

# MAMTAV

Our website/application includes direct links of all access to provide basic pregnancy and child medical facilities like nursing, pharmacy, child care, maternity care, pre delivery care, sanitation and physical and mental care as well.





# Problem



## Problem 1

Big problem of female foeticide.

## Problem 2

Miscarriage of babies is another problem that needs to be in control through our website.

## Problem 3

Lack of convenience .



## Problem 4

Lack of proper nursing and medication.

## Problem 5

Absence of proper mapping of availability of hospitals, clinics, doctors and nurses.

## Problem 6

Lack of Pharmacy.

All Problems due to lack of facility!



# The Utopia

## Solution 1

Whatsapp Monitoring

## Solution 2

App Database

## Solution 3

Toll Free No.

## Solution 4

Website Quick Support!





# Mamtav

Our service as the ultimate solutions of  
these problems



# Timing

## Reason 1

Reaching every mother where facilities is not available

## Reason 2

Continuum of Care



# Timing

## Reason 3

Antenatal care

## Reason 4

Women empowerment schemes



# Timing

## Reason 5

Market is big

## Reason 6

Unemployment

# Target Market

## Target Market 1

Expecting Mothers

## Target Market 2

Women



# Target Market

Target Market 3

Children

Target Market 4

Pharmacy





# Competitive Advantages



## Advantage 1

Easy Monitoring

## Advantage 2

Easy & Better Access

## Advantage 3

Optimize Solution

## Advantage 4

Two way conversation



## Advantage 5

Free transportation to clinic

## Advantage 6

100% waiver to doctor's fee (If a child is girl)

## Advantage 7

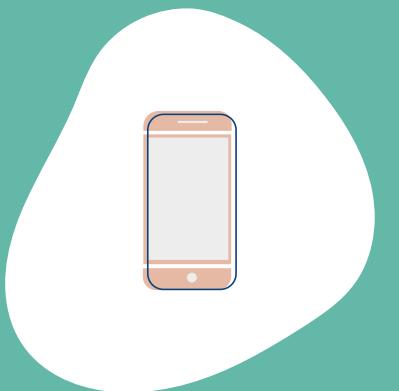
50% waiver to doctor's fee (if a child is boy)

## Advantage 8

Pharmacy Discount to everyone

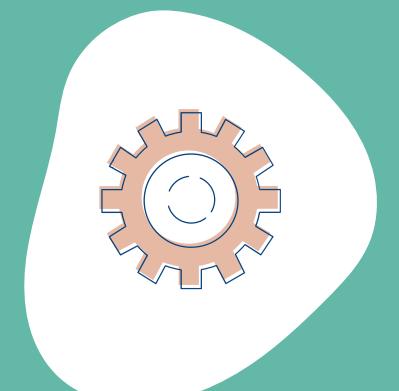


# Competitor Approach



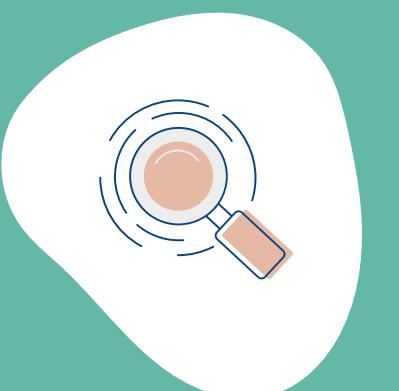
## Approach 1

Organizing events like talkshows and webinars for creating awareness



## Approach 2

Digital and Telemarketing marketing



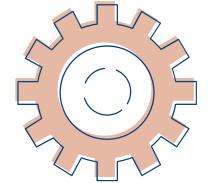
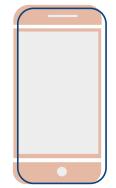
## Approach 3

Forwarding messages of expecting mother through to one to another women (Those who are connected with the whatsapp group).



## Approach 4

Hiring Interns from Internshala  
like website



## Approach 5

Hiring Women Employee  
for the company



## Approach 6

100% Waiver In doctor's  
Consultation Fee (Girl Child)

# Business Model

# Size the Market

*10,000 Women  
One Season (9 Months)*

## INCOME

SOURCE	Calculation	Total
1) Monthly Subscription	$150 * 10000$	1 Crore 35 Lac
2) Doctor's commission	$300 * 10000$ (10 Percent)	3 Lac
3) Pharmacy	$2000 * 10000$ (50 Percent)	1 Crore
4) Insurance		
5) Own hospital (Delivery)		
<b>FINAL</b>		2 Crore 38 Lac

# Size the Market

*10,000 Women  
One Season (9 Months)*

## EXPENSES

INVESTMENT	Calculation	Total
1) Salary Mentor	$40500 * 100$ (Mentor)	40 Lac 50 k
2) Transportation		14 Lac 85 k
3) Branch	$10000 * 9$	90 k
4) Child (Girl)	$4000 * 300$	12 Lac
5) Child (Boy)	$6000 * 150$	9 Lac
6) Nurses Facility		
FINAL		77 Lac 50 k

# Size the Market

10,000 Women  
One Season (9 Months)

## PROFIT

**PROFIT = SOURCE – INVESTMENT**

**1 Crore 60 Lac 50 K**