Investor Pitch

TEP 560 - WEB

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Problem Statement

- Many individuals struggle with medication adherence, leading to missed doses, incorrect dosages, and health complications. The existing solutions often lack user-friendly interfaces and fail to address the diverse needs of different user groups.

Solution

MediTrack revolutionizes medication management with features like smart reminders, visual medication cards, and family sharing, alongside data-driven insights and customizable accessibility options. This holistic solution empowers users, caregivers, and healthcare providers, enhancing health outcomes and quality of life.

Market Opportunity

- The market opportunity for MediTrack is significant, as medication non-adherence affects millions globally, leading to health complications and higher healthcare costs. With an aging population, increasing chronic diseases, and growing adoption of digital health solutions, there is strong demand for an intuitive app that improves adherence and patient outcomes.

Business Model

- MediTrack's business model includes a freemium approach, offering basic features for free while providing premium features through a subscription service. Revenue streams also include partnerships with healthcare providers and insurance companies, as well as data analytics services for pharmaceutical companies to enhance medication adherence strategies.

Competitive Analysis

- ✓ Identify existing competitors (Medisafe, MyMeds, PillPack by Amazon Pharmacy, etc.).
- ✓ MediTrack offers a user-centric, research-driven design with features like smart reminders, visual medication cards, family sharing, and data-driven insights, along with customizable fonts, color themes, and multilingual support. Its holistic approach, advanced analytics, and gamified health challenges foster a supportive community, setting it apart from competitors.

Team

- Introduce the experienced team members who will drive the success of this venture.
- Highlight relevant skills, such as Healthcare Experts (Pharmacists, Medical Professionals), Data Analysts, Marketing Specialists, Customer Support Representatives, Business Development Managers, Quality Assurance/Testers, Project Manager
- Emphasize why our team is uniquely qualified to execute this business.

Financial Projections

- 1. Revenue Streams: Subscription income, partnerships with healthcare providers, and data analytics services.
- 2. Cost Structure: Development, operational, marketing, and personnel expenses.
- 3. Financial Projections: Forecasting revenue from subscriptions, estimating expenses, and calculating profit/loss.
- 4. Key Metrics: Including customer acquisition cost (CAC), lifetime value (LTV), and break-even analysis.
- 5. Assumptions and Risks: Addressing market growth, competitive risks, and regulatory compliance.

Revenue Projection Outline

Year 1: Subscription Model: Start with 10,000 users paying $5 monthly, totaling $600,000 annually.

Partnership Revenue: Initial partnerships generate $100,000.

Data Analytics Services: Pharmaceutical adoption contributes $50,000.

Total Year 1 Revenue Estimate: $750,000.

Year 2: Subscription Model: Grow to 50,000 users, generating $3,000,000 annually.

Partnership Revenue: Expand to $250,000.

Data Analytics Services: Increase to $150,000.

Total Year 2 Revenue Estimate: $3,400,000.

Year 3: Subscription Model: Scale to 100,000 users, generating $6,000,000 annually.

Partnership Revenue: Further expand to $500,000.

Data Analytics Services: Advance to $300,000.

Total Year 3 Revenue Estimate: $6,800,000.

Our Ask

- **Investment Amount**: Seeking $2 million in seed funding.

- **Use of Funds:**
- **Technology Development**: Enhance app features and implement advanced tracking systems.
- **User Acquisition**: Marketing campaigns to expand user base and increase app adoption.
- **Operational Costs:** Support ongoing operations, including server maintenance and customer support.
- **Compliance and Security:** Ensure adherence to healthcare regulations and enhance data security measures.

Conclusion

- MediTrack is a transformative medication management solution offering intuitive features, data-driven insights, and community engagement to enhance adherence and healthcare outcomes.

- Vision : MediTrack's vision is to revolutionize medication management globally by empowering individuals and caregivers through intuitive technology that enhances adherence, improves health outcomes, and promotes overall well-being.

- Contact : +2347063575284
- Website : https://possibond.com/MediTrack
- Figma link: https://www.figma.com/proto/aBert8IinAm0d8NDkqMKeT/MEDITRACK?type=design&node-id=12-684&t=TBPlQMQyUiMttao2-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&show-proto-sidebar=1