



# Healda

your family doctor us a service in  
mobile app



# problem

60%

late diagnosis cause of mortality



Patients always missed part of their medical documents



People don't know how to check their health inexpensive



Some of diseases are asymptomatic



Low availability of personalized treatment

# solution

We are here to **make it fixed**

Healda is  
getting  
ready...



Personalized screening  
flows with explanations  
and guidelines



Private storage for  
medical documents



Tracking your health  
indicators dynamic



# competitors



- B2B2C service funded by **SEQUOIA** 
- Focused on telemedicine services

## Others:



## Our advantage in front of Practo:

we combine evidence-based medicine (screening), data-driven personalizing and medical docs storage into ultimate lifestyle consumer based decision.



# market

We are focusing **India**   
Some numbers:

15%

healthcare market CAGR

250\$<sup>bln</sup>

2020 healthcare Market

56%

private medical institutions are used\*

\*according to the latest national surveys



# why it works



**We save time & money**  
spent on medical services  
by 3-5 times



**We reduce** the level  
of anxiety



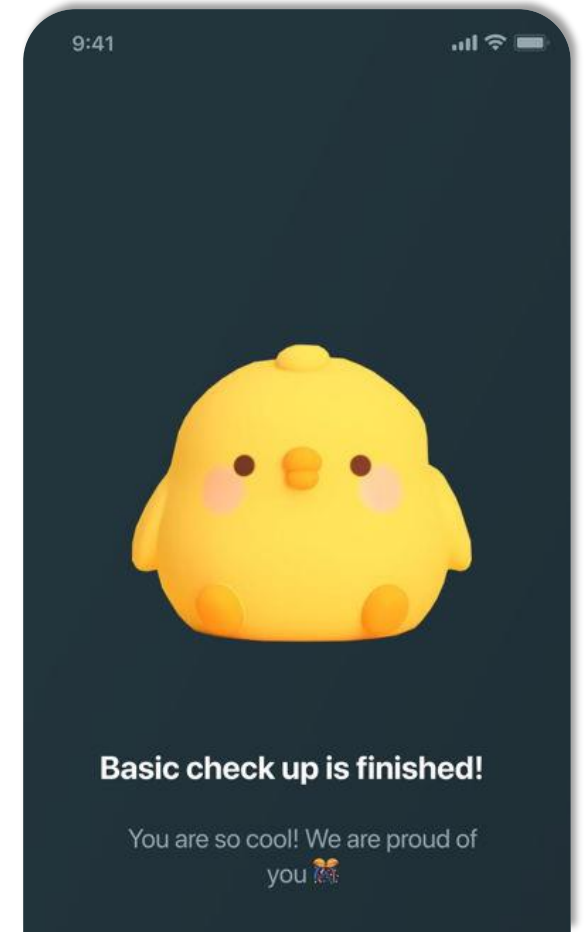
**We summarized health**  
outcomes into all-in-one  
doc for doctor



**We make premium**  
personalized medicine  
affordable



**We perfectly understand** the  
user because of founders  
hepatitis C survivor experience





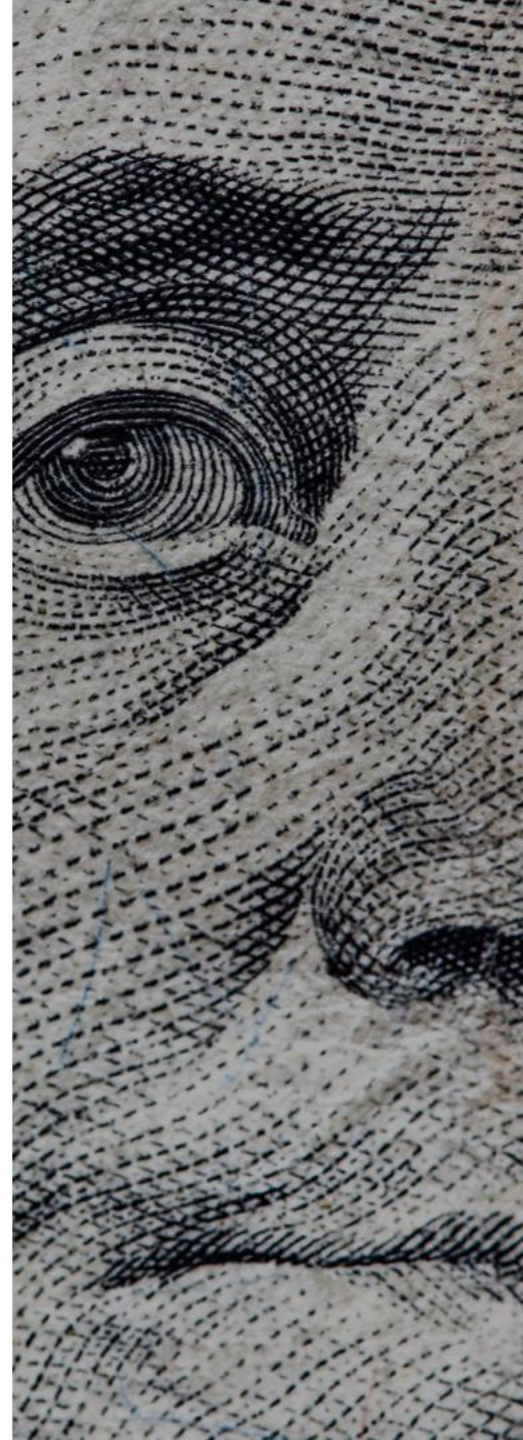
# monetization



\$ Presence in the employers welcome pack

\$ Collaboration with local medical clinics

\$ User engagement channel for labs & diagnostic centers



# what we have done



Market & Customer  
Research

Up to 50 interviews & full  
understanding of local  
market.



Long-term  
partnership with  
Doctor of  
Medicine



Ready for launch  
product in two  
weeks



Calculated P&L  
model



Partnership with  
Indian market  
expert



# future growth

1 000

MAU in 3 months

Expanding

the list of diseases covered by  
the service

Integrations

with labs & genetic tests & medical books

# team



**Artemio Ilyin**

CEO

ex CEO Zirkel: Best Full-Service  
Product Design Agency – Austria

ex CEO Subberz: games and  
gaming consoles subscription



**Sam Yakushev**

CTO

10+ years in software development  
on positions from quality control to  
CEO of outsourcing company with  
80+ specialists



**Toma Jung**

CPO

4 years experience in sustainability  
and HR-tech companies as product  
manager



**Parviz Kasymov**

Head of Science

Doctor of Medicine, Bioinformatics  
specialization from University of  
California San Diego