MediSynch

Microsoft

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Microsoft for Startups

MediSynch

All Solution at one stop

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Meet the Team

Aditya Gaurav: CEO
Led various hackathons and competitons

Aishwarya: COO
Led various tech teams and managed many such events.

Anshuman Biswal: CDO
Led various design teams and projects.

Abhishek Sharma: CTO
Head of many technical projects and 2nd runner up of a Robotics hackathon.

Gaurav: CPO
Developed many AI projects.

MediSynch

Challenges in Modern Healthcare

- Inequitable access
- Uneven outcomes
- Growing demand from aging populations.

MediSynch

Solutions & USP's

MediSynch aims to provide all scattered services available online at a single platform

- Ambulance
- Online Platform
- Book Appointment
- Remote Consulation
- Lab Test

MediSynch

Why US?

Vision: To make health care "As easy as Instagram".

Mission: To MODERNIZE healthcare in INDIA.

- MediSynch provides standardized doctor patient information delivery.
- We use existing technology and implement it at the right place to optimize the healthcare experience and make it intuitive.
- We envision ourselves being the holistic solution of healthcare for every individual human being.

Technology Overview

MediSynch employs a variety of technologies to provide a comprehensive and integrated healthcare platform. Here's an overview of the technologies used:

- **Cloud Computing :** Centralized Data Storage.
- **Cloud-Based Information Delivery :** Replaces traditional paperwork with digital data management and scheduling.
- **Artificial Intelligence (AI) :** Data Analytics , AI-Assisted Diagnosis , AI in Scheduling .
- **Telemedicine :** Enables remote consultations with healthcare professionals through a secure interface.
- **Internet of Things (IoT) :** Lifestyle Gadget Support Integration with health-tracking devices (e.g., wearables) for continuous monitoring and data collection .
- **Machine Learning :** Predictive Analytics , Personalized Recommendations .

Competitor Ananlysis

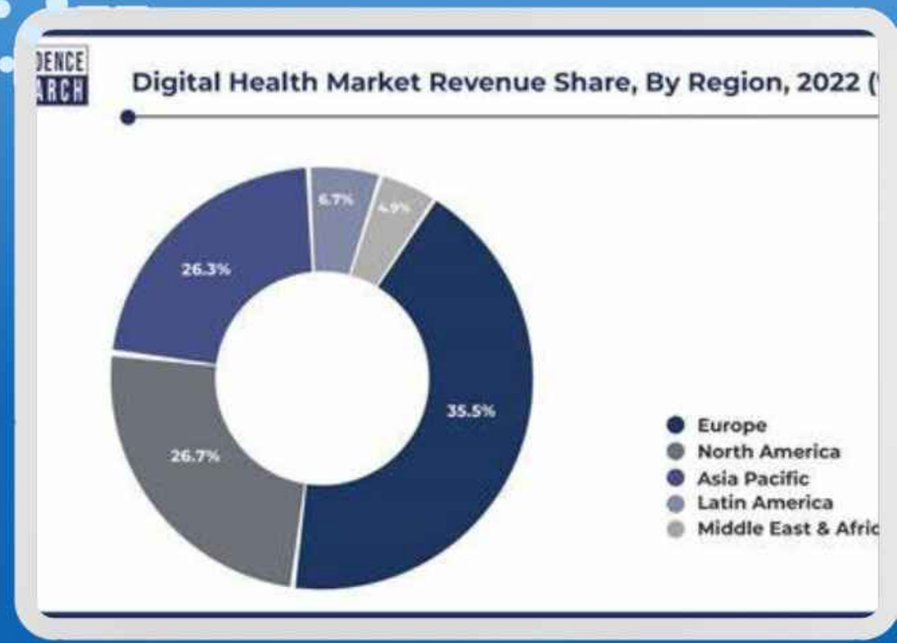
Competitor Name	Traction	Funding	Competitor Strength	Competitor Weakness
Netmeds	Estimated $250 million in revenue (2023)	Acquired by Reliance Industries for $83 million in 2020	Strong e-commerce presence,extensive range of pharmaceuticals, partnership with Reliance Industries.	Intense competition in online pharmacy, regulatory compliance challenges, dependency on logistics.
PharmEasy	Estimated $1 billion in revenue (2023)	$1.4billion total funding;	Market leader in online pharmacy, comprehensive healthcare offerings, strong brand recognition, successful mergers and acquisitions (e.g., Medlife).	Regulatory challenges in online pharmacy, intense competition, high customer acquisition costs.
1mg (Tata 1mg)	Estimated $200 million in revenue (2023)	Acquired by Tata Digital in 2021 for $220 million	Backed by Tata Group, strong presence in diagnostics and online pharmacy, extensive healthcare content and user base.	Competition from other online healthcare platforms, regulatory compliance, operational challenges in scaling.

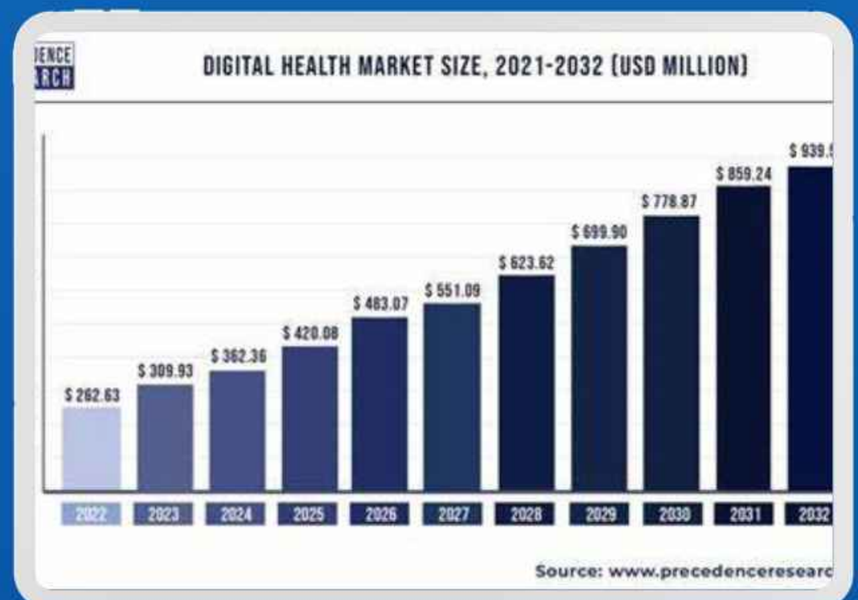
Market Analysis

$ 6.89 B Market size (Base Year)

$ 50.94 B Market size (Forecast Year)

21.9% CAGR (2024-2030)





Business Model

Subscription

- ⟶ Annual Subscription
- ⟶ Quaterly Subscription
- ⟶ Monthly Subscription

Star Subscription

- ⟶ For Gynacologist
- ⟶ Family Subscription

Features Included

- ⟶ Pre-medicine Delivery
- ⟶ Pre-Doctor Consultancy
- ⟶ Regular Monthly Checkups
- ⟶ Call for Blood
- ⟶ choose from Free, Partial Access, or Full Access subscription plans based on their preferences and need of features.

Revenue

- ⟶ Generated based on Lead Generation of building agencies
- ⟶ Reccomending allied products to the Consumer
- ⟶ Tie Ups and alliances with testing labs and insurance Companies

Operation Plan -5 Phases

Phase 1

- Medi locker
- Track and optimise patient history
- Lead generation based on location tagged queries.
- Online Pharmacy
- Book an Appointment
- Remote Consultation
- Doctor Feed back and Rating

Phase 2

- Chat bot(For Primary support)
- Remote consultation(Professionals and Superiors) [After bot help]... Doctor Feed back and Rating
- Pharmacy and Medicine delivery
- Testing labs(Blood test)
- Regular/Monthly Check ups

Phase 3

- Fitbit integration and Life style tracking
- Medical Supplies shopping
- Insurance identification.
- Automated Recommendation on type of treatment Allopathic, Ayurvedic or Homeopathy

Phase 4

- Part-Time Job creation(New doctors hiring)
- Expansion of Testing labs and Insurance Tie ups
- Blood bank inclusion
- Personalized Skin Care

Phase 5

- Tracking of on demand exotic resources and swift delivery independent of location (Exotic Resources like Anti-Venom)

Funding Needs, Use of Funds & Proposed Valuation

Funding need: 2 lakh

Uses of Fund:

- Technology Purpose:
  - Server hosting, domain
  - Cloud Service
- Marketing Purpose:
  - Online Avertisemewnt
  - Campaign

Proposed Valuation:

Proposed Valuation -25 Lakh

Current Equity:

Bootstrapping

Thank You