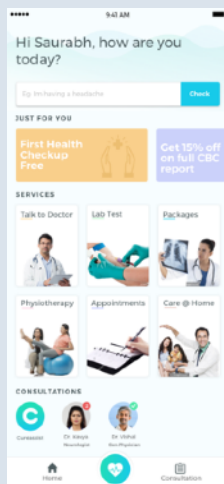
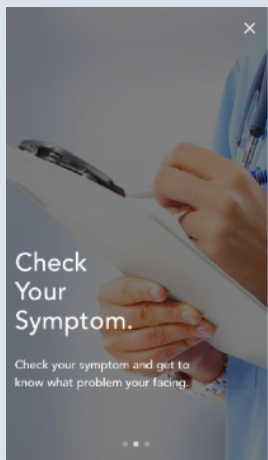


AI-powered Digital hospital to assess health & access care remotely!

 <http://www.cureassist.co>

## Problem

1. Long waiting time (average of 1 month) for a specialist doctor consultation
2. Overworked family doctors - there is 1 doctor for every 346 patients, yet family physicians are overworked & a lot of them refuse to add new patients to their practice citing quality concerns
3. Lack of preventive care solutions
4. Lack of authenticated 2nd opinion options for tertiary care
5. Lack of care coordination between family doctor & specialist doctor



## Solution

**CureAssist** is a mobile application that enables users, regardless of their location to get

1. **First level health assessment** using an AI powered symptom checker bot
2. Consultation with a **GP/Specialist over a video call**
3. Access to Diagnostic labs & Pharmacy
4. **Preventive care services** (including dietary support & coaching)
5. Healthcare services at home

## Target Market

- **Consumer Demographics:** 32-40 year old, M&F, Working, Residing in Metros, Tier 1 towns, Married with 1/2 kids
- **Characteristics:** Mid level executive, Uses technology in day-to-day life from buying grocery to shopping to other facets of life, High health awareness, currently suffering from a chronic ailment.

## Revenue

The platform will earn revenues through the following means:

- **Fee per connect** - User pays the doctor consultation and platform fee is built into it
- **Affiliate fee** - Pharmacy
- **Affiliate fee** - Care provider (Nurses, Physiotherapist, Chiropractor)

## Market Size

- **Chronic Ailments**
  - Higher incidence - 77% of the total disease in Europe
  - 80% of the healthcare budget
- **Ageing Population**
  - Shrinking population - By 2050, 40% of Europe will be above the age of 60
- **mHealth** services expected to exceed US\$59 Billion by 2020 growing at a CAGR greater than 33.0% in the given forecast period 2015-22

## Competition



# Go to Market

## Two pronged approach initially to reach out to users

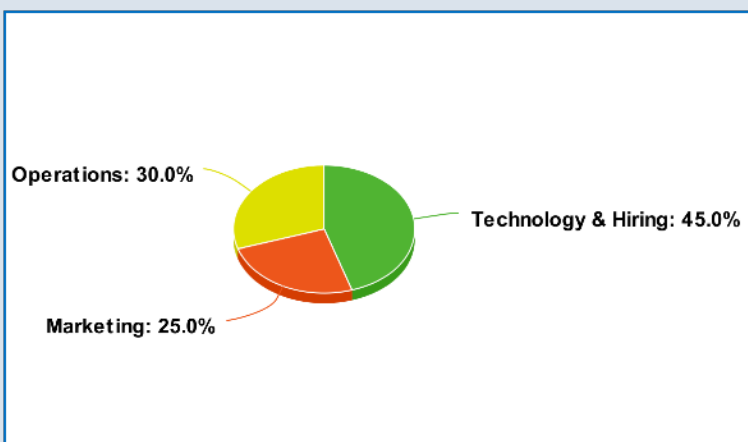
1. Build Credibility through association - doctors, specialists
2. Testimonials and real examples from consumers
3. Health Content Curation & Creation
4. Utilise influencers to create & curate consumer centric content
5. Doctor and hospital on boarding - directly reach out through our connects and pitching.

## Channels and customer acquisition models

1. Doc Seminars: across various corporates
  1. Myths about telemedicine
  2. Importance of preventive care
  3. Lifestyle related diseases and possible prevention techniques
2. Participate in health conferences & seminars
3. Traditional Media - PR, Editorials, Radio
4. Digital Marketing - App download, SEO
5. Social - FB, Instagram, Quora

## Funding Goals

- Raising \$75,000



## Current Status

- ▶ MVP Ready
- ▶ Incubated @ **Tehnopol Startup Incubator**
- ▶ Runners up @ **DID Hackathon, Tallinn**
- ▶ Mentored by **Connected Health Cluster**
- ▶ Mentored by **Mr Erki Molder**
- ▶ Member of **Healthtech Nordic**
- ▶ Team of 5
- ▶ 5 Hospitals & 50 Doctors On-boarded (India)
- ▶ Private Beta - 200 users (India)
- ▶ **CureAssist covered by InsightCare magazine**



### Saurabh Satija Founder & CEO

IIMB alumni  
12 Years of Marketing & Branding experience  
Employment History: Myntra (part of Flipkart), United Breweries (makers of Kingfisher Beer), Godfrey Phillips.  
Past Entrepreneurial Exp: HealthSocho

<https://www.linkedin.com/in/saurabhatija/>

[saurabh@cureassist.co](mailto:saurabh@cureassist.co)

+37253618914



### Dr Ambana Gowda Co-Founder & CMO

MBBS,MD, PGDip Diabetes UK - Head of Preventive Health care & practising Consultant physician & Endocrinologist at FORTIS HOSPITAL

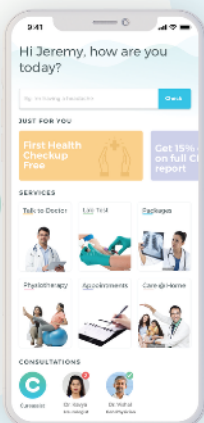
<https://www.linkedin.com/in/dr-ambanna-gowda-b36a20123/>



### Girish Patil Co-Founder & CTO

15 years of data analytics experience  
Core Expertise: Architecting, AI

<https://www.linkedin.com/in/girishspatil/>



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Your digital hospital

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