



# PandaLabs

On-demand at-home healthcare

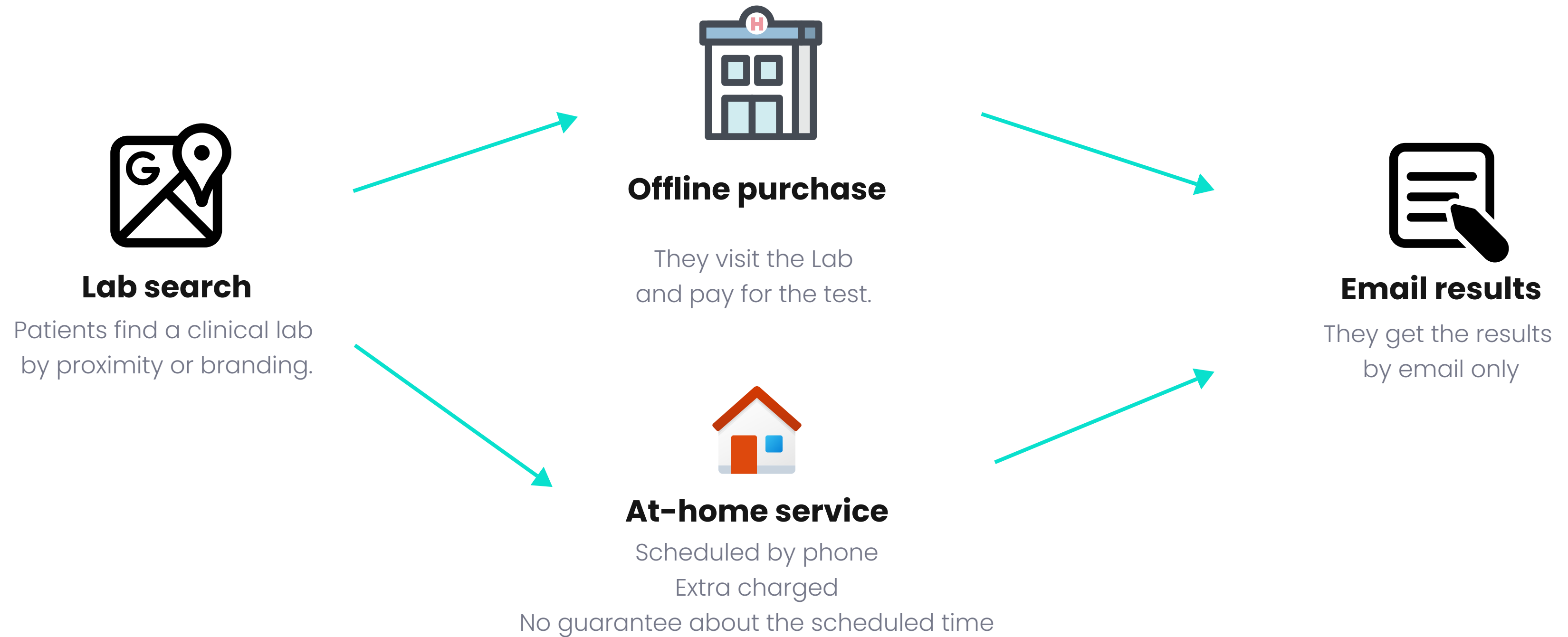
# What we do.

We help people get a lab test without leaving home, saving tons of time in traffic and getting a safer, private, and more convenient experience.

We replace the traditional lab test with an on-demand experience, disrupting outdated processes with technology.



# Clinical tests: the patient experience today





# How labs are attending at home today?

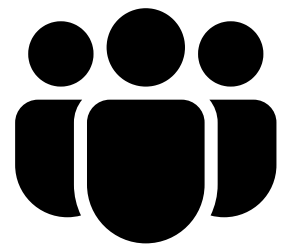
1. **Offline** scheduling process (via call centre)
2. **No guarantee** about the time of your appointment.
3. No guarantee about **the quality of the service, the supplies and the biosecurity protocols.**
4. **Expensive:** between 20-50% above the regular price.
5. Labs don't have any mechanism to monitor the process of **sample shipping and custody.** Moreover, as a customer, you can't report or give any feedback regarding the **tester's performance.**



# How current players are providing at-home lab tests?

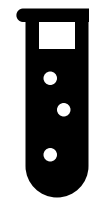
		 Laboratorio Médico Polanco Cuidamos tu bienestar	 olab DIAGNOSTICA MEDICA	 Lapi Laboratorio Médico	
Online purchase					
User Experience					
Affordable					
Available anywhere					
Results available within the App					

# The current process: highly inefficient + time wasting



## For the patient

Needs to go to a lab,  
spending time in traffic, and  
waiting for his turn.  
Forced to pay offline and get  
PDF results by email.



## For the Lab

**Set-up costs vs. scalability.**  
The high costs of setting up  
and managing a traditional lab  
(rents, salaries, government  
permits) and their outdated  
processes make this model  
difficult to scale.

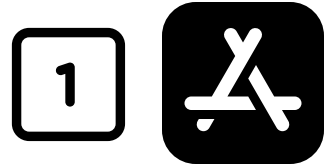


## For the Doctor

**Needs quick results,  
digitally shared.**  
Needs a safer option for  
specific patients with chronic  
conditions or limited mobility.  
Needs a more efficient and  
precise way to request a test.

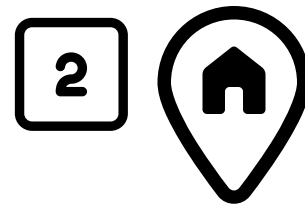
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# What we are building: a Doordash for Lab Tests



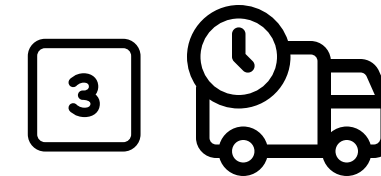
## A mobile commerce experience

Users get their test on PandaLabs App



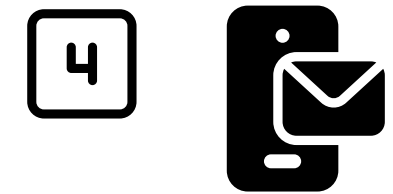
## A doordash service

PandaLabs sends a professional to get the sample at user's home/office/hotel



## PandaLabs sends the sample to the B2B partner

The sample is being processed by the lab.



## Online results

The user gets the results on PandaLabs App in 24 hours.

Check our **Product Demo**

# Why buying a clinical test on PandaLabs?

## **Time saving**

On-demand service.

## **Modern**

Seamless mobile checkout.

## **Convenient**

Get access to a private and safe service without extra fees

## **Medical record**

Save your results on your app.  
Check them whenever you need.  
Share them with your specialist.



# Why Mexico?

1 Public Health System in Mexico is a **HUGE MESS**.

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2 Lack of technologies.

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3 Deficiencies in supplies and professionals.

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4 Saturated facilities and long wait times.



# FACTS.

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## 65M

of Mexicans pay out of pocket for basic health services like clinical lab tests.

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## 40%

of beneficiaries of public health insurance choose to pay for private health services. Around **22 millions of people.**

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## 17%

of Mexicans has no health insurance (public or private). **Around 19M people.**

# TRENDS.

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## Prevention

Increase of consciousness around the crucial role of preventive health. 70% of the population suffers from obesity or overweight, and chronic diseases such as diabetes and hypertension are associated with more severe cases of COVID-19.

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## At-home tests

As a measure of prevention, covid-19 at home tests have been increased 200% in Mexico in 2020.

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## On-demand services

This model is spreading and gaining popularity in different industries. It can be successfully applied to diagnostic health services in LatAm.

# HOW BIG IS THE MARKET OPPORTUNITY?

TAM



SAM



SOM



**\*MARKET OPPORTUNITY:**  
10M ACTIVE ON-DEMAND USERS IN MX  
100 USD/ANNUAL SPENDING EACH

**\*EXPECTED REACH BY 2025: \$25.7B**  
**GLOBALLY: \$249B**  
**(NOT CONSIDERING COVID-19 DIAGNOSIS PROCEDURES)**



# The fragmented reality of private clinical labs in Mexico

9,000

Private clinical laboratories

8.6 M

Monthly tests

20%

Big B2C players, with high-quality standards, modern facilities.  
Very few of them have an eCommerce platform.

## The long tail

Small companies with **limited quality/security standards, no technologies, old-fashioned facilities, and less competitive prices.**





# How do we approach clinical labs?

- **We're not another clinical lab.** We are enabling people to get a medical test the day and time they prefer, at the comfort of their homes, through a smart technology.
- We're a **complementary source of revenue for B2B labs** at a zero cost.
- We give labs access to new market segments: **digital consumers & active users of on-demand services**, looking for a more private and safer way to get a medical test.



# Business Model

Labs provide us with B2B prices for processing the samples for a clinical lab test.  
We send a Panda to collect the sample at the user's home/office.  
We add a mark-up to these rates and charge directly to the customer.

PandaLabs price of an avg. ticket per patient	\$100
Supplies and Panda Kit shipping	\$15
Panda tester fee + logistics	\$15
B2B rate for processing the samples	\$45
Net Margin	\$25

LTV: \$50 USD

In the health space, the decision-maker makes at least 2 purchases a year getting healthcare services for themselves and their relatives.

**OUR MVP: SELLING QUICK AND SAFE CLINICAL LAB TESTS ONLINE  
AND ATTENDING PATIENTS AT THEIR PLACES**

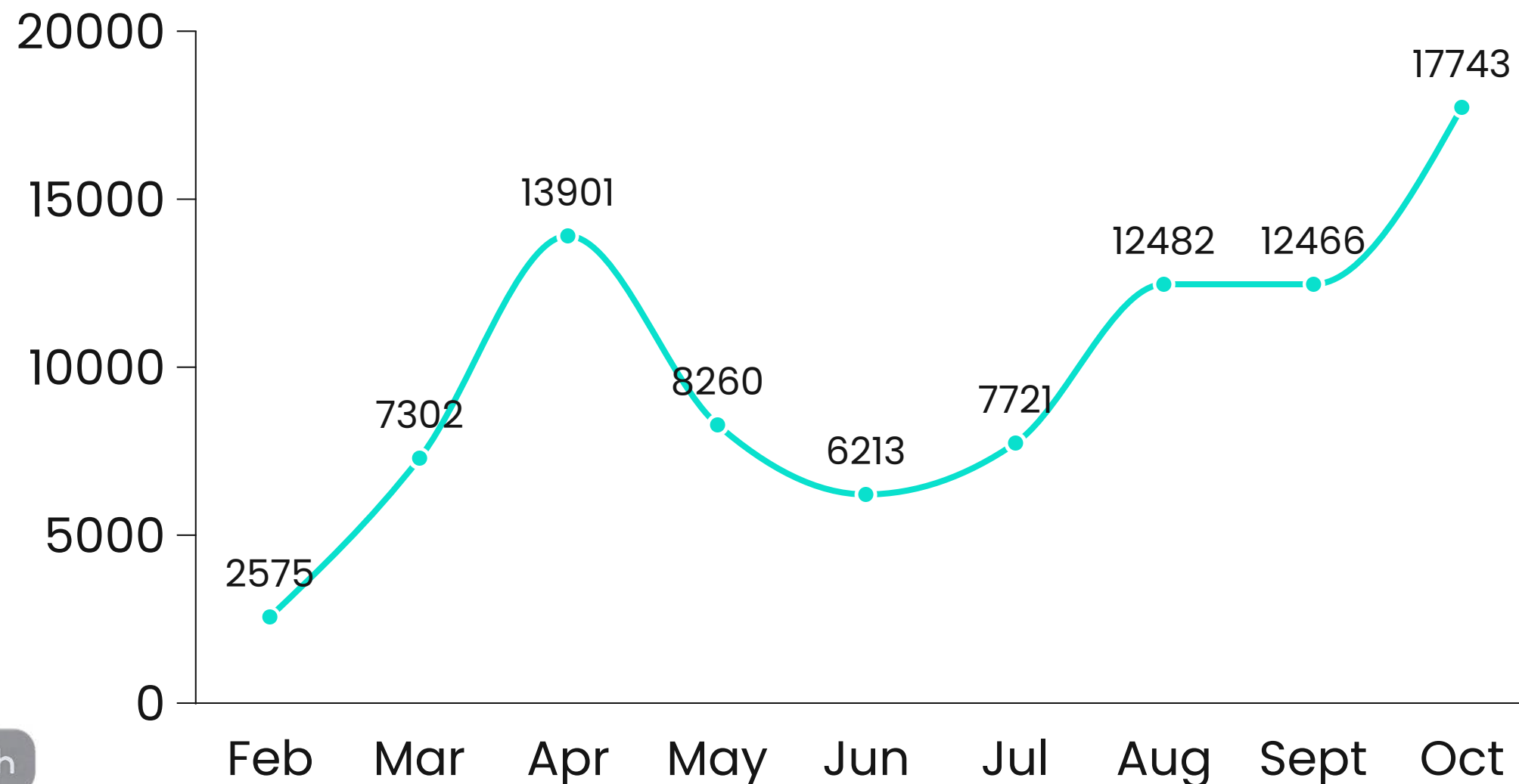
**Pandalabs.mx**

# MVP LAUNCH+ MARKET VALIDATION

**\$88,397 USD in total revenue (at October 17th 21)**

1066 patients attended door-to-door

30% of our clients refer us to family and friends. 99% 😊clients!



## September data:

171 covid tests + 4 routine checkups

Average ticket \$166 USD

CAC per patient: \$8 USD

Avg. margin before taxes: 15%

Between 5 to 10% of recurrent clients



# Units Economics

	1Q	2Q	3Q
Clients	86	328	421
Growth		281%	28%
Revenue	\$ 9,968	\$ 28,016	\$ 32,669
Growth		181%	17%
Gross Profit	-\$ 4,119	\$ 4,724	\$ 3,373
Growth			-29%

**Avg. ticket per patient: \$83 USD**

**Avg. CAC: \$8 USD**

\*GROSS PROFIT  
INFORMATION IS UPDATED  
AT AUG 21



**Total revenue up to Oct 14th: \$79k USD (79%)**

**Projected by the end of 2021: \$100K**

# Projections

**Total revenue Y1: \$100k**

**Total revenue Y2: \$1M USD – In 2022 we'll grow 10x with a strong go-to-market and expansion strategy in MX**

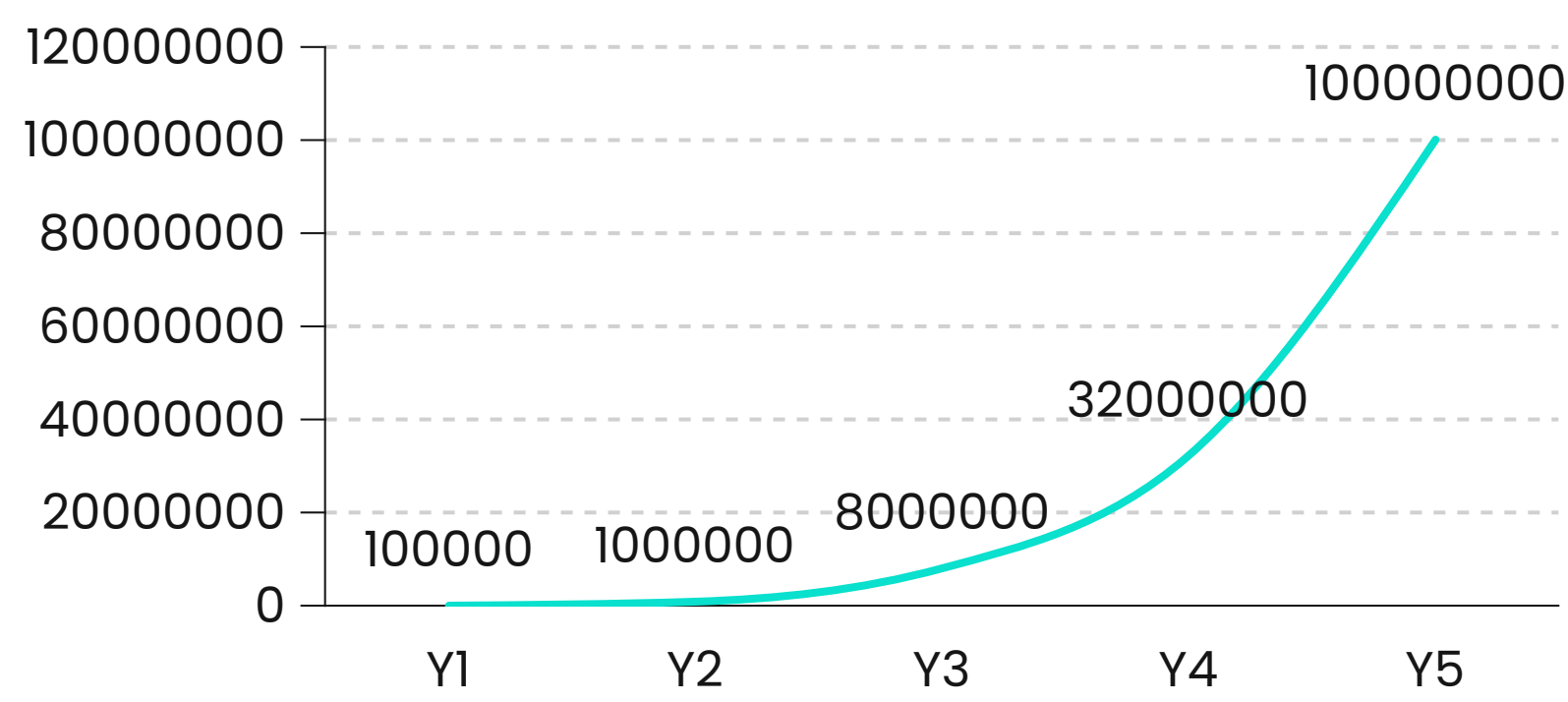
**Y3: 8x growth – Expansion to LatAm + Dark Stores**

**Y4: 4x growth**

**Y5: 3x growth**

**Avg. COGS. 63%**

**Net Margin: 33%**







# A new model of home care providers

## **Experienced Professionals**

PandaLabs hires skilled professionals with minimum 2 years of experience and a professional license.

## **Local economy**

Pandas provide their service locally. Great opportunity to strength local economy transactions.

## **Pay per service model**

No full-time commitment, perfect for professionals with reduced schedule.



# Panda Kit: the Safest Experience

Regular Panda Kit



Panda Kit for patients with difficult venous access





# How we get customers?

- Performance campaigns on Google + FB + WhatsApp combined with social media and retargeting ads.
- Partnerships with doctors and private clinics providing to their patients door-to-door testing.
- Generating educational content about the importance of preventive checkups and pursuing brand recognition (TikTok and IG)
- Word-of-mouth and PR coming from media coverage and patients' interaction within the app (service review, social media posting, etc.)
- Referral programs to increase the % of customer engagement and measure each client's profitability.
- Retargeting and email-marketing campaigns.
- Partnerships with travel agencies, hotel and restaurant chains, schools, and universities, offering both covid tests and employees' checkups.



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# Customer Profile

B2C:

*Final users (patients)*

*Buyers (patient's relatives)*

*Doctors (prescribers)*

***B2B Opportunity: Mexican companies requiring recurring specific clinical tests for their workers and willing to be attended at their office or company headquarter for a more convenient and secure experience.***

## Demographics and Socioeconomic level

30–60+ years, M + F      (A, B, C, C+: 30% of Mexicans, around 36M of people).

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## Addressable market

People looking for a safer and more customized health service at an affordable price.

**10M active users of on-demand services in Mexico**

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## Buyer personas

- People who suffer from chronic illnesses or degenerative conditions need periodic checkups.
- Elderlies with reduced mobility cannot reach the lab.
- Families: parents worried about their kids' reaction to the lab's environment.
- **Any person who cares about her health and does annual checkups.**

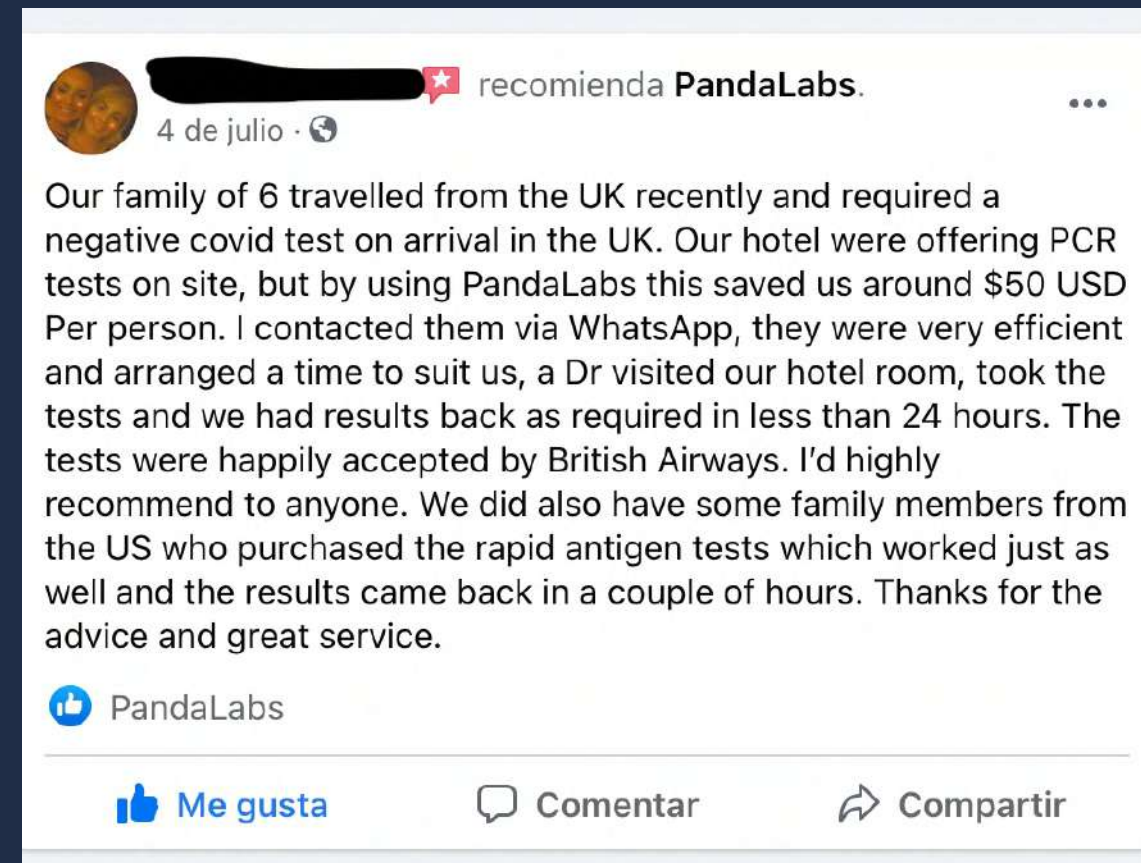
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## Driven by:

- Fear of being attended at a high-risk environment
- Need of a more personalized and private experience.
- Look for a time-saving option
- Look for affordability combined with comfort.



"When we give, we receive. When a business does something good for somebody, that somebody feels good about them!" – Ben Cohen





# Raising 500k PreSeed

## USE OF FUNDS AREAS:

1. 30% MOBILE APP DEVELOPMENT
2. 30% OPERATION AND LOGISTICS  
(PUBLIC LAUNCH IN CDMX)
3. 40% GO TO MARKET & CUSTOMER ACQUISITION

**Instrument: SAFE**

# Company Roadmap + Use of Funds

Q1-Q2

Q3-Q4

PreSeed

2021

Market validation  
B2B negotiations with labs  
Key hirings of ops team in CDMX & Puebla

Go to market in CDMX & Puebla  
**Boosting sales in regular checkups**  
Release of PandaLabs App 1.0  
Key hirings in Product Development

Seed

2022

Expansion to Guadalajara & Monterrey  
Product dev: app improvements & user analytics.  
Web app for partners like private clinics and doctors,  
enabling an easy revenue share model of referrals

Improving the user experience through a Panda testers' app to monitor in real-time the Panda and the sample location.  
**Integrating on-demand doctors' consultations and nurse visits**

SERIES A

2023

Executing a model of "**dark labs**" to process essential and regular checkups, keeping the preanalytic phase of blood collection door-to-door and competing with traditional players with more competitive rates.  
Planning the expansion to Colombia, Central America & Peru + speed up the expansion to minor cities in MX.

# The Big Idea: The end to end solution for on-demand healthcare



1. Door-to-door clinical lab tests
2. At-home doctor consultations and nurse visits.
3. Medical record dashboard.
4. An API that could be consumed by third parties willing to sell on-demand healthcare to their clients and leaning on our logistics and knowledge to carry out the service (big drugstore chains, private clinics, on-demand platforms willing to include healthcare providers in their marketplaces).

## PREVENTION IS BETTER THAN CURE – SOCIAL IMPACT IN MEXICO AND LATAM

### A catalyst for change in preventive medicine culture

3 main causes of death in Mexico:

**1.** Heart disease **2.** Diabetes **3.** Cancer

**Our mission:** increase the number of early diagnoses through diagnostic lab tests.  
We want to be part of a change towards a culture of prevention, using technology as a catalyst for a new way of taking care of yourself and accessing high quality health services easily and conveniently.

# Founding Team



Angela Cois  
**CEO  
& CO-FOUNDER**

Former co-founder at LastRoom, Mosaic Media, OsitoMedia, Nacionfarma. Italian expat passionate about healthy lifestyle, preventive medicine, and Ayurveda. **Linkedin Profile.**



Aurora Muñoz  
**HEAD OF LAB OPERATIONS  
& CO-FOUNDER**

+10 years experience as a clinical lab coordinator. Strong background in clinical processes and quality standards. Former Lab Coordinator for the Mexican Red Cross and the Mexican Health Secretary. **Linkedin Profile.**



Jan Kukutscha  
**TECH LEAD  
& CO-FOUNDER**

Principal software developer with a strong background in web application development. Technical lead at Oracle with 8 years of experience working with cloud infrastructure and cyber-security. **Linkedin Profile.**



Miguel Bush  
**HEAD OF FINANCE  
& CO-FOUNDER**

Former head of Venture Capital at Nacional Financiera SNC. Experience and expertise in startups financial management and fundraising. **Linkedin Profile.**



Alexis Hernandez  
**HEAD OF PRODUCT**

Former Rappi since 2016. Strong background in process' analysis and optimization. In charge of designing the best mobility and expansion plan for PandaLabs across Mexico. **Linkedin profile.**



Jonathan Coutiño  
**LEAD DESIGNER**

Lead UX/UI at Luuna. Looking for the best experience in each product. I took part in the creation of Worky, LastRoom, Mercadoni and Compropago. **Linkedin Profile.**





# PandaLabs

On-demand at-home healthcare.

PANDALABS.MX AUG 2021