Plunes.com:The Utility Network

PLUNES is powered by AI, offering compelling services and features which ensures you find Curated, Validated Cost Effective & Instant solutions to your medical concerns with one click.
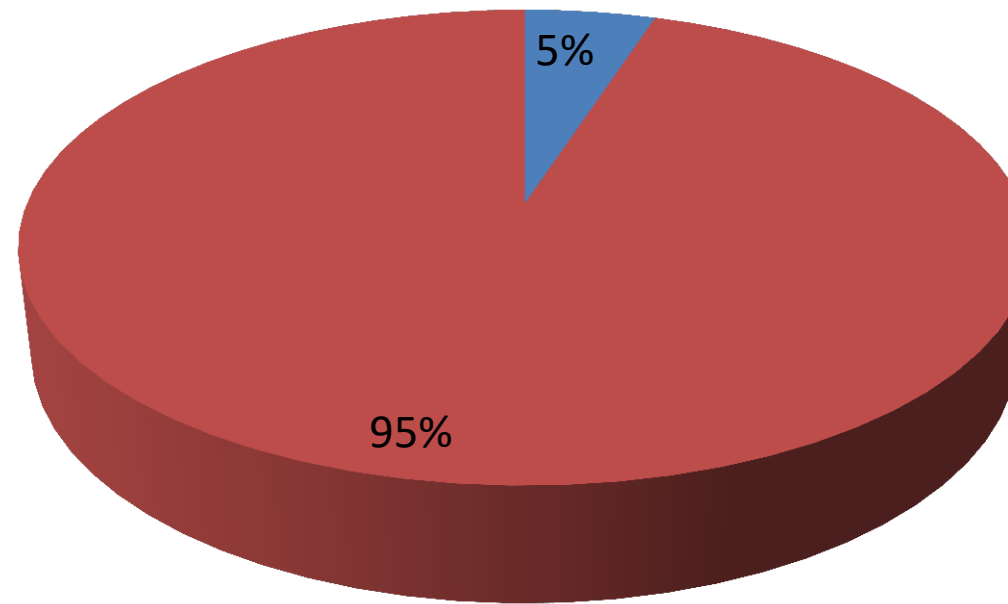
Pain Point:- There is a serious gap in the services offered by available platforms, target is online consultations and appointments. Only 4-5% of the amount is spent in this space, 95% of the amount is spent on Medical Procedures, Medicine & Diagnostic Tests.

Other Platforms

- Available platforms only focus on appointments and online consultations.

- Registrations are paid for the doctors, resulting in increased price of consultations.

- Try to sell doctors various packages for attracting more clients.

- Very high Commissions up to 50%.

■ Online appointments & Consultations
■ Medical Procedures, Diagnostic Tests
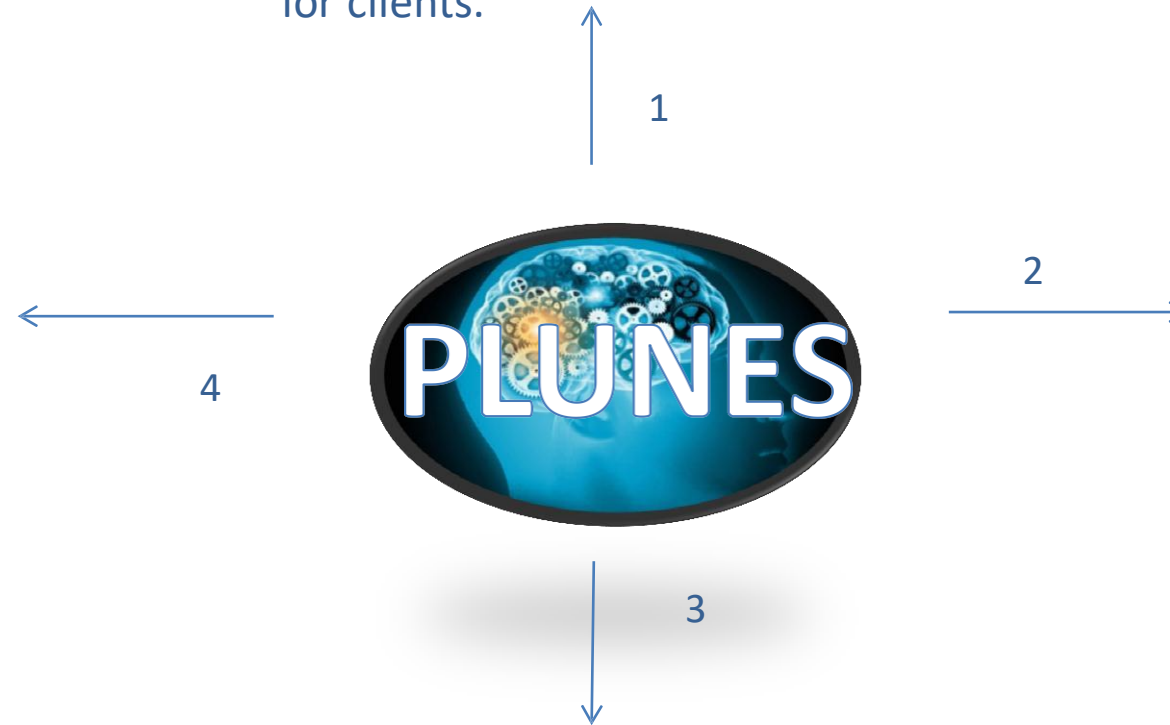
PLUNES

- Our AI not only assist users in appointments but also curates professionals and price for Medical Procedures and diagnostic tests

- Plunes acts like an assistant to professionals auto scheduling their appointments, Curating clients and queries, Free registrations to professionals.

- High Earning Potential for professionals

5%

95%

Distribution of Expenditure in Healthcare

For instance:- An appointment with a Dentist may cost you Rs-500, but a Dental Surgery will cost Rs-10,000. Our AI assist you in both.

- **Intelligent bidding system for hiring professionals for Medical Procedure and Diagnostic tests.**

- Curates professionals and price for clients.

1

- **AI automatically adjusts the price based on the procedure and diagnostics, after receiving a catalog from professionals.**

- **AI Auto bids in behalf of professionals to clients.**

2

- AI assists professionals in providing most suitable bids.

- 20-30 % variance analysis. AI Ensures there is no clash in bids. And nobody bids too low or too high. Ensure coherence.

- **If AI finds a price anomaly, professionals are updated in real time to update the price.**

- **AI auto schedules the appointments of professionals.**

- **PLOCKR:- An intelligent cloud solution for sharing and storing your medical reports, prescriptions (EMR) at one place.**

4

PLUNES

3

Earning Potential:-
- Even if a professional happens to win only 3 bids in a month assuming Rs15k, 10k, and 20k he/she will still be able to make Rs-45000 at PLUNES.

- Professionals are getting clients for LASIK, Hair transplants, MRI, Ultrasound scans already with us.

🔒 Plocker

An intelligent Cloud Solution, Integrated with profiles of Users and with Clinics for a seamless experience.

- PLOCKER is used to share reports or EMR with PLUNES users. It is integrated with PLUNES, Offering attached remarks from doctors, Waiting for the reports is a thing of past.

- Supports every format of document or dossiers. One place to keep your all EMR or any dossier. with 100% encryption.

- Automated payments and billing as check-up or procedure is done. No hustle in long ques.

- **Reduction in cost as Avg. X-ray film cost is Rs6000 / 12sheets.**

- Reduction in overall operational costs up to **40%/annum for hospitals and clinics**.

- Unlimited Storage.

Current User Experience

You booked an appointment.

Arrival at hospital/clinic

Destination:- Billing counter for advance 50%.
Min. Wait Time=30 Minutes.

Waiting for diagnosis
Min. Wait Time=60 Minutes

Queue for rest of 50% payment.
Min. Wait Time=30-45 Minutes

Waiting for Report/Doctor's Remarks
Min. Wait Time =30-45 Minutes.

Very Tedious/Frustrating Experience

For Hospitals/clinic
- 2 admins/counter for billings, 4-5 counters in a small hospital.
- 1 Secretary /Doctor
- 2 Guards outside diagnostic/procedure rooms.
- Stationary cost.
- X-ray films=Rs.6000/12 Sheets

User Experience with PLUNES

You booked an appointment.

Arrival at hospital/clinic

Automated appointments & payments

Focus on Diagnosis.

Reports delivered in your PLOCKER ID along with doctors remarks.

Delighted Users

For Hospitals/clinic

Reduction in operating costs up to- 40%/ Annum.
(Only 1 admin to monitor flow of payments/ appointments)

PLOCLKER:- 1st platform with cross functional integration for EMRs.

Happy Professionals

We have started from GURGAON.
Focused on following areas:-

- Gynecology
- Dermatology
- Aesthetic surgeries
- Dentist
- Radiology
- Pathology
- Ophthalmology
- Physiotherapy
- Vets
- Orthopedics

- 150+ Curated clinics in Gurgaon, Expanding in Delhi NCR.
- 15+ Hospitals with capacity of at least 30+ beds.
- 20+ Diagnostic Centers in Gurgaon.

Served queries around Rs4.5lacs / month.

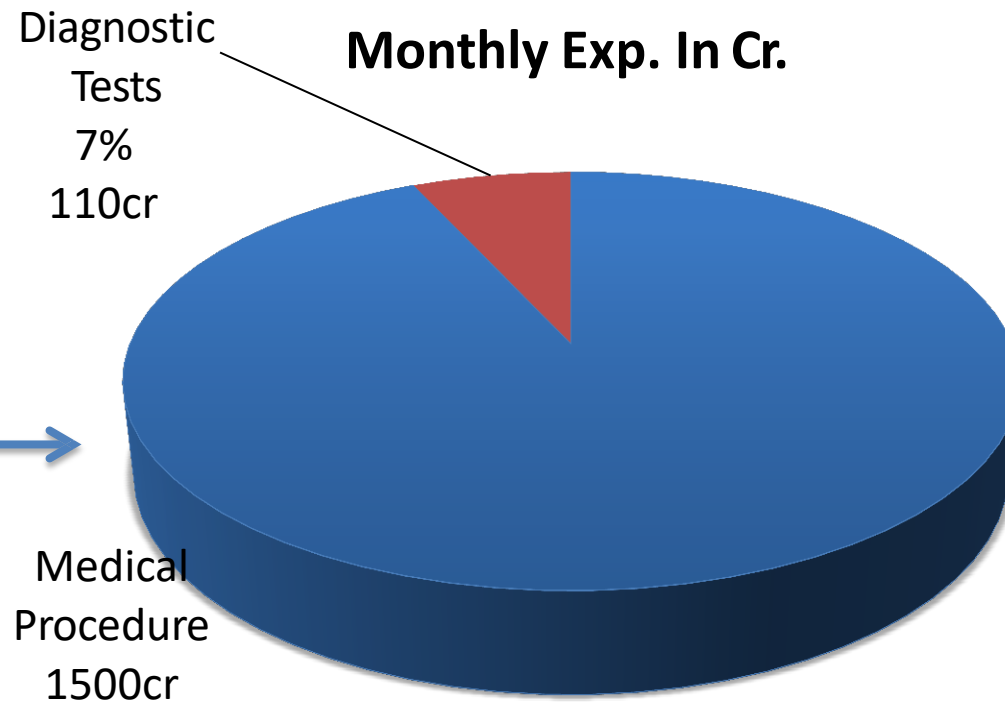Key Demand areas:- Dental implants, Root canal treatments, Dentures, Braces, Lasik surgeries, Ortho treatments.
Radiology scans, Path lab tests, Gynae and Dermat consultations

Journey ahead:- Increasing supply side and penetrating into other parts of Delhi is the main focus.

Initial Target- Delhi

Monthly Exp. In Cr.

Diagnostic Tests 7% 110cr

Medical Procedure 1500cr

1cr/Month

PLUNES

Market Scenario of Delhi

- We surveyed more than 110 clinics in Delhi.
- 30% of them were having billing of more than 10lacs/day.
- **On a very conservative note more than 50cr/day is spent in Delhi on medical procedures.** More than 7 Lac people undergoes Diagnostic tests daily.
- Avg. ticket size was Rs15000.
- These 30% clinics were having at least 3-4 doctors.
- They were spending 60% of their income on marketing.(Surprisingly)
- Everyone was registered with online platforms.

Enabling Factors

- Registrations are free.
- High Earning Potential for doctors.
- AI automates and complements both professionals and clients. AI support is free.
- We can reduce their marketing cost significantly.
- Practo and other competitor charges up to 50% commission.
- We have max. 20% commission.
- **Scalable:- AI can be integrated to other professional categories seamlessly.**
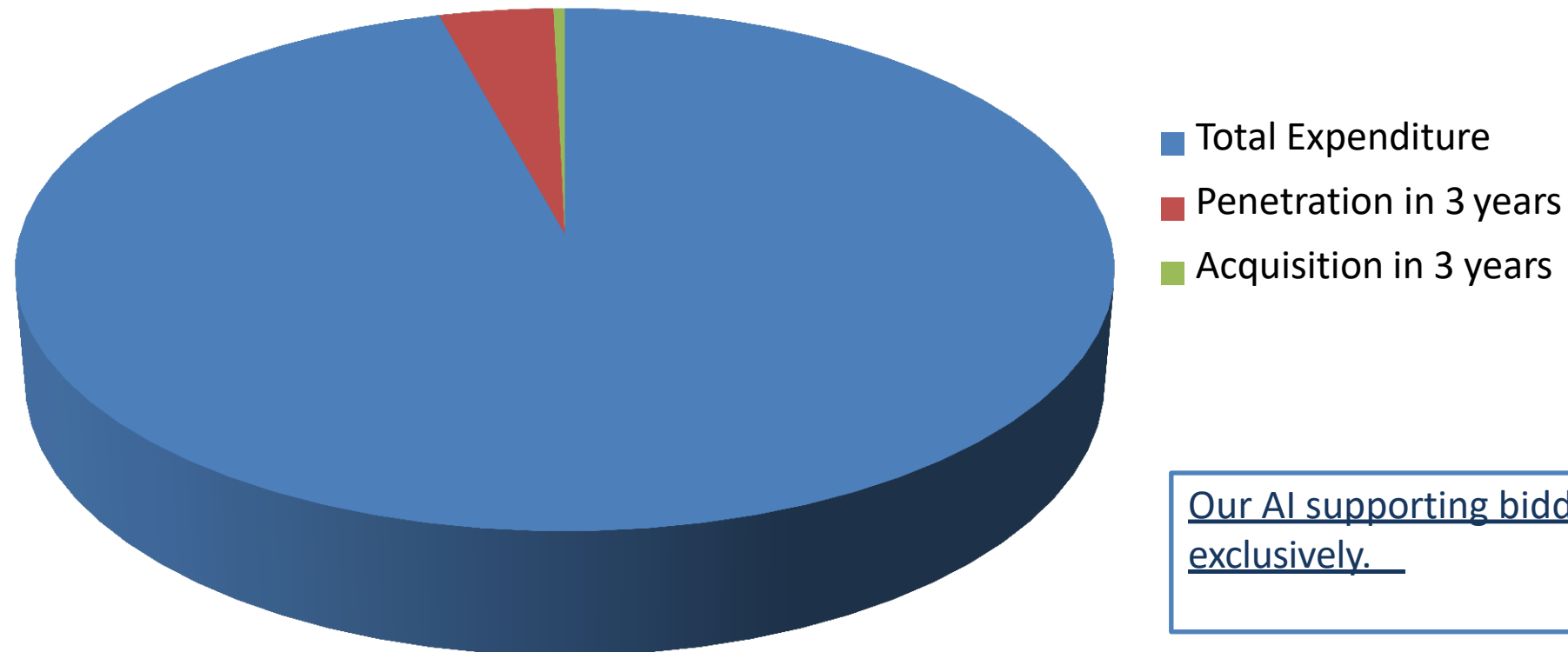
Indian healthcare market is worth $100Bn, is likely to grow at 23%CAGR to reach $280Bn by 2020, as per a Deloitte 2016 report, and $372Bn by 2022.
Our focus is exclusively on Medical procedures and Diagnostic tests which will account to 128Bn in India by 2022.

Expenditure in Billions on Procedures & Tests

- Total Expenditure
- Penetration in 3 years
- Acquisition in 3 years

Total Market

- **128bn is the total expenditure by 2022**

- **We can penetrate 4% of this in next 3 years. 5.12Bn**

- **And We are confident of acquiring at least 5% of penetrated market. 256Mn USD.**

Our AI supporting bidding services falls into this segment exclusively.

Curated & Affordable

PLUNES

- Target :- Online appointments and consultations.
- Paid Registrations.
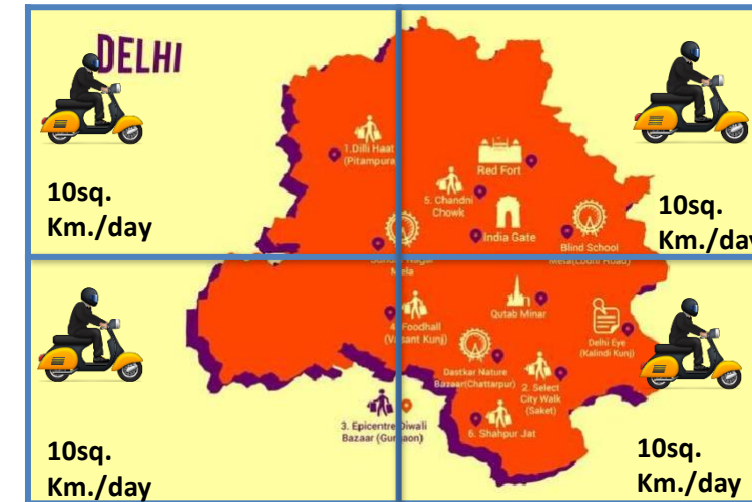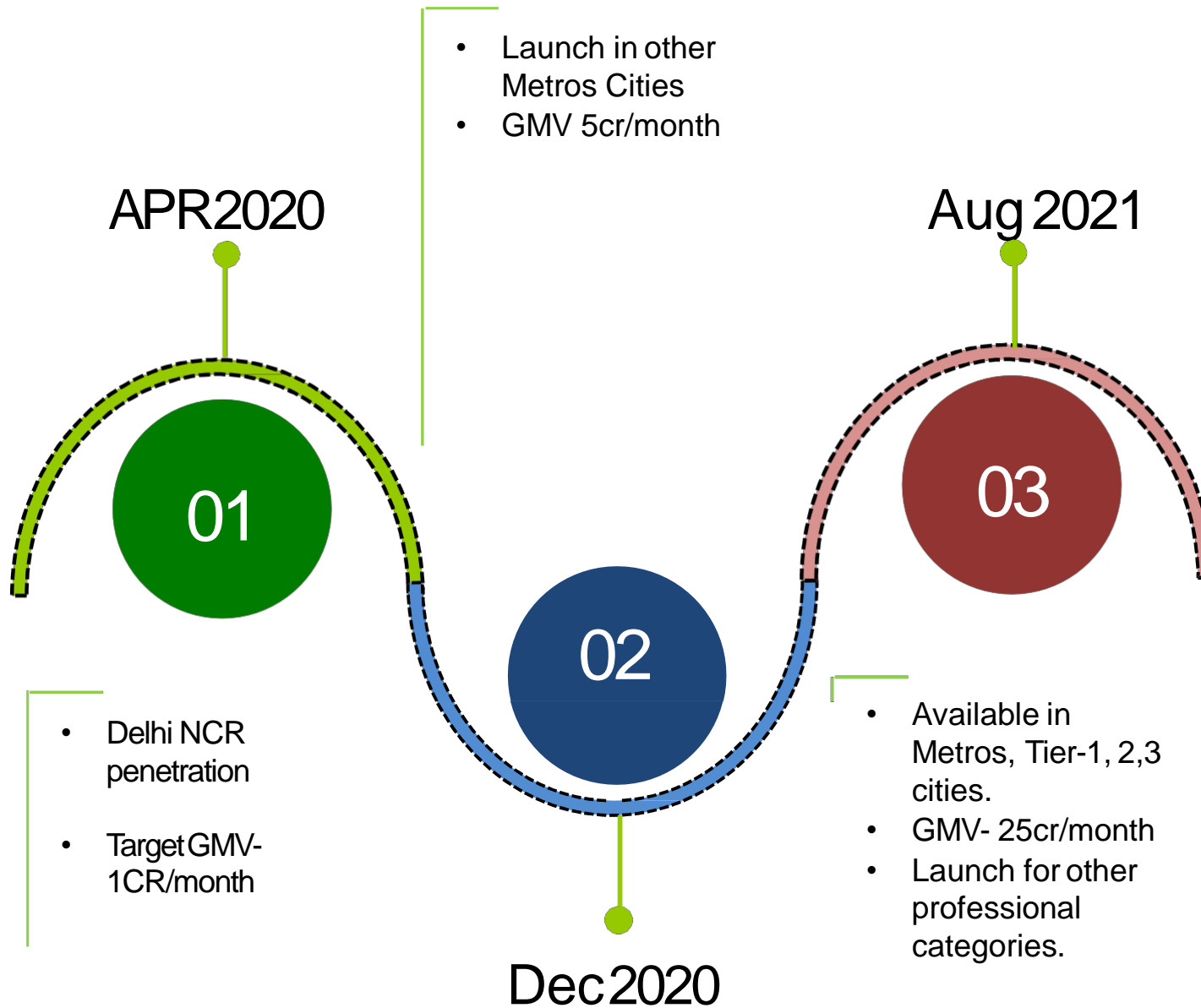- Sell plans to attract more clients.
- Up to 50% commission in prime.

- *Online consultations, Curating price & professionals for procedures and for diagnostic tests.
- Free registrations.
- High Earning potential for professionals.
- AI works like an assistant.
- Only 20% commission
- PLOCKER

Limited earning Potential for professionals.

Success Stories:-
- **510M USD invested in total in this space in 2018 alone.**
- Practo's latest funding round was 55M USD. Expanding in other countries.
- Lybrate has raised cumulatively more than 15M USD.
- Docsapp raised seed round of 2M USD from Beesemer Venture Partners.

Scalable:- Our AI can be integrated with any other professional categories seamlessly such as Counselors, Fitness Pro., Lawyers, CA, Culinary pro., Make up artist etc.

APR 2020

- Launch in other Metros Cities
- GMV 5cr/month

01

- Delhi NCR penetration
- Target GMV- 1CR/month

Dec 2020

02

Aug 2021

03

- Available in Metros, Tier-1, 2,3 cities.
- GMV- 25cr/month
- Launch for other professional categories.

DELHI

10sq. Km./day

10sq. Km./day

10sq. Km./day

10sq. Km./day

Delhi- 700 Sq.Km

- 4 People team covers Delhi in 18 days. 40Sq. Km/day.
- Customer Acquisition Cost= Rs1800, expected reduction of 10% in 3 months.
- We are raising funds to penetrate Delhi NCR market.

- Product — 29%
- Operations — 14%
- Market Penetration — 43%
- Team Building — 14%

14%

Use of Funds
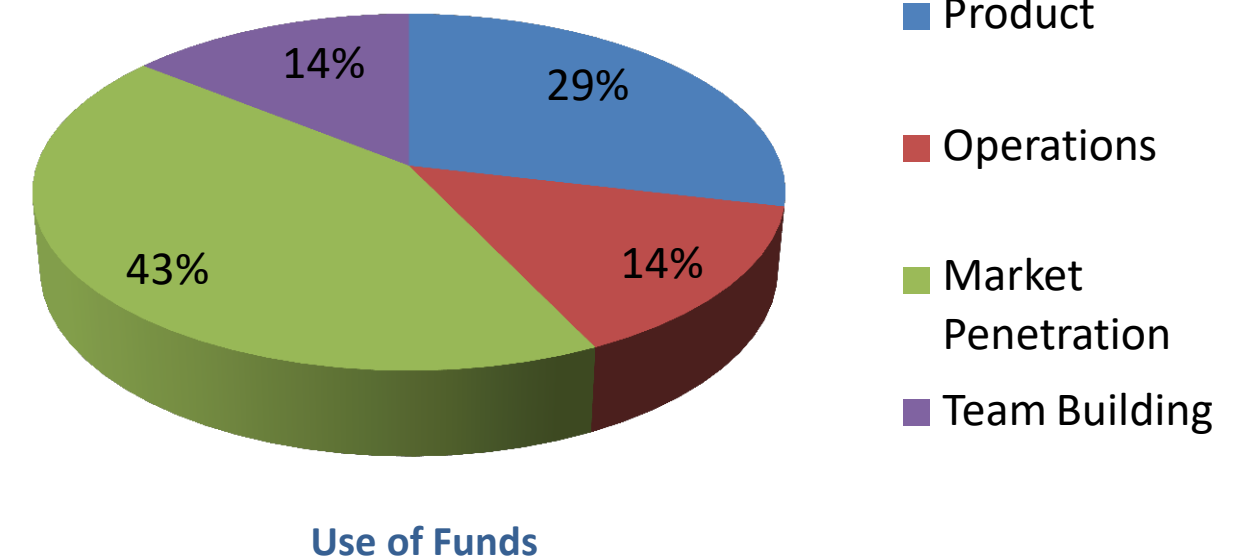
PLUNES BRAND AMBASSADOR:-

We partner with students and train them with our proprietary marketing tech tools, and share access to our analytics app, below is the screen shots from app store of that app.

Campus Ambassador Program

- Network of more than 1500 campus ambassadors. For Delhi we will have 100 ambassadors initially.

- A group of 5 students with a marked location usually pool in 27 professionals in a day.

- Avg. ambassador has a reach of 110 people/month. Expected Initial conversion rate of 5% into paid customers. Monthly bids 600. (GMV target Rs55-60lacs)

- Students work for certificates, exposure and for small incentives.

- 1000+ app downloads already on the app store.

We provide suitable marketing means, and target locations to them and they reach out to various professionals and clients describing the benefits of joining PLUNES.

TEAM

Founder:- **Chander Verma**
Previosuly:-
Phoenix marketing Solutions
(2012) (Started at age of 21)

Eminence Pvt. Ltd.(2014)

Phoenix Mail Services (2016)

Co-founder/Mentor:-**Srinivas Sridharan.**

Master of Management Science & MBA
Oxford Brookes University United
Kingdom.

Managing Director
LGT Bank Dubai.

Co-founder/Mentor:- **Samuel Kurian**.

CFO, Middle East foundation
Group of Companies. UAE.

Advisors/Investors

Palatel Girisan.

CEO:- Crabiz Worldwide UAE

Mandeep Singh:-
Senior Vice President and Centre director HSBC India.

Vikram Bose:-
Head HSBC Malaysia Securities Service Operation Centre.

Team Members

Vikram Dhir:- Lead Software
Engg.
12 years of Work Experience.
Previously:- IBM. Sapient.

Anshul Verma:- NIT Jaipur
Software engineer.
4 years of work exp.
Previously :- Envisage Cyber Art,
Flexiloans , Vuliv player.

Manvendra:- IET Noida
Lead Mobile App Engg.
4 years of work exp.
Previously:- Ritara Apps, Singsys.

Geetika Chauhan:- 10 Years of
Management Exp.
Oversees Business Development.

Preksha Anand:- MBA
 7 years of Work Exp. In HR & Marketing,
Oversees Brand Ambassador program.

Prateek Misra:- MBA IMT Ghaziabad
Marketing manager.
 4 years of work experience.
Previously: - Practo.