



Watch-o-Health

Pitch Deck





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Overall Healthcare Market Overview

Fourth largest Employer

- India is expected to rank amongst the top three healthcare markets in terms of incremental growth by 2020.
- In FY17, Indian healthcare sector stood as the fourth largest employer as the sector employed a total of 319,780 people. The sector is expected to generate 40 million jobs in India by 2020.
- In May 2017, the Asian Research and Training Institute for Skill Transfer announced plans to create around one million skilled healthcare providers by 2022. 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme.

Impressive Growth prospects

- Indian healthcare sector, is expected to record a threefold rise, at a CAGR of 22 per cent during 2016-2022 to reach US\$ 372 billion in 2022 from US\$ 110 billion in 2016.
- India ranks 145th among 195 countries in terms of quality and accessibility of healthcare. For India, HAQ index increased from 24.7 in 1990 to 41.2 in 2016. There is immense scope for enhancing healthcare services penetration in India, thus presenting ample opportunity for development of the healthcare industry.

Cost Advantage

- Rising income levels, ageing population, growing health awareness and changing attitude towards preventive healthcare is expected to boost healthcare services demand in future.
- The low cost of medical services has resulted in a rise in the country's medical tourism, attracting patients from across the world. Moreover, India has emerged as a hub for R&D activities for international players due to its relatively low cost of clinical research.

Favourable Investment environment

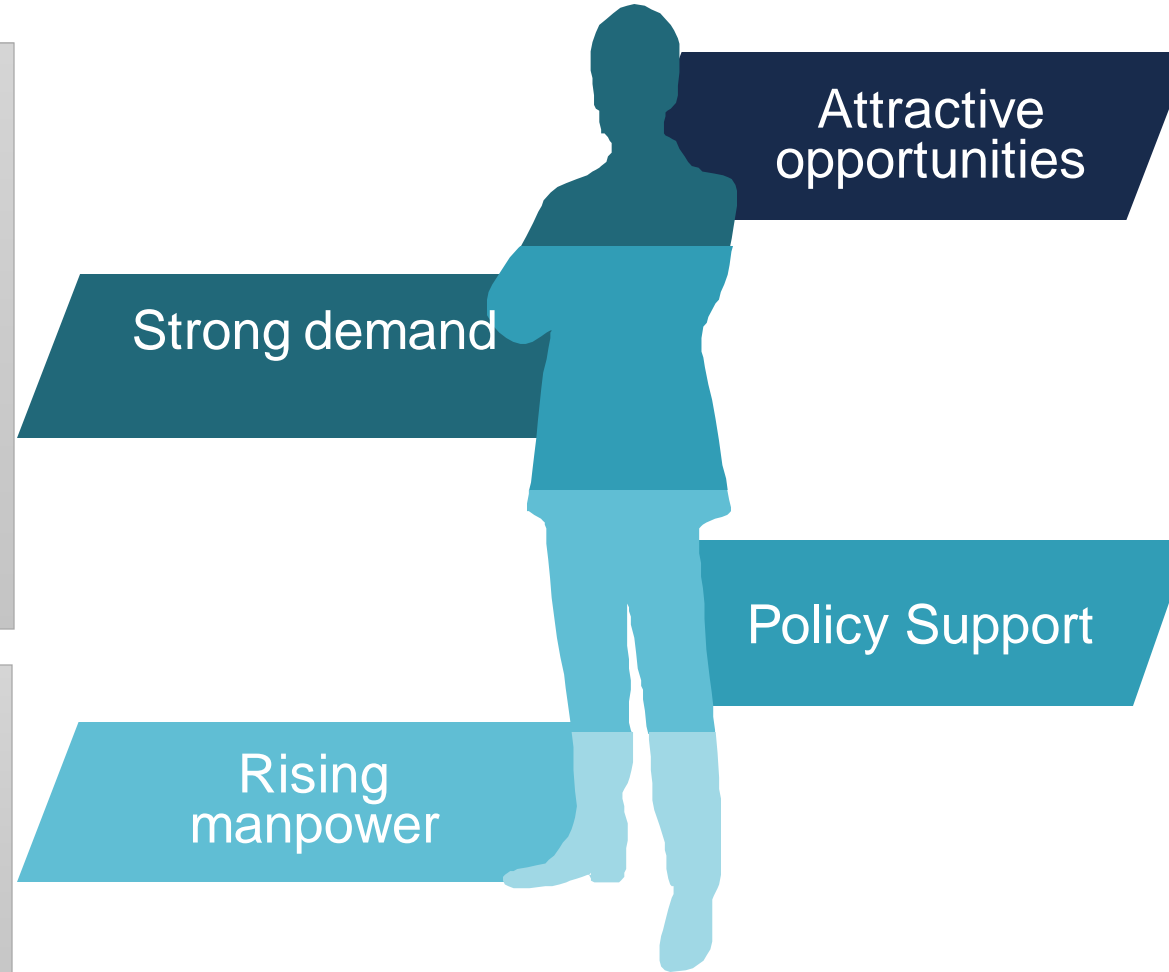
- Conducive policies for encouraging FDI, tax benefits, favourable government policies coupled with promising growth prospects have helped the industry attract private equity, venture capitals and foreign players.



Advantage India

- Healthcare market in India is expected to reach US\$ 372 billion by 2022 , while medical devices market is expected to cross US\$ 11 billion by 2022.
- Rising incomes, greater health awareness, lifestyle diseases and increasing access to insurance will contribute to growth. It is estimated that India will require 2.07 million more doctors by 2030 in order to achieve a doctor-to-population ratio of 1:1000.

- Availability of a large pool of well-trained medical professionals in the country.
- The number of doctors possessing recognised medical qualifications increased to 841,104 in 2017 from 827,006 in 2010.



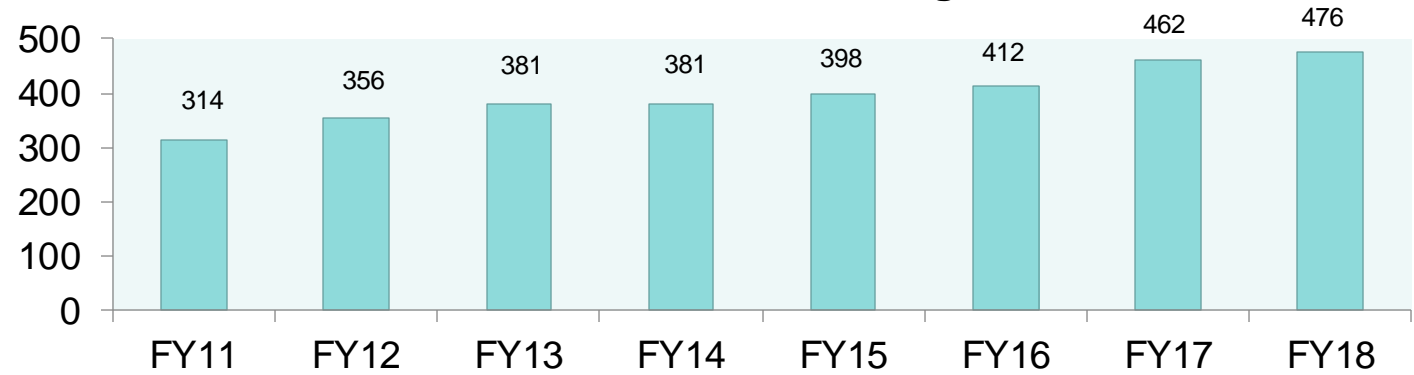
- Investment in healthcare infrastructure is set to rise, benefiting both 'hard' (hospitals) and 'soft' (R&D, education) infrastructure.
- The hospital industry in India is expected to grow CAGR of 16-17 per cent to reach Rs 8.6 trillion (US\$ 132.84 billion) by FY22 from Rs 4 trillion (US\$ 61.79 billion) in FY17.
- The Government of India aims to increase healthcare spending to three percent of the Gross Domestic Product (GDP) by 2022.

- The government aims to develop India as a global healthcare hub. Creation of new drug testing laboratories and further strengthening of the 31 existing state laboratories.
- The world's largest government funded healthcare scheme, Ayushman Bharat was launched on September 23, 2018.

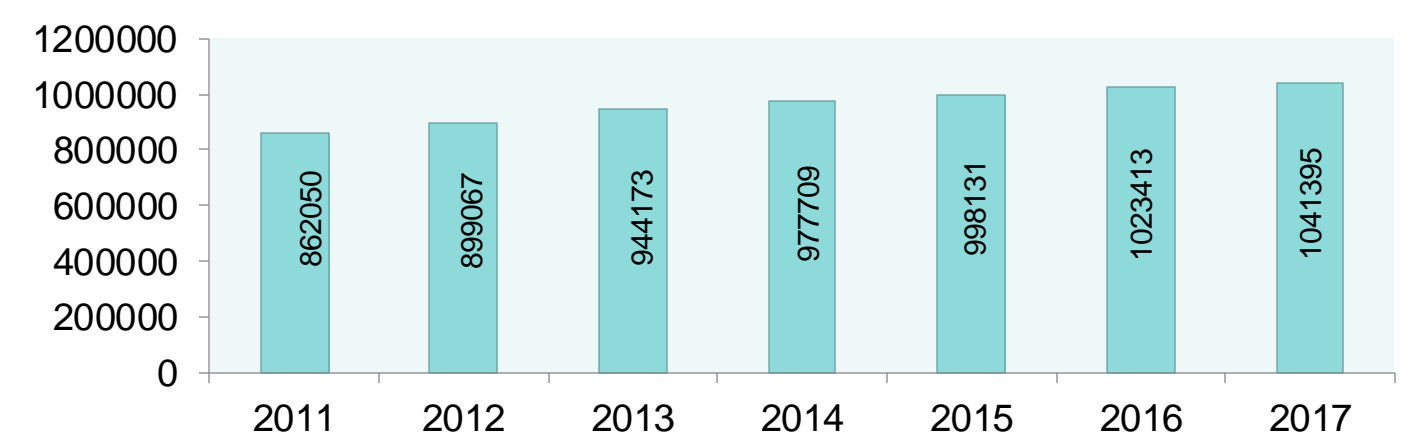


Healthcare Expenditure and infrastructure has risen at a fast pace

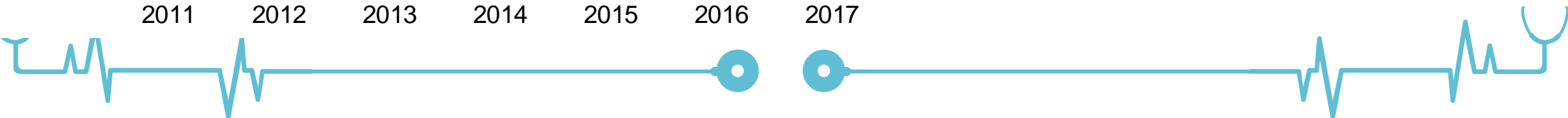
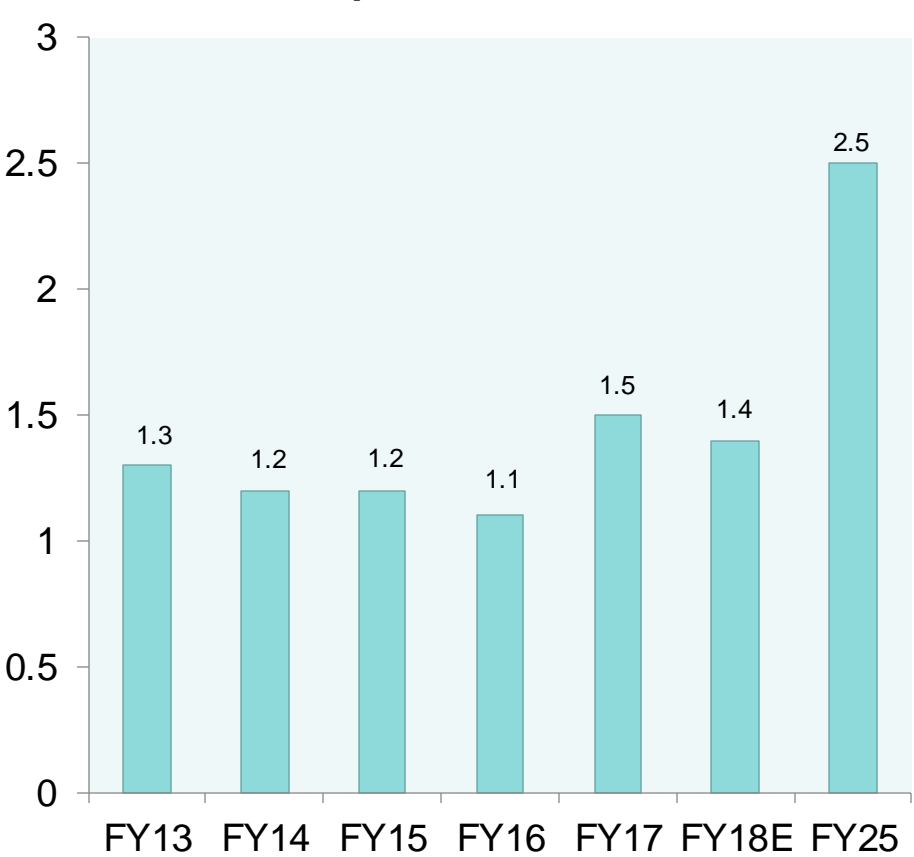
Number of Medical Colleges



Number of Doctors

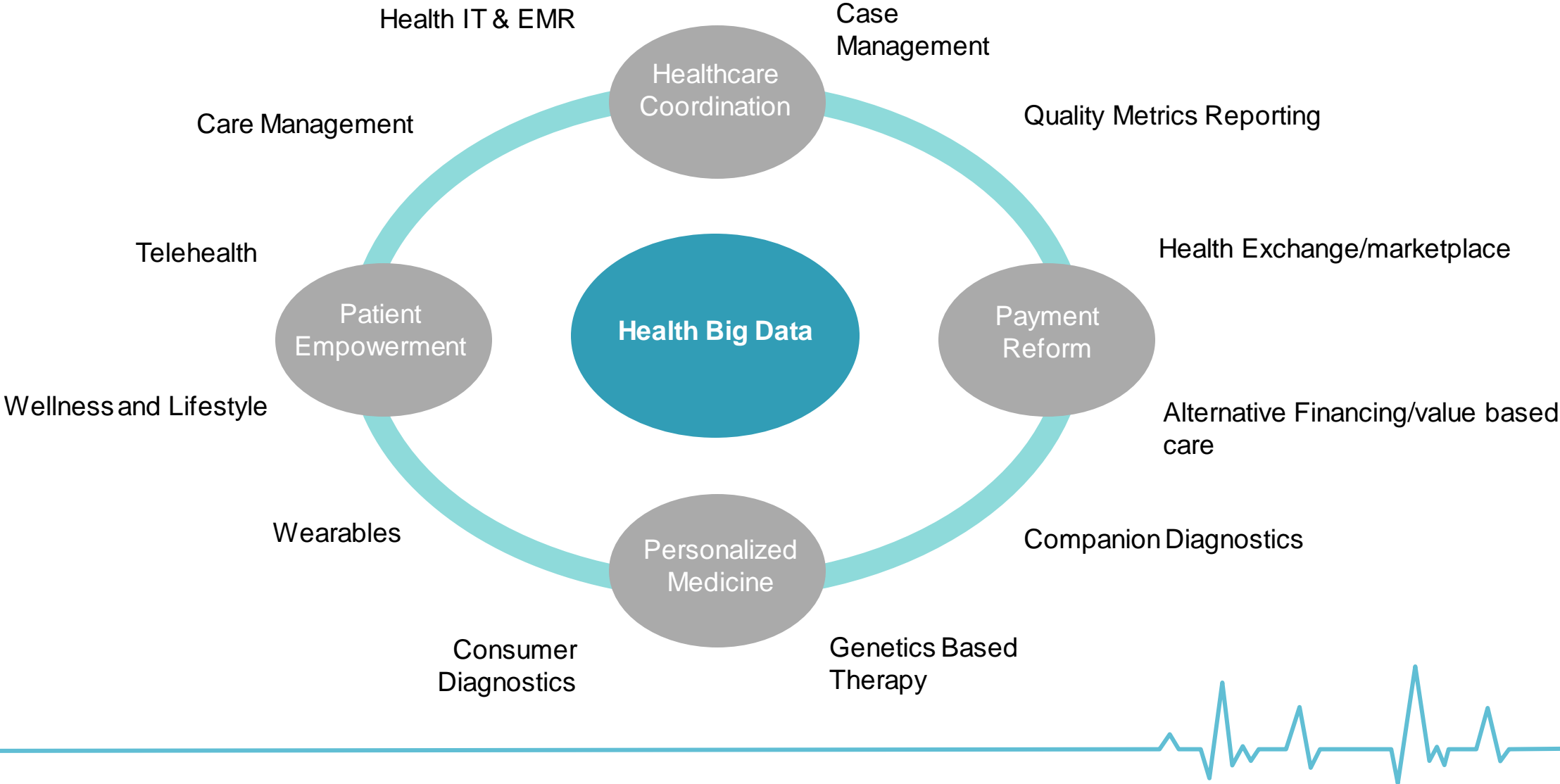


Government Healthcare Expenditure as a per cent of GDP



Healthcare Startup Map

Categories of Innovation



Healthtech Startups In India

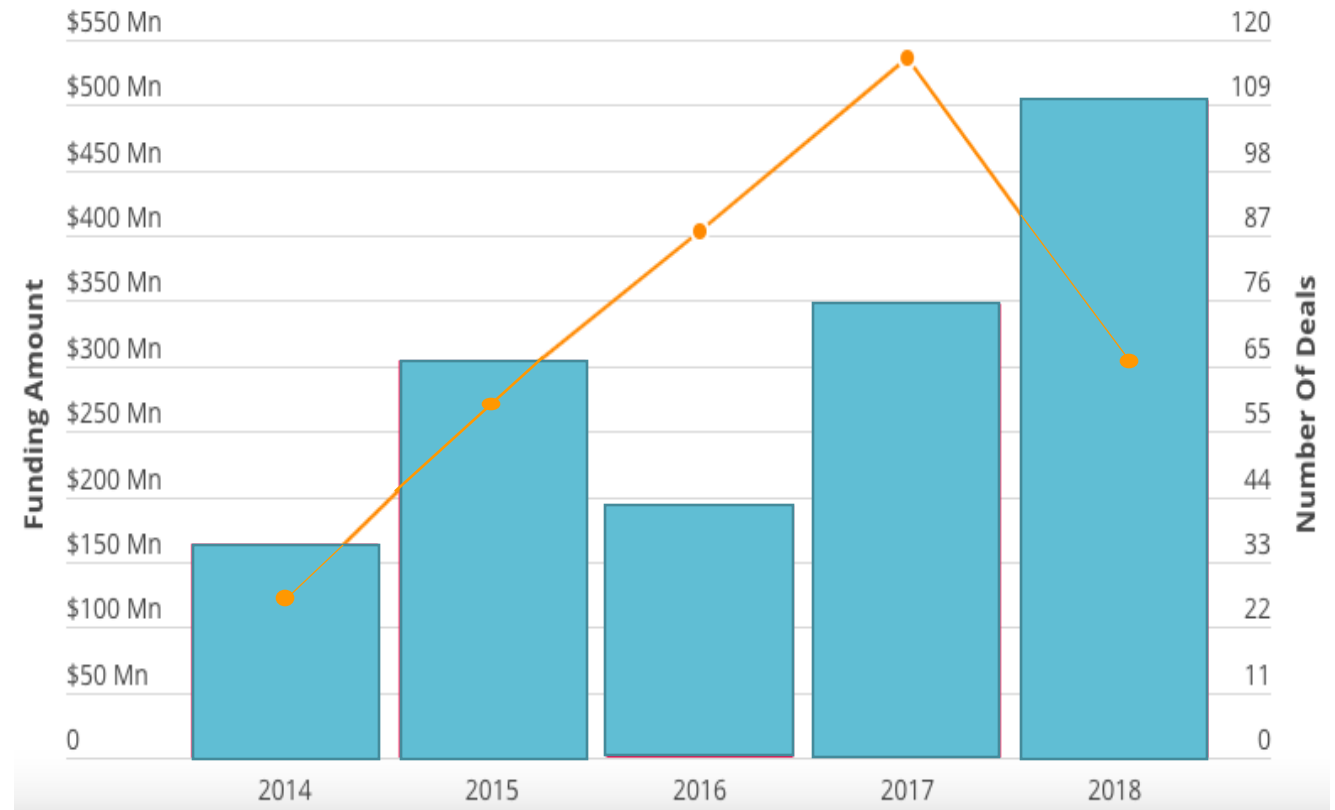
Healthtech startups can be broadly classified under 11 categories including -

- Online pharmacy
- Telemedicine
- Personal health management
- Home healthcare
- Fitness & wellness
- Diagnostics
- Biotech R&D
- Medical devices
- Healthcare IT
- Bio-Pharma
- Genomics.

Within India, startups are operating in one of these verticals and are using AI, ML and other modern technology to improve access, affordability and quality of health care.

There are a total of 4,892 startups in the Indian healthtech space. Last year saw an overall increase of 45.06% in the total investments in healthtech startups. Overall, the healthtech startups in India raised a total of \$504 Mn between 2014-2018.

Funding and Deals Trends For Healthtech Sectors 2014 - 2018





Watch-o-Health

A Tech-App To Help Billions Lead Healthier lives

Watch-o-Health



Watch-o-Health is a health tech startup based in India and aims to serve the diabetic, aged and disabled population of the country by connecting the medical community with them. Watch-o-Health has made people book monthly package of services and give feedback directly to the medical personnel by creating a online platform in the form of app and website.

Watch-o-Health reduces search and transaction costs for patients and helps users find the right package through easily accessible and contextually relevant listings.

Value Proposition



Clinics and
Hospitals



Diabetic, aged
and disabled
people

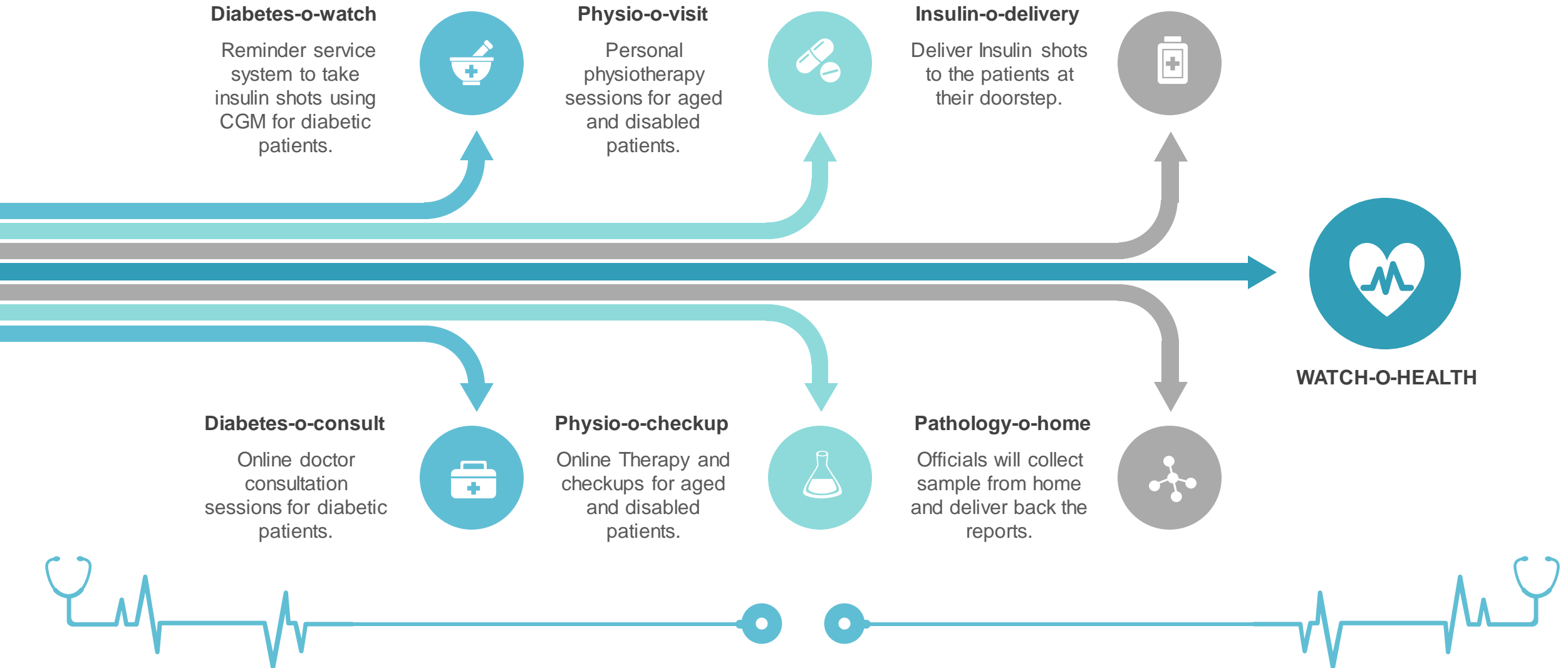


Pathology labs
and insulin
medical stores



Product Offerings

Brief Overview



Detailed Overview of Services



Diabetes-o-watch

We will offer monthly reminder service to our patients to remind them to take insulin shots at proper time using CGM. In case if it is not responded, the family members are informed about the same.



Diabetes-o-consult

We will offer monthly online consultation package to diabetic patients where they will get 4 consultation sessions per month where doctors will keep check with their diabetic health.



Insulin-o-delivery

We will deliver insulin shots to the diabetic patients at their doorstep. We can also provide a monthly pack of shots as per the patient's requirements.



Detailed Overview of Services



Physio-o-visit

We will offer monthly physiotherapy sessions package to the people where they'll get 4 sessions per month.



Physio-o-checkup

We will offer monthly online physiotherapy sessions for the ones who can't attend it physically and it will also include 4 sessions per month.

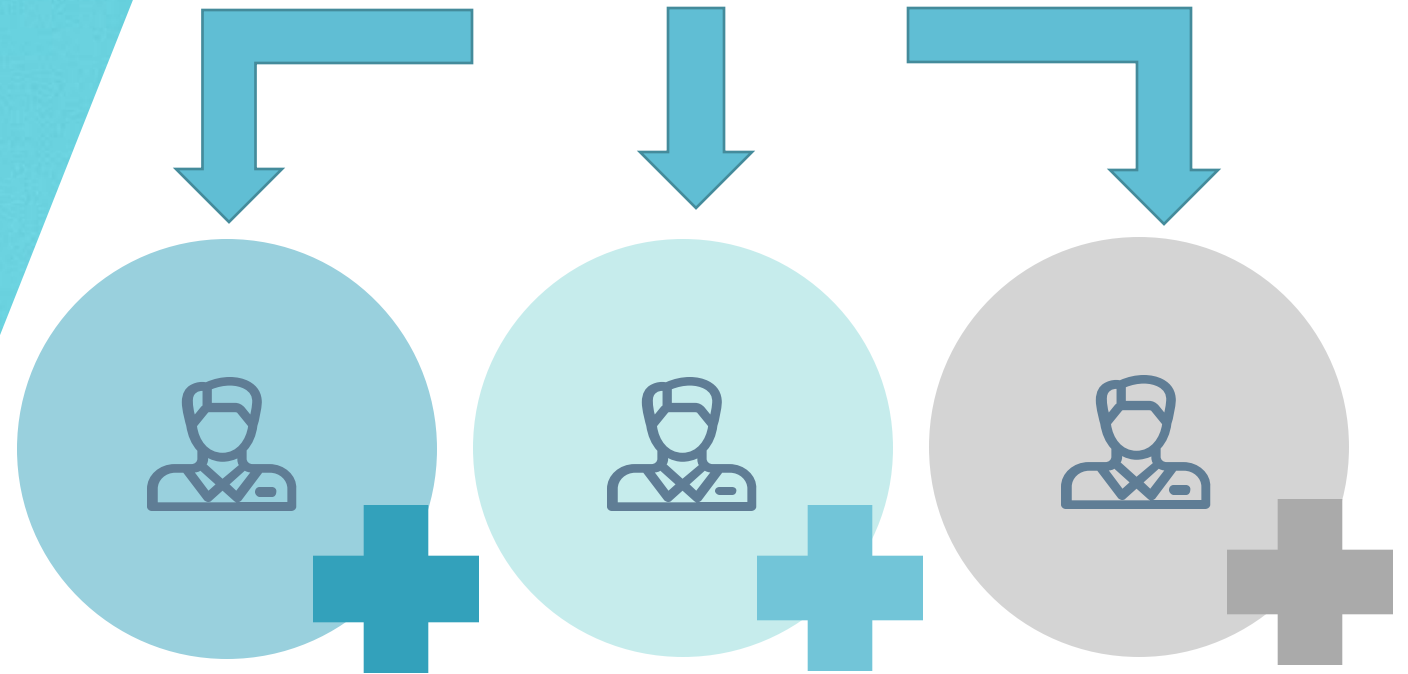


Pathology-o-home

We will offer pathology testing where our officials will collect samples from the doorstep and deliver the report back to them.



Our Target Audience



Diabetic Patients

~77 Million

Aged People

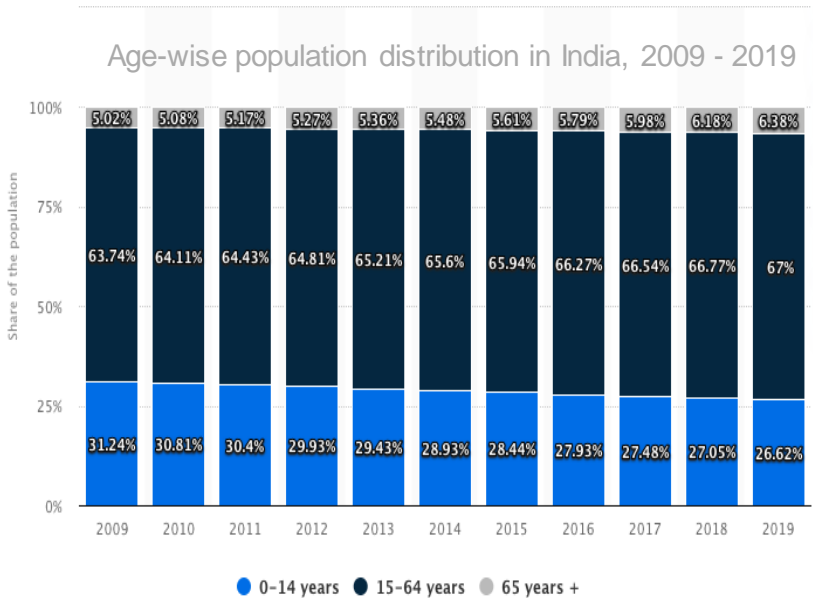
~86.3 Million

Disabled People

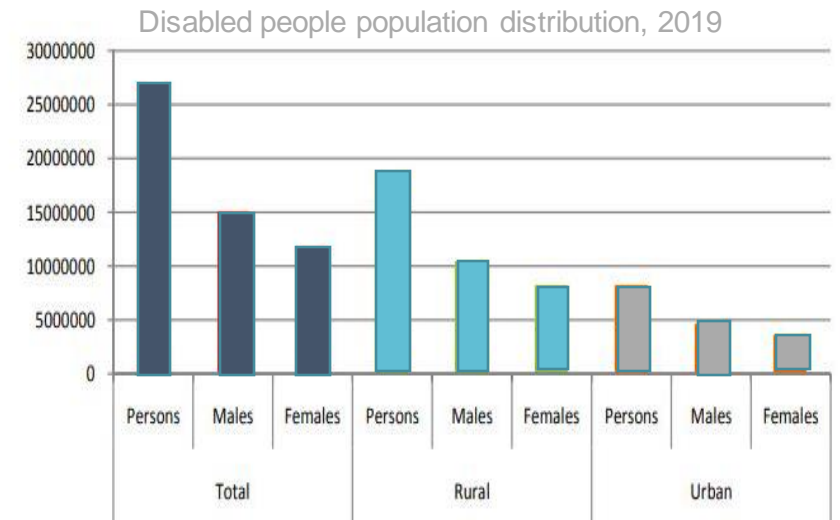
~28.35 Million



Target Audience Market of India



In India currently, there are 76 million people suffering from diabetes and by 2025, nearly 10% of India's population is likely to be affected by diabetes. The Indian diabetes market will reach a value of USD 4693 million by 2026. The market is expected to grow at a CAGR of about 16.5% in the period of 2021-2026.

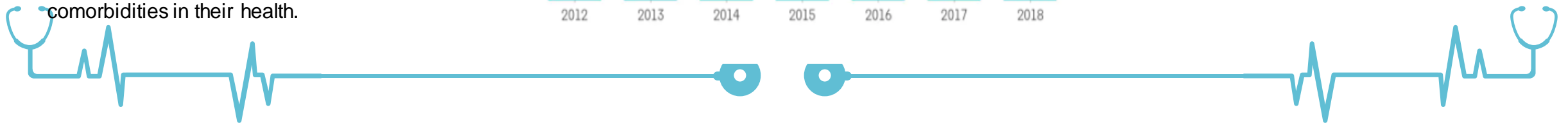


In India, the median age has been increasing constantly and is expected to increase further. The life expectancy of Indians has also increased which is an indicator of access to better health care and nutrition. Situations make them more vulnerable to many comorbidities in their health.

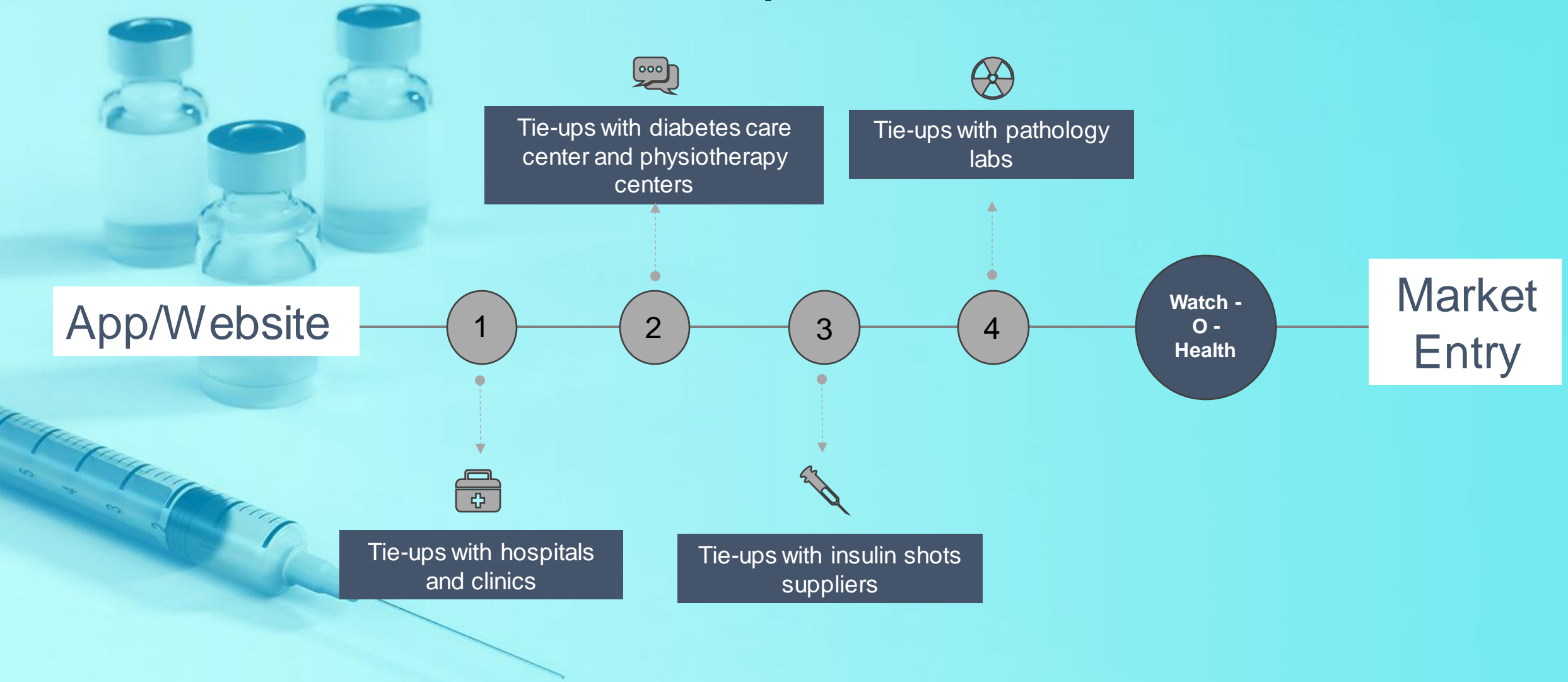
India Diabetes Devices Market : Diabetes Population in India (in million), 2012 - 2018



In India, number of people with disabilities is expected to increase due to population aging, with a resultant increase in chronic health conditions. There is a need for sensitization of all health-care providers to ensure quality, affordable, and accessible health-care services for people with disabilities.



Timeline Of The Start-up



Market Entry Week

Day 1

Official product launch where all the product features will be officially released which will be live streamed on YouTube.

01

Day 4

Online talent showcase where our target audience will submit their entries and winners will be rewarded with exciting prizes.

04

Day 2

Online musical concert where classic old songs will be performed by artists for social cause of empowerment of diabetic and disabled people.

02

Day 5

Game night will be organized where people can compete with each other using gaming apps for the game of Word Hunt.

05

Day 3

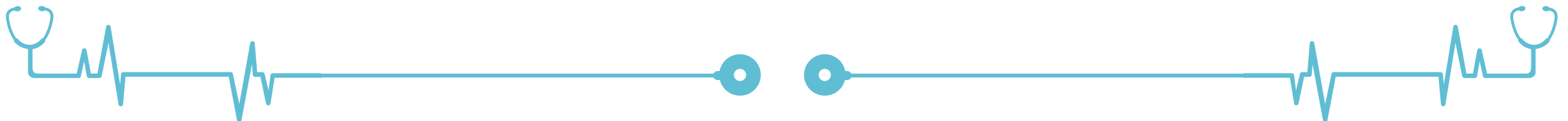
Virtual marathon for our target audience to imbibe the importance of fitness in people.

03

Day 6

In this week the newspapers will contain questionnaires, so people need to solve them and share with us. Winners will get gift hampers.

04



Marketing Strategies to promote our Product and events

VIDEO-STORY CAMPAIGN

A special video story campaign will be launched for branding our product. The main motive of this campaign will be to attach people's emotion with our product and generate the feel of need to use our product. Creative marketing using offline media such as radio and newspapers will also play a vital role in this campaign.

SOCIAL MEDIA CAMPAIGN

In this modern era, Social media ads like Google ads and Facebook ads bring more business to companies. We will use SEO and these services to increase our reach for market entry week.

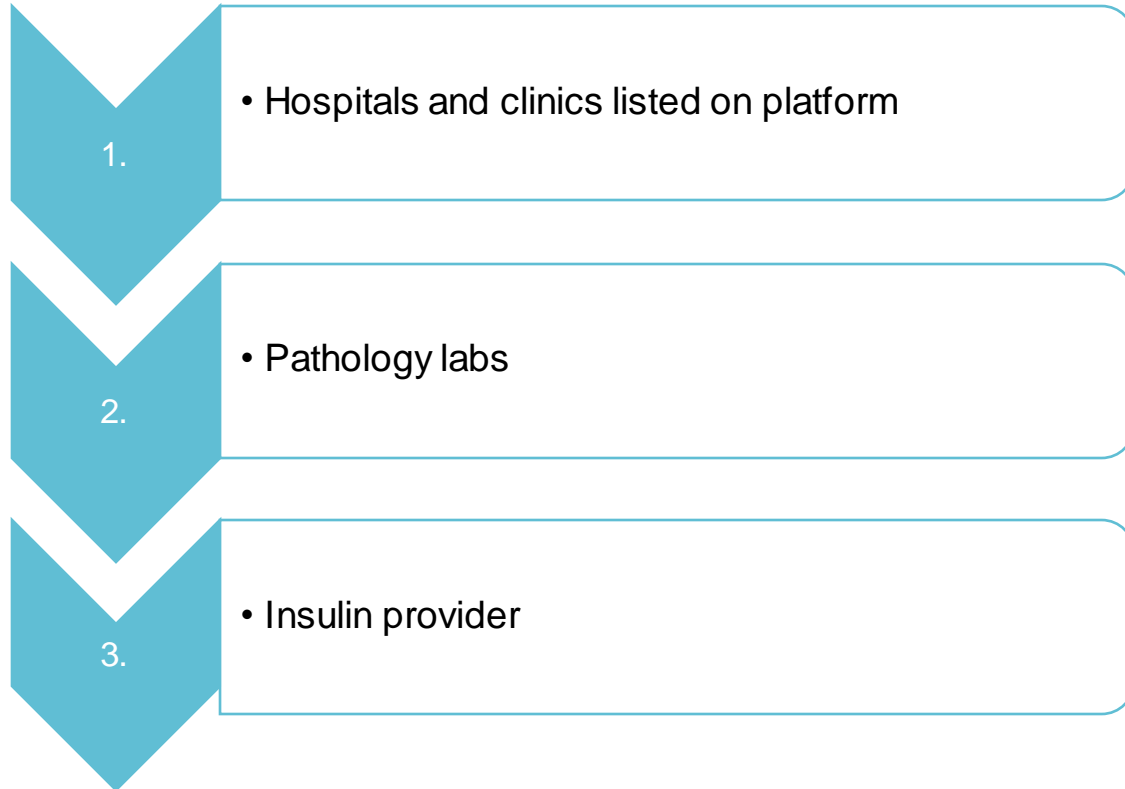
GUERILLA MARKETING

Special installations will be installed on public places like gardens and parks, hospitals and clinics, medical stores, diabetes care centre and old age homes to attract people to participate in our market entry week and use our product.

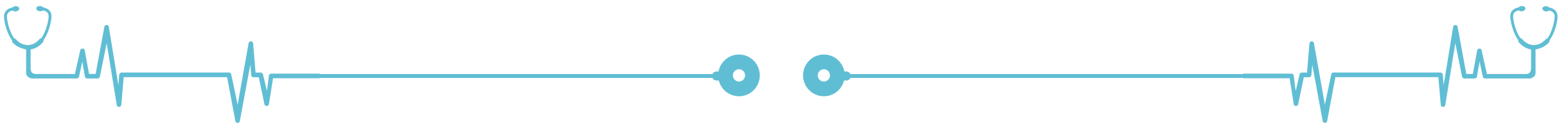
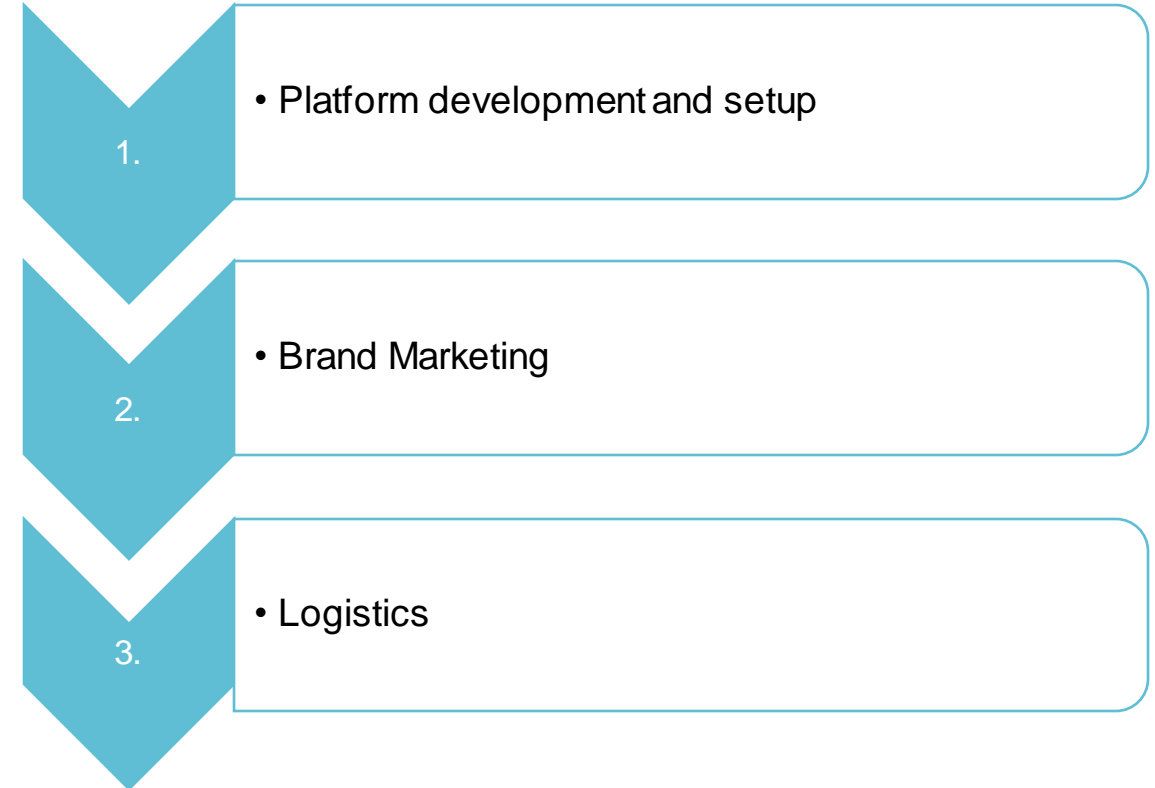


Revenue Model

Revenue- We will keep minimal cut from these institutions on transactional basics

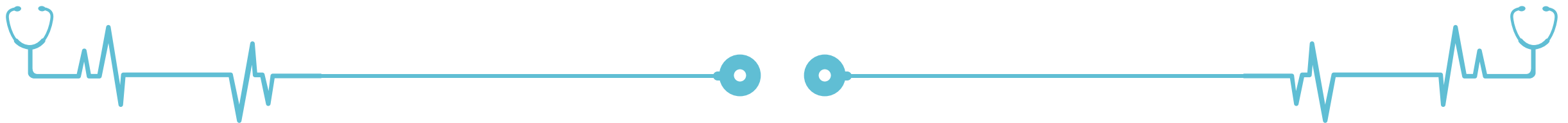


Expenditure- We need to spend on these areas to run our service.



Risk Mitigation

Major Concerns	Credibility is unquestionably something not to mess around with regards to individuals' well-being. Watch-O-Health being a new player might face trust issues.	It might happen that instead of booking from our platform, doctors can ask patients to approach them directly in order to save the transactional charges.	In India the major problem in health care segment is that the doctor-patient ratio in India is well below the developed world leaving them with little time to focus on each patient.
Solutions offered	To tackle this problem, we will try to get official recognition and collaborate with renowned diabetes care centres, old-age homes and hospitals. We will verify our listed doctors to ensure credibility.	In order to overcome this problem, we will introduce some brownie points for customers so that they get attached with our platform and continue to use it.	The main motive of our start-up is to solve this problem as doctors would also be consulting virtually that will save a lot of time as compared to general visits.





Thank You

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Appendix

- <https://www.ibef.org/download/Healthcare-March-220313.pdf>
- <https://tincture.io/a-guide-to-health-startups-9b4d4f8377b3>
- <https://www.bplans.com/medical-software-business-plan/market-analysis-summary/>
- <https://inc42.com/features/healthtech-startups-landscape-india/>

Telemedicine Market Is Expected To Cross US\$5.5 Billion by 2025 In India

Telemedicine attributes highest market share in India health tech market

