

# EXECUTIVE SUMMARY

## Summary

HealthMe Ltd is an award-winning HealthTech startup from Imperial College London, which is tackling the burden of medical documentation by developing a natural-language-processing-powered mobile application that captures the key elements of a medical consultation and automatically generates medical notes and reports for doctors in real-time. The company was created in early 2020 and has successfully completed the POC and developed its first functioning prototype, currently at the beta test stage. HealthMe now intends to raise £270K to finalise the development of its product and the deployment of the product within the partner institutions.



**The problem** 

Doctors are trained to treat patients. Paperwork and medical documentation have become a burden and the leading cause of doctor's burnout.



**Our solution** 

HealthMe Ltd is developing a NLP and AI-powered mobile app that automatically generates medical notes and reports in real-time during consultations.



**Goals** 

We are on a mission to give back time to doctors and prevent burnout. We also want to improve patient experience.



## Keys to success

HealthMe Ltd is a promising health technology startup for four main reasons. Firstly, a team consisting of brilliant, experienced and committed people, who are on mission to solve the biggest problem that affects doctors worldwide. Second, the context, COVID19 pandemic, is favourable to health technologies and to startups that empower doctors. Third, the business model and the cash flow projection provide an opportunity that may result in a dominant position in numerous European and developing markets. Finally, we provide a robust investment opportunity to the right investors.

## Market & Opportunity

According to Global Market Insights, the mHealth market value is £23.3 billion. The UK market value is £1.4 billion. The global physician segment is valued at £7.1 billion. For the 2019-2025 period, the expected CAGR is 38.5% and the market is expected to grow to £225 billion in 2025 (Global Market Insights, 2019). Our market opportunity in the UK would be worth more than £411 million, by only targeting private institutions. Furthermore, 86% of doctors already use their smartphones in their clinical activity (Patel et al., 2015) and patients have a positive view on mHealth and are expecting mHealth to improve the way healthcare is delivered (Economist Intelligence Unit, 2012).

## Business model



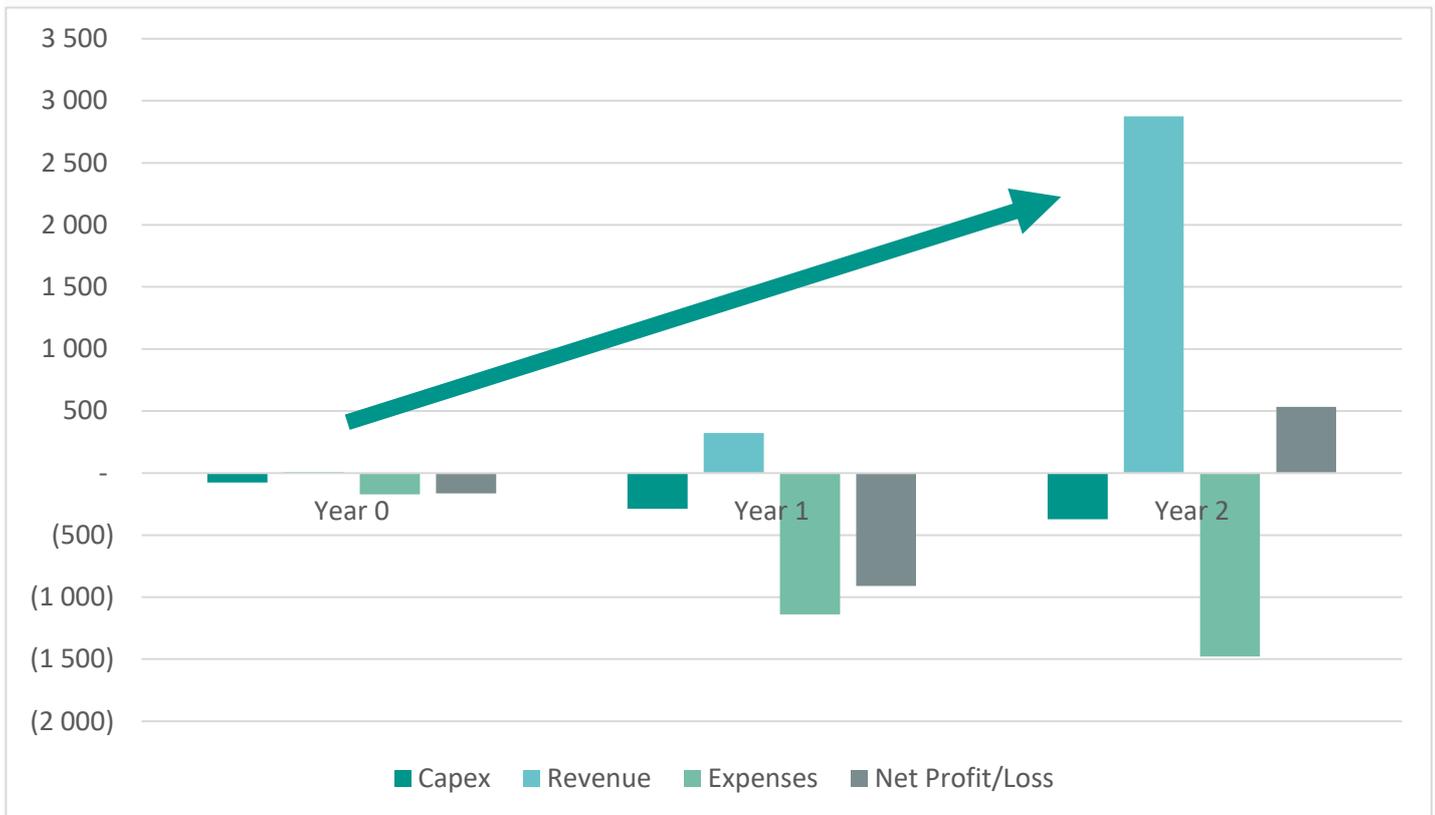
Our main revenue stream will come from selling HealthMe to clinics and hospitals by using a subscription revenue model. Our initial market will be the UK. Our subscription fee will be £310 per month per user. On the long run, we will sell anonymised and aggregate data to strategic partners, that include research institutions, pharmaceutical companies and other organisations in the medical sector, and create value for the whole healthcare system. We will first target the large GP practices and the small private clinics, which usually have a faster decision-making process. This approach will help us built our credibility before moving to larger sized customers and finally to public hospitals. Our solution is affordable, sustainable and scalable.

## Funding request and use

The investment we require to launch and run our operations will be a total of £1.8 million by the end of February 2022, split across three phases. The first phase accounts for the development of the minimal viable product (MVP). The cost was £70,000 funded by FFF round. The second phase is the development of the product, the infrastructure and the launch of the pilot. Its duration is 12 months and its cost £270,000. It will be funded through Pre-seed Investment. The third phase is the full product rollout. The cost embodies 100% of the OPEX and represents £1.5 million. It will be funded through Seed funding.

	Pre-Seed	Seed
<b>Required investment</b>		
<b>Scope</b>	Feasibility, technical and market assessments	Product, infrastructure and Pilot
<b>Duration</b>	6 Months	12 Months
<b>Customer coverage</b>	-	1-2 private clinics (100 doctors)
		5 private clinics (500 doctors)

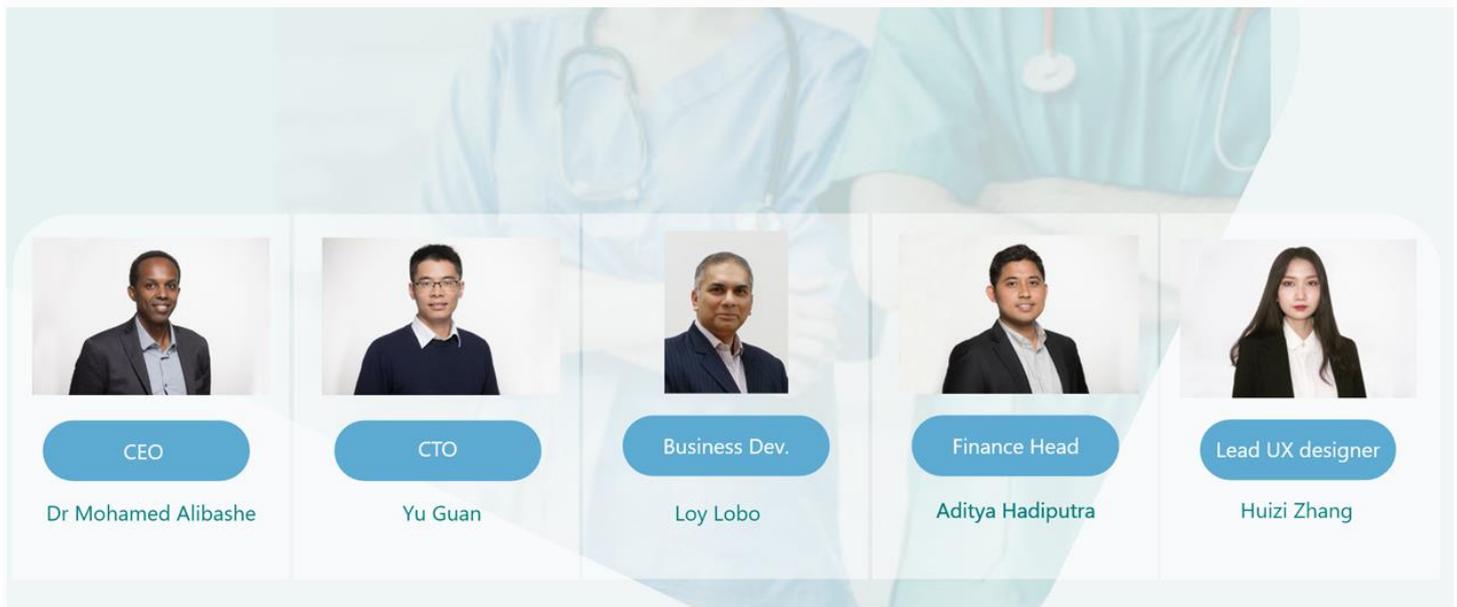
## Projected path to profitability in 2 years



## Financial projections

Cash Flow Table	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Year 0	Year 1	Year 2
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
Funding / Capital Injection	20	-	-	-	-	270	-	-	-	-	-	-	290	-	-
# of Users	-	-	10	15	23	35	53	80	120	180	270	405	405	3 612	32 205
Next Growth %	0%	0%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	792%	792%	792%
# of Active Users	-	-	8	12	19	28	43	64	96	144	216	324	324	2 890	25 764
# of Subscribers	-	-	-	-	-	1	2	2	3	5	7	10	10	87	773
Subscription Price	310	310	310	310	310	310	310	310	310	310	310	310	3 720	3 720	3 720
Revenue	-	-	-	-	-	0,31	0,62	0,62	0,93	1,55	2,17	3,10	9,3	323,6	2 875,6
COGS	-	-	-	-	-	-0	-0	-0	-0	-0	-1	-1	2,8	97,1	862,7
Gross Profit	-	-	-	-	-	0,22	0,43	0,43	0,65	1,09	1,52	2,17	6,5	226,5	2 012,9
Gross Margin %	-	-	-	-	-	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
Expenses															
Office Cost	-	-	-	-	-	-	-	-	-	-	-	-	-	-58,0	-75,4
Payroll Cost	-	-	-	-	-	-10	-17	-17	-17	-17	-17	-17	109,3	-774,9	-1007,3
Feasibility / Dev Cost	-4	-4	-4	-4	-4	-4	-4	-4	-4	-4	-4	-4	48,0	-285,9	-371,7
Other Cost	-	-	-	-	-	-1	-1	-1	-1	-1	-1	-1	8	-188,8	-245,4
Total Expenses	-4	-4	-4	-4	-4	-15	-22	-22	-22	-22	-22	-22	166	1 308	1 700
EBIT	-4	-4	-4	-4	-4	-15	-21	-21	-21	-21	-20	-20	159,3	1 081,0	313,0
EBIT Margin	-	-	-	-	-	-4804%	-3443%	-3443%	-2272%	-1335%	-934%	-633%	-1713%	-334%	11%
Headcount	4	4	4	4	4	7	9	9	9	9	9	9	9	18	54
Avg. Rev / Headcount	-	-	-	-	-	0,04	0,07	0,07	0,10	0,17	0,24	0,34	1,03	17,98	53,25
Cash Balance	16,00	12,00	8,00	4,00	-	255,11	233,76	212,42	191,29	170,59	150,33	130,72	130,72	549,68	862,70

## Meet the Team



**Dr Mohamed Alibashe** is the CEO. He is a medical doctor with extensive clinical, research and managerial experience. He has published and co-authored numerous scientific articles and book chapters and is regularly invited as a key speaker at international congresses. He holds a MD, PhD and MBA from Imperial College London.

**Yu Guan** is the CTO. He is a software engineer with 10 years of experience in machine learning and software system management. He has published many papers on international journals also owns several patents and software copyrights. He holds a MSc and MBA from Imperial College London.

**Loy Lobo** is the Head of Business Development. He is the President of Digital Health Council, Royal Society of Medicine in UK. He is an experienced innovator and leader in healthcare. He influenced the creation of Digital Health London. He has a BSc in Microbiology and an Executive MBA from London Business School.

**Aditya Hadiputra** is the Head of Finance. He has experience in entrepreneurship, startup, corporate and venture capital with in-depth knowledge of SEA market. Previously he was an entrepreneur and corporate venture capitalist at MDI Ventures. He holds a BSc and MBA from Imperial College London.

**Huizi Zhang** is the Lead UX designer. She has extensive experience and has previously worked in well-known industrial design companies in Shanghai and Beijing and has won 3+ awards of design in China. She holds a Master in service design from the Royal College of Art London.

## Supported by:



**HealthMe Ltd**  
71-75 Shelton Street  
Covent Garden  
London WC2H 9JQ ENGLAND

**Dr Mohamed Alibashe, CEO**  
Phone: +41793364929  
Email: mohamed@healthme.ai

[www.healthme.ai](http://www.healthme.ai)