowered to access care anytime, anywhere
- 500+ pharmacies, 250+ labs connected to communities in need
- 500+ clinics/hospitals using our admin panel to improve care for thousands daily
- 50+ wellness vendors promoting preventive health and well-being

USER PERSONA(Expected after using our platform)

“With Healthezy, I booked a doctor visit, lab test, and got my medicines delivered—all in my local language, without leaving my home.”

— Rani Devi, Rural Uttar Pradesh

“Our clinic now manages appointments, records, and follow-ups digitally. We serve more patients, faster and better.”

— Dr. Singh, Community Health Center

The Big Picture

- Every appointment booked, test completed, and medicine delivered is a step toward a healthier, more equitable India.
- Healthezy isn't just a platform—it's a movement to empower millions, close the health gap, and add healthy years to every life we touch.

# Thank You!!

Presented By:

Puja

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