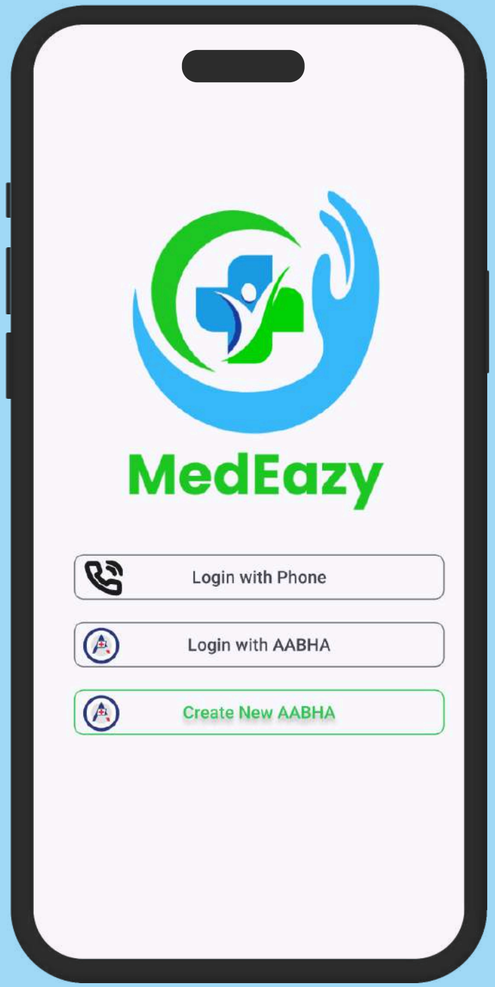
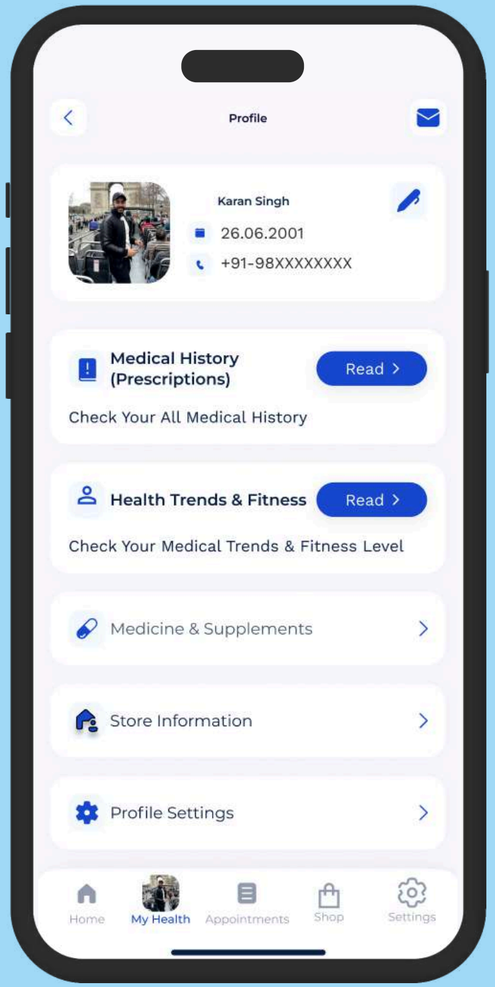
Making Healthcare Easy

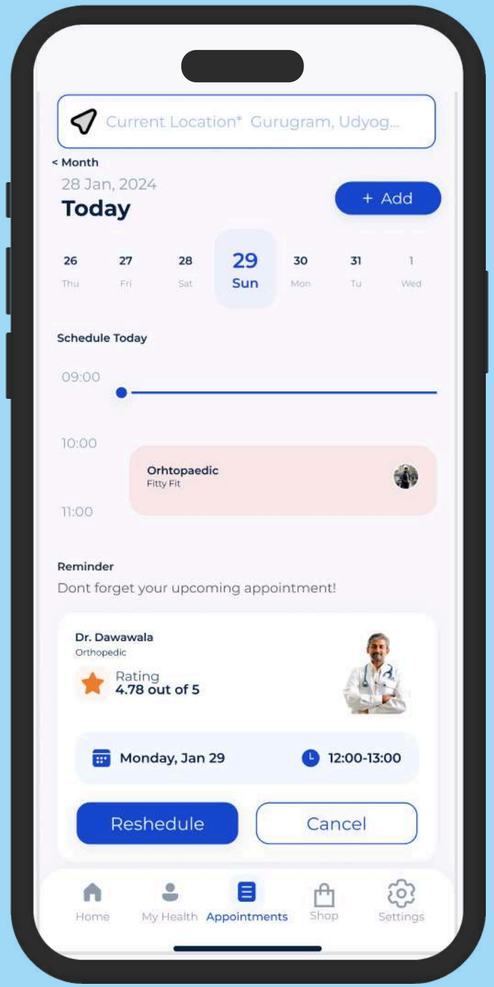
MedEazy

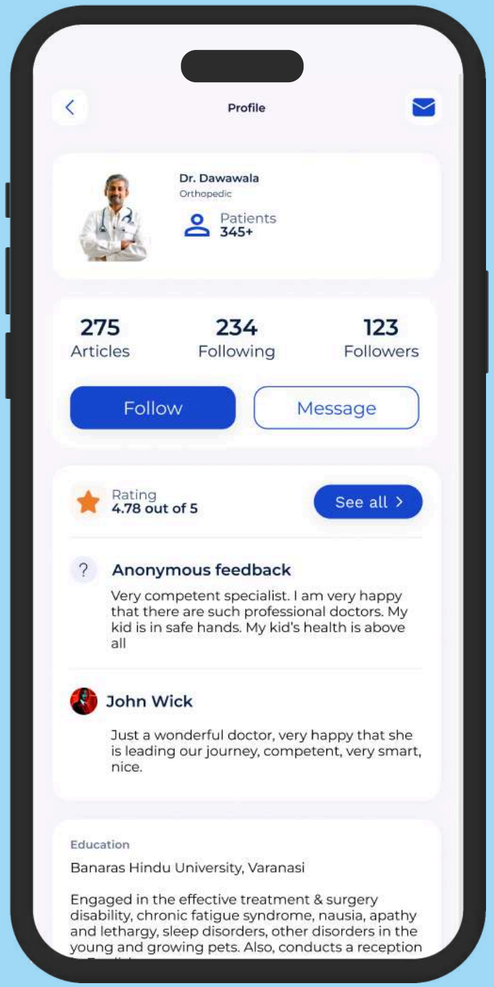
Mission

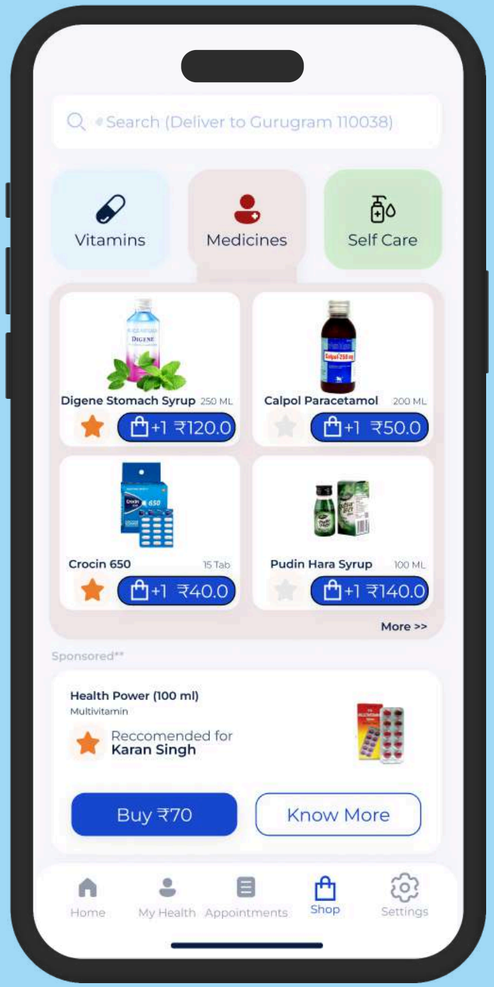
"Revolutionizing Indian healthcare with a **UPI-like platform** that centralizes **health records**, offers AI-powered **health insights**, and **streamlines operations** for Hospitals & Pharmacies to make **Healthcare convenient**"











PROBLEM STATEMENT

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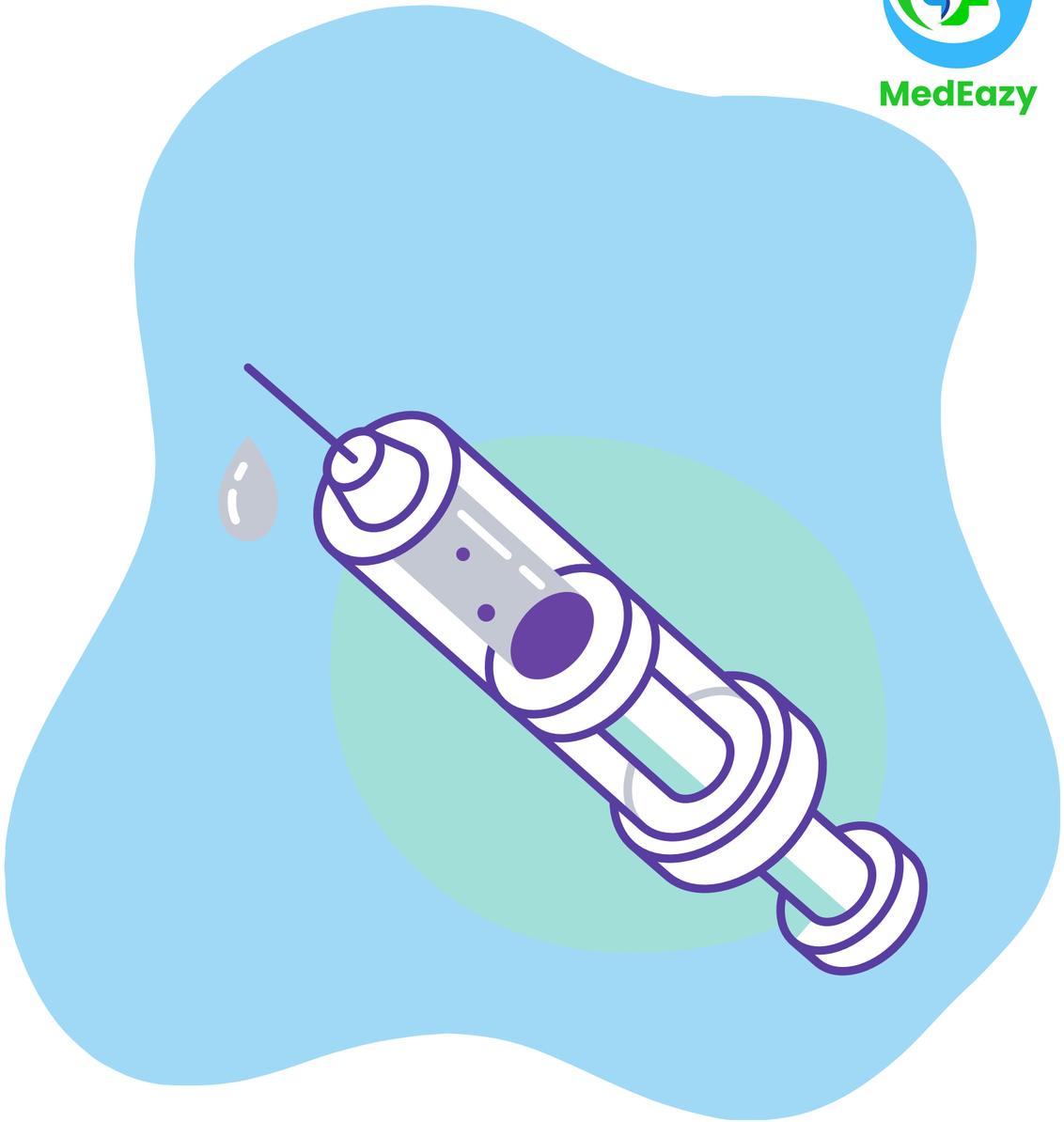
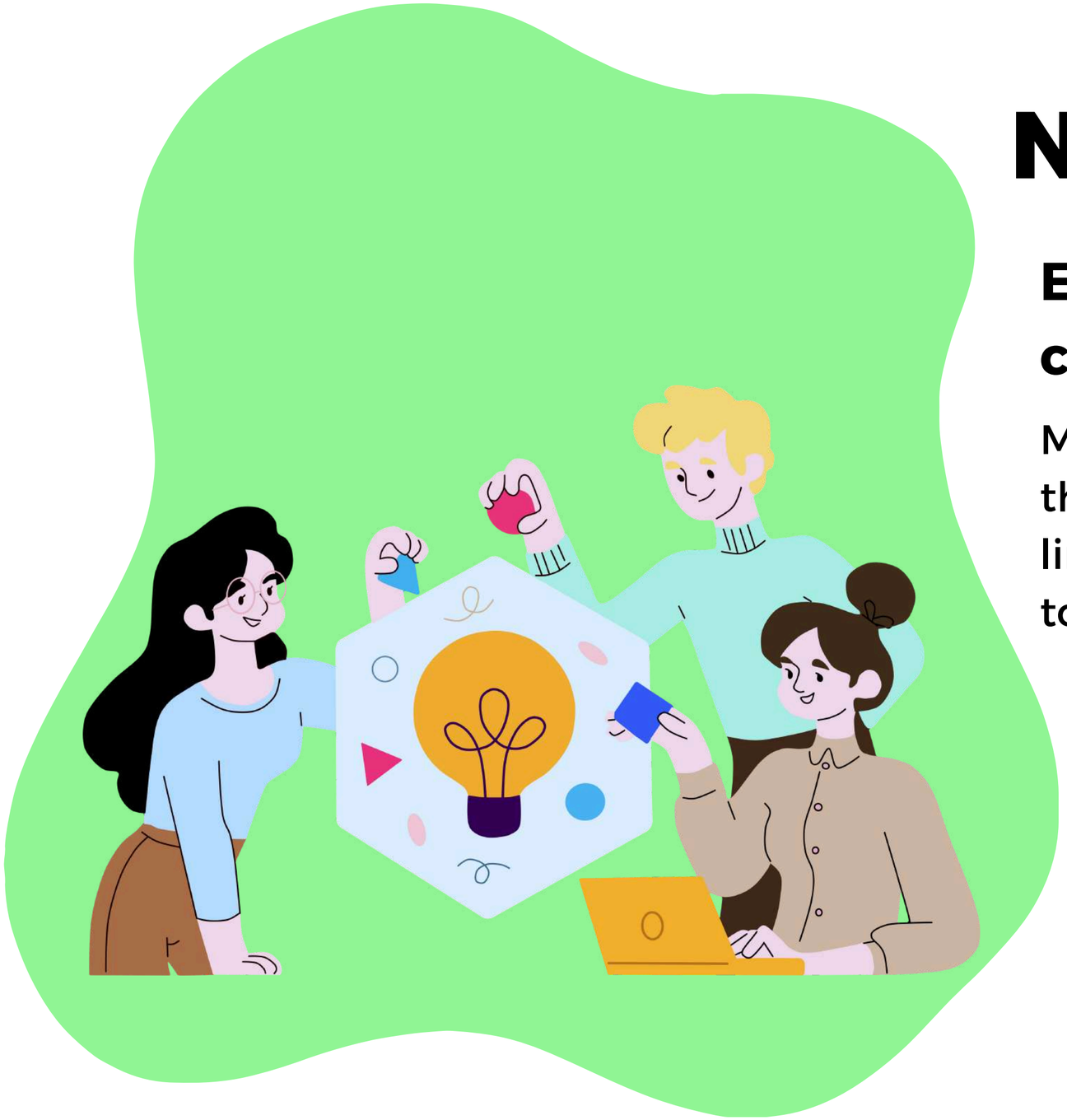
According to a NITI Aayog report, about **80%** of India's healthcare data is still fragmented, stored in various formats, and not easily accessible to patients. Additionally, with over **1.4 billion people**, many Indians experience difficulties related to inefficient hospital processes and lack of digital health tools, especially in rural and underserved areas.



- **Fragmentation of healthcare data**
- **Lack of personalized health insights**
- **Inefficiencies in healthcare operations**



NEED OF THE HOUR

MedEazy

Empowering individuals to take control of their healthcare journey

MedEazy simplifies healthcare navigation for those struggling with fragmented records and limited insights. Our platform streamlines access to personalized health information and care

Why now?

India's increasing smartphone penetration and government initiatives like ABHA are fueling demand for accessible, personalized healthcare solutions

OUR SOLUTIONS

FOR PATIENTS

- ABHA integrated Prescription & Test Report Record
- AI Powered health data tracking & analysis for preventive care with phone and smartwatch inputs
- Easy access to nearby Doctors, Hospitals and Pharmacies with live inventory tracking
- Automated and scheduled Doctor appointment and Medicine delivery booking
- Quick Commerce Medicine Delivery with verfied prescriptions

FOR HOSPITALS

- ERP for Doctors with appointment schedules and prior access to Patient medical history
- Inventory Management of resources, medicines and live tracking of bed availability
- Access to data of patients & pharmacies with live tracking of medical requirements & available medicines with pharmacies

FOR PHARMACIES

- ERP for inventory management and scheduled medicine delivery
- Access to data of all potential customers in the servicable area, with their medical requirements
- Access to supply nearby hospitals with live tracking of available and required medicines in the area

USP

MedEazy

Providing a comprehensive, convenient, and data-driven healthcare solution that caters to both individuals and the healthcare industry. We leverage technology and ABHA integration to deliver personalized health insights, simplify healthcare navigation, and optimize operations for medical stores and hospitals

- **AI-powered Personalized Preventive Care**
- **ERP to Intregrate Hospitals & Local Pharmacies**
- **Optimizing Operations for Healthcare Providers**
- **Automated Medicine Delivery & Appointment**

UPI UNIFIED PAYMENTS INTERFACE → paytm

ABHA → MedEazy

MARKET OPPORTUNITY

MedEazy

Over **260 million** registered users on the ABHA platform

$3.2B
Total Addressable Market

$450M
Serviceable Addressable Market (SAM)

$150M [Tier I, II]
Serviceable Obtainable Market (SOM)

12% **CAGR (2022–28)**

IMPACT

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SOCIAL

Convenience

Faster admission and treatment for patients.

Better Communication

Doctors get patient info in advance.

Error Reduction

Fewer medical discrepancies

Pharmacy Reach

Expanded access to medications

ENVIRONMENTAL

Less Paper

Digital records reduce paper use

Fewer Visits

Reduces transportation needs and emissions

Resource Efficiency

Streamlined healthcare processes save energy

Roadmap

MedEazy

Oct 2024

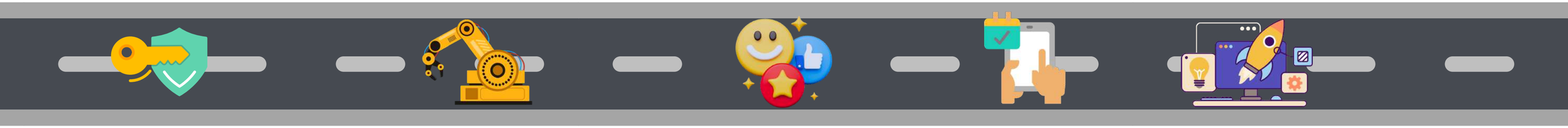
Apply Protocol Access

Dec 2024

Closed Environment App Testing

Mar 2025

Launching on MedEazy on Play Store & App Store



Draft Beta App for Approval to ABDM

Nov 2024

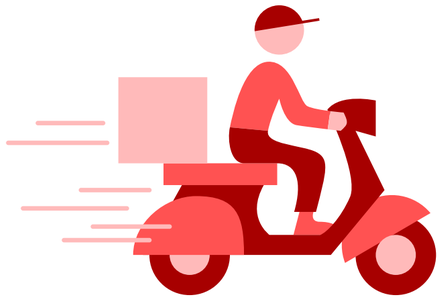
Final App Approval to ABDM

Jan 2025

Revenue Model

Subscription fees

Enterprise Solution Fees from Hospitals & Pharmacies



Q-Commerce Medicine Delivery Charges

Data Monetization & In App Ads

The Competitive Landscape

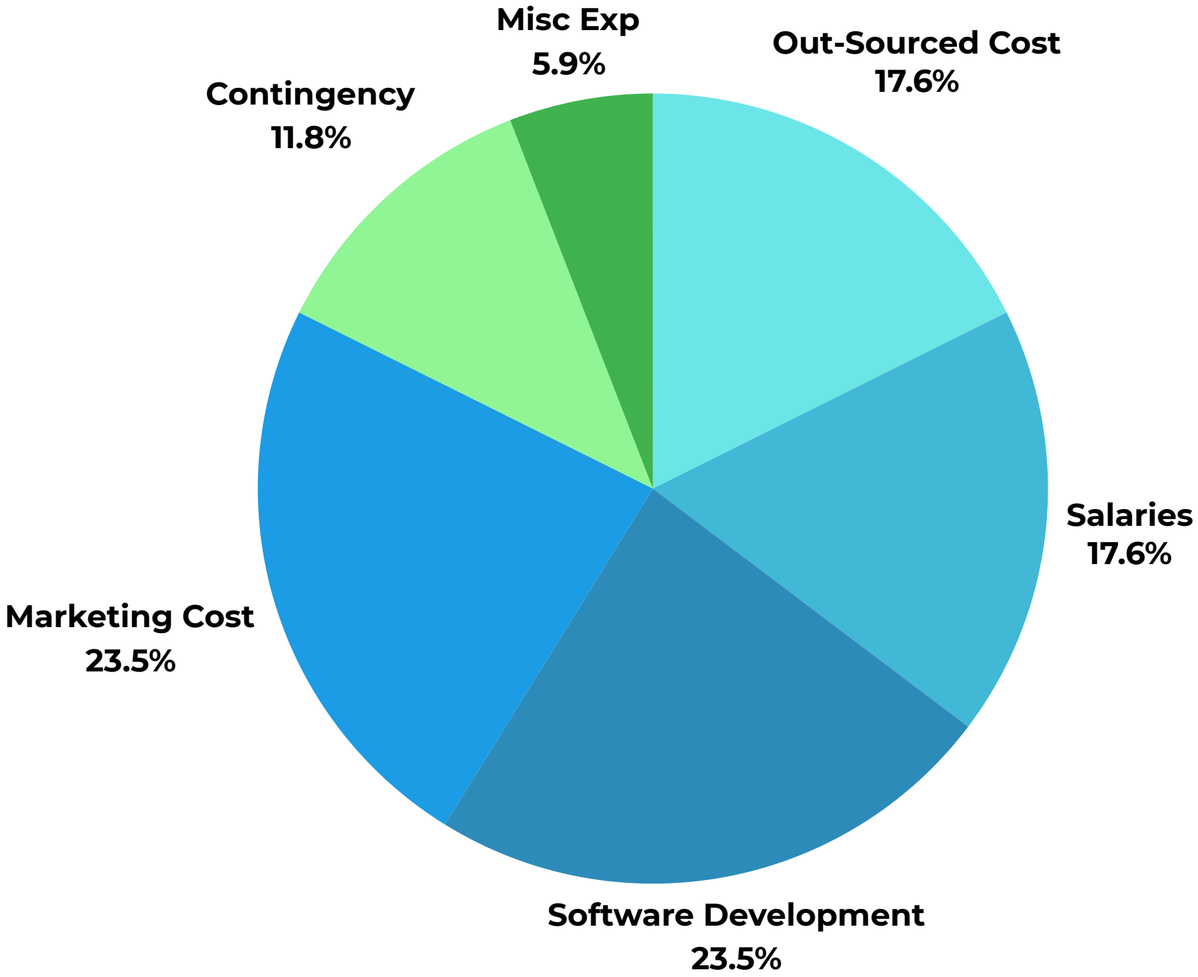
MedEazy

FEATURES | COMPANY	Dr.BreifCase	Eka.Care	MedEasy
Powered By ABHA	✓	✓	✓
Treatment plan| Admission Support	✗	✓	✓
Pay Per Use	✗	✗	✓
Scheduling Appointment| Med Delivery	✗	✗	✓

Investment Requirement of INR 1 Crore

MedEazy

A	B	C	D
Year	**Year 1**	**Year 2**	**Year 3**
Sales Revenue	₹7,00,00,000	₹12,00,00,000	₹14,83,20,000
Subscription Fees	₹3,00,00,000	₹5,00,00,000	₹7,20,00,000
Fees from Other Services	₹4,00,00,000	₹7,00,00,000	₹7,63,20,000
Cost of Sales (COGS)	₹3,50,00,000	₹5,40,00,000	₹5,47,20,000
Gross Profit	₹3,50,00,000	₹6,60,00,000	₹9,36,00,000
Gross Margin (%)	50%	55%	63%
Overheads	₹4,00,00,000	₹6,40,00,000	₹4,75,20,000
EBITDA	(₹50,00,000)	₹20,00,000	₹4,60,80,000
Depreciation	₹50,00,000	₹60,00,000	₹72,00,000
EBIT (Operating Profit)	(₹1,00,00,000)	(₹40,00,000)	₹3,88,80,000
Taxes (30%)	₹0	₹0	₹1,16,64,000
Net Profit	(₹1,00,00,000)	₹0	₹2,72,16,000
Net Profit Margin (%)	-14.30%	0%	18.30%



CAC : Rs. 411

CLV : Rs. 3,000

Meet Team MedEasy

Medical Innovators

Aryaraj Singh
Ex-Siemens Energy (1.5 years)
Computer Science Engineer
2+ years in operations and people management

Karan Singh
Alumnus of SGTB Khalsa College, University of Delhi
2 years in Automotive Industry
4 ventures in Blockchain, FMCG, and Web Development

Mihir Pawar
Ex-founder of Strictlyelectric
4 years in Electric Vehicles Industry and Marketing
Funded by Startup India

Parth Agarwal
Alumnus of VIT Vellore
3 years in Telecom, IoT and Blockchain industries
Seasoned Sales Professional