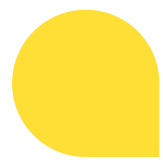


A HEALTH HUB YOU CAN TRUST

A health-care platform that provides medical and healthcare facilities at your doorsteps

Careline
care beyond





Target customer

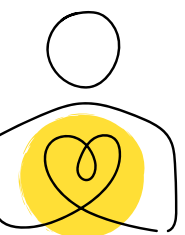
Children who are working in metros or abroad for their parents living on their own

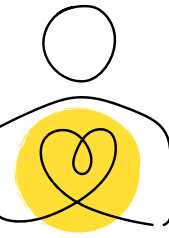
Patients who have difficulty visiting hospitals

Mothers with more than one child with no help.

Elders who are Bed ridden

How We Started





Problem

Postponed medical consultations due to dependency or hesitation.

Dependency

Caretakers aren't available.

Hesitance

Difficult Travel

Busy Lifestyle

Don't know where and how?





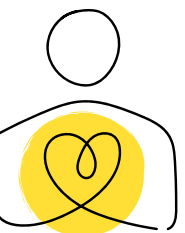
Solution

On demand non- virtual medical consultation at home.

Shorter bills longer care

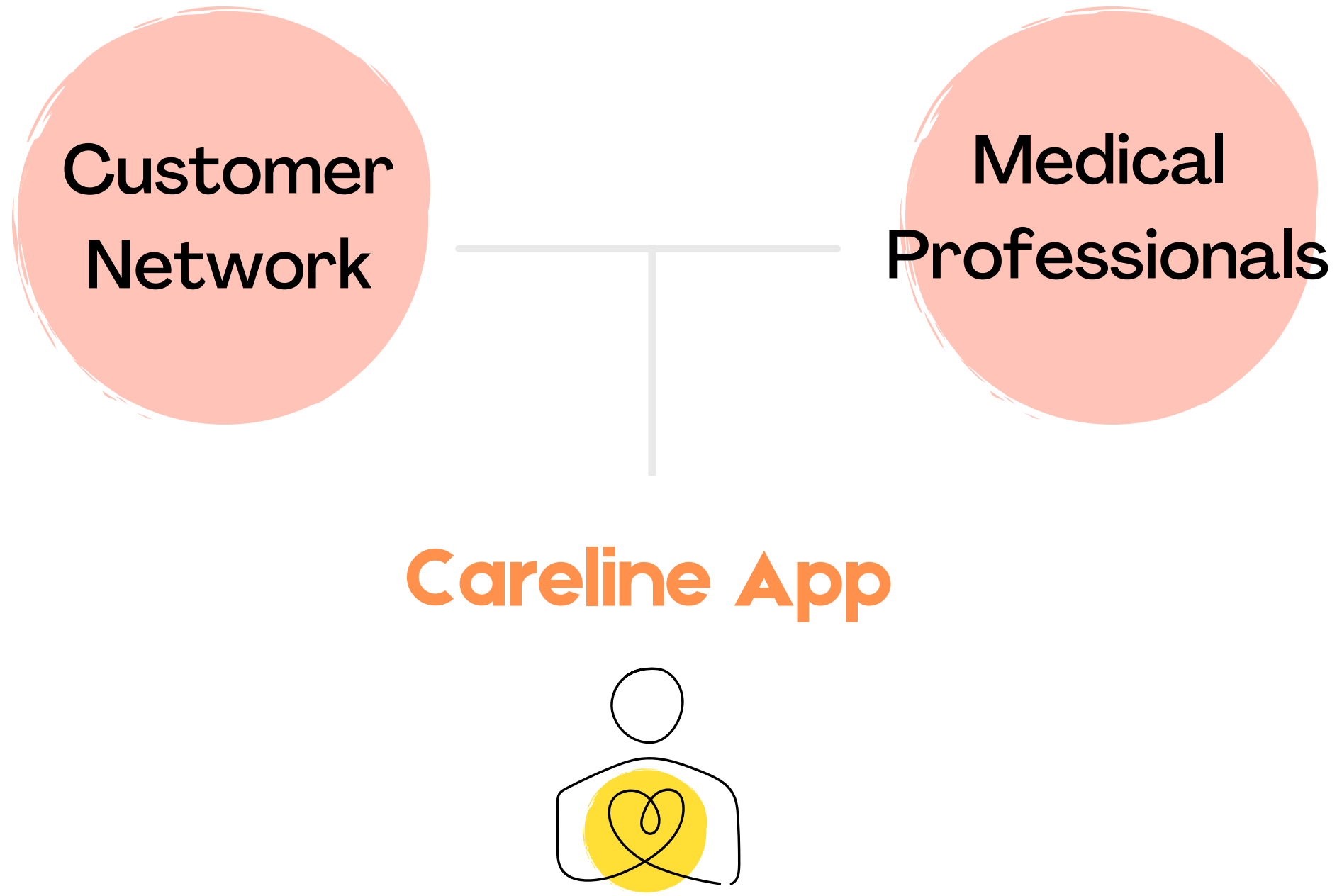
- **Health Care at your Doorsteps**
- **Price listings for easy comparability**

- **Periodic health check subscriptions**
- **Maintenance of medical records at the platform.**





Business Model



Revenue Sources

- Commissions
- Subscriptions
- Advertising




Our MVP

Local medical professional network connected to a trusted online platform.

Service focusing on the tier 2- 3 cities with a platform to manage it available across the globe

Opportunity for the budding local medical professionals/organizations to grow and establish at their respective localities.


Seamless digital recording of consultation and medical history.

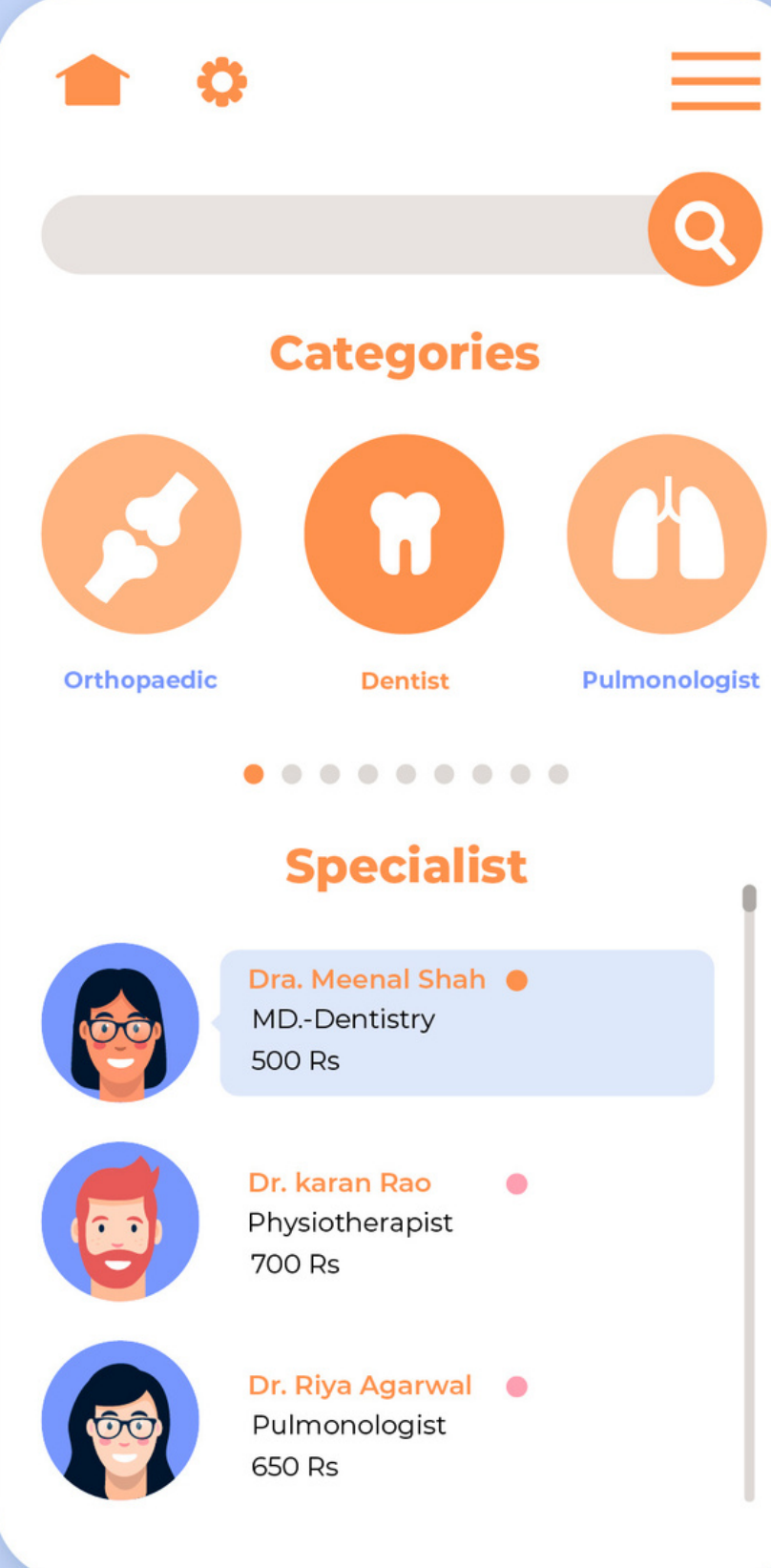


Careline

A health-care platform that provides medical and healthcare facilities at your doorsteps

[Get Started](#)

 Care Beyond






Home Settings Menu

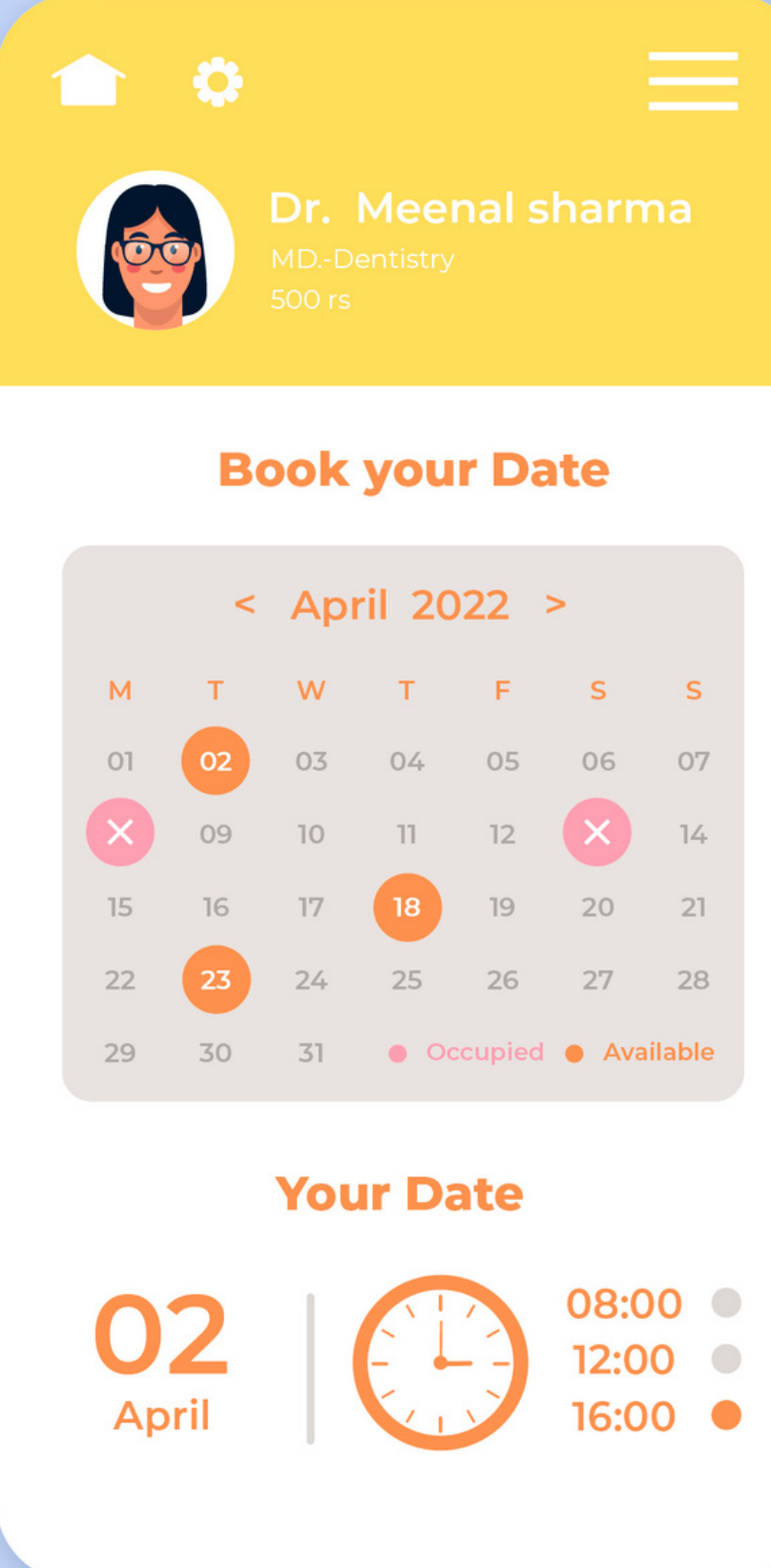
Search

Categories


- Orthopaedic
- Dentist
- Pulmonologist

Specialist

-  **Dr. Meenal Shah** ●
MD.-Dentistry
500 Rs
-  **Dr. karan Rao** ●
Physiotherapist
700 Rs
-  **Dr. Riya Agarwal** ●
Pulmonologist
650 Rs



Home Settings Menu

 **Dr. Meenal sharma**
MD.-Dentistry
500 rs


Book your Date

< April 2022 >

M	T	W	T	F	S	S
01	02	03	04	05	06	07
X	09	10	11	12	X	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	● Occupied	● Available		

Your Date

02 April

 08:00 ●
12:00 ●
16:00 ●



Sustaining Business Model

How we plan to keep afloat

Building Trust

Cost upfront model, consistent and reliable service of local trusted professionals

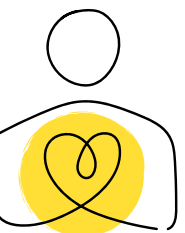
Feedback and Testimonials, World wide Visibility

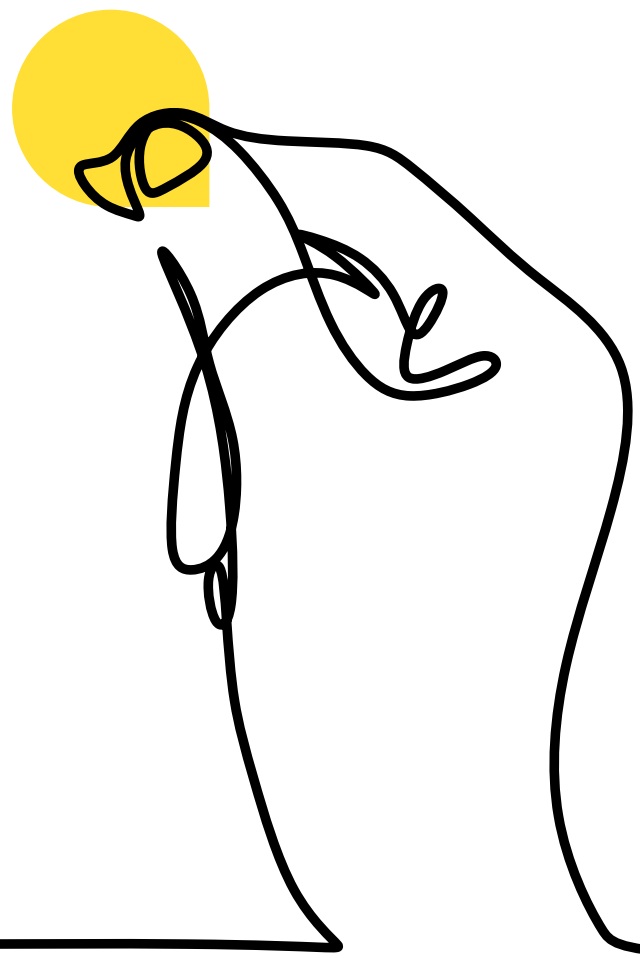
Maintaining Warm Customer relationship, word of mouth references.

Providing Incentives

subscriptions to save more and ensure better care

introductory offers like first consultation free/ perks on referrals, personalized suggestions and notifications.





01 Strong Demand

Increasing Migration to Metros due to Job, leaving parents alone.

Pandemic created a hesitation to visit hospitals

02 Rising manpower

Medically qualified doctors in July 2021
1.27 million

In March 2021, Health Ministry informed Rajya Sabha that 157 medical colleges are under various stages of implementation across India.

03 Government policies and support

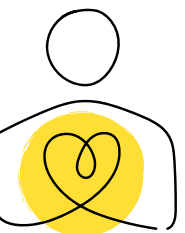
The government announced a Rs. 64,180 crore outlay for National Digital Health Mission

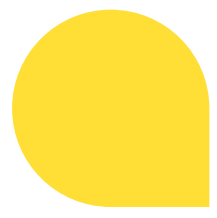
A credit incentive program worth Rs. 500 billion for healthcare infrastructure where government acts as a guarantor; to strengthen health infrastructure in smaller towns.

04 Lack of infrastructure in small towns

All the big players in India providing Medical and health care at home, have setups in Metros like Delhi, Mumbai, Bengaluru, Hyderabad.

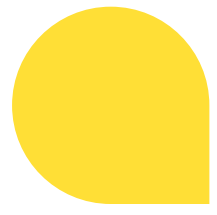
Key Factors





Market Validation





Market Prediction



Rs. 8.6 trillion

THE HEALTHCARE MARKET CAN INCREASE BY 2022.

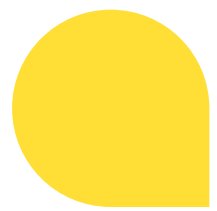
US\$ 10.6 billion

E-HEALTH MARKET SIZE IS ESTIMATED TO REACH BY 2025

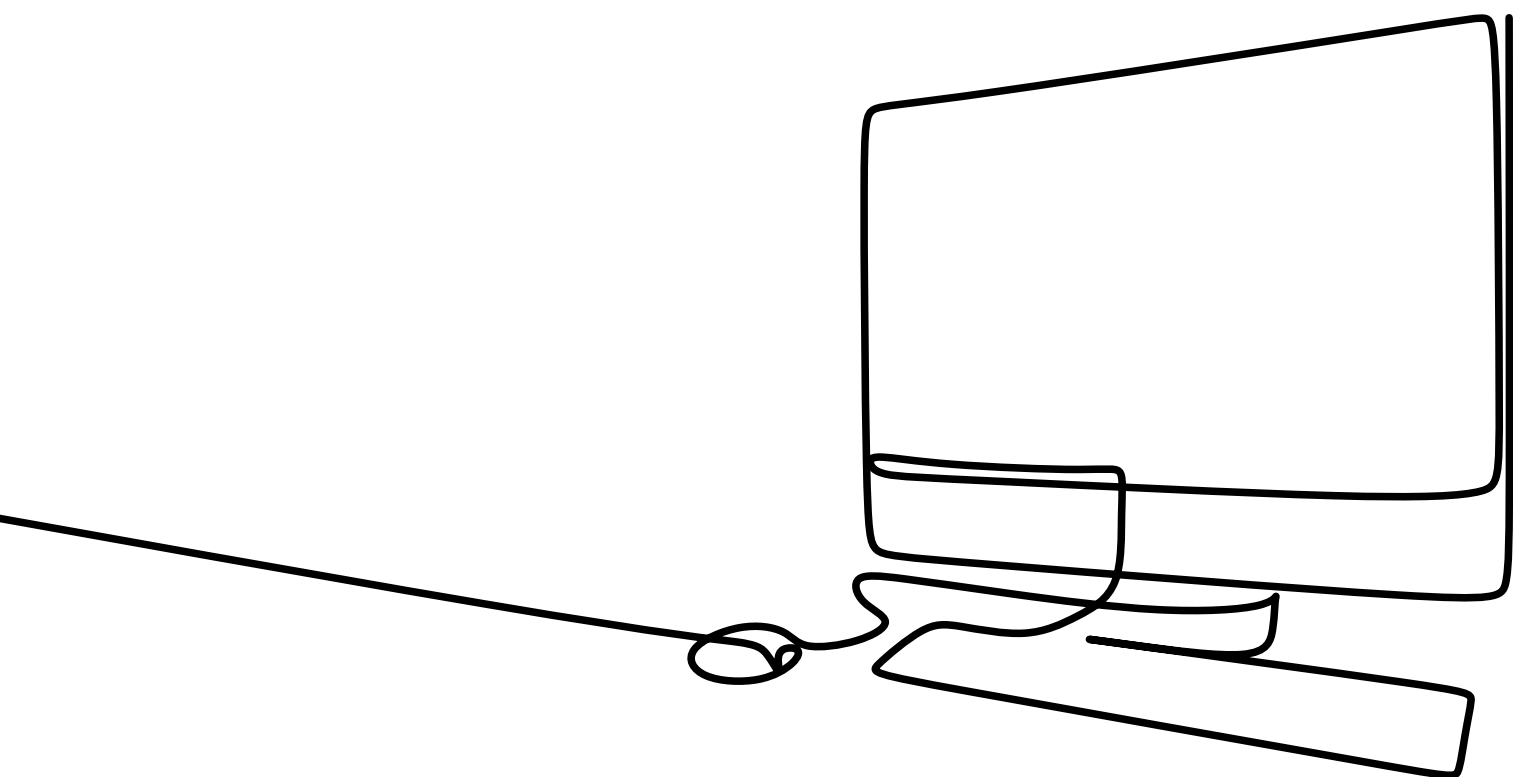
2.5% of the GDP

GOVERNMENT OF INDIA IS PLANNING TO INCREASE PUBLIC HEALTH SPENDING BY 2025

REPORT BY SMART CITIES COUNCIL IDENTIFIES SMALLER TOWNS THAT PROMISE TO BECOME THE ENGINE OF THE NEXT ROUND OF CENTERS OF HEALTHCARE EXCELLENCE



What are we offering different



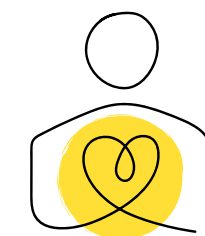
Offline consulting on demand.

Cost upfront model service.

Subscription plans for first stop medical services.

Promoting local businesses/professionals.

Focus on tier 2 and Tier 3 cities as well.



-
- 2023** Pathology work/ testing
 - 2024** Home care nursing
 - 2025** Elder Care
 - 2026** Medical Equipments on rent

Scalability

Scalability in cities we are already established

Scalability in terms of expansion to other geographical locations.

Cities like Kanpur, Agra, Ranchi, Panchkula, Indore, Gaya – report by Smart Cities Council states them as promising.

