



Med Travo

Global Medical Tourism Marketplace

Purpose

**Create a global medical tourism market place
to solve the problems faced by the medical
tourist across the world**

Trust | Treatment | Tourism

Current Issues



- Long Waiting Lists
- Increasing Healthcare Costs
- Limitations on the availability of treatment options + Ease of Travel

Therefore, People are **travelling abroad for Medical treatments**

Some of the facts

In 2019, people from 176 countries had travelled across the Globe for Medical Tourism

Medical Tourism is one of the significant sectors of the Global Economy

Governments of different countries are getting involved to attract Medical Tourist across the world



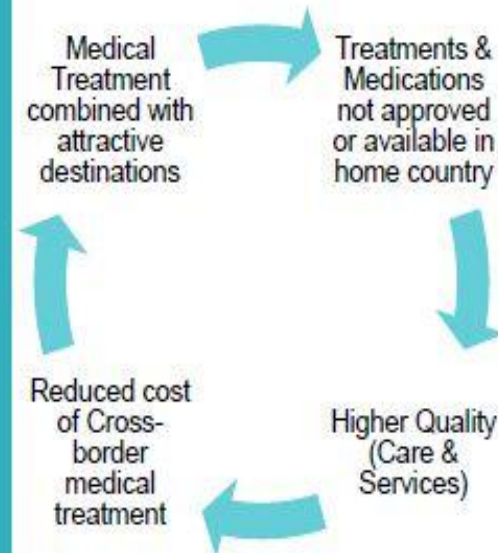
Medical Tourism Influences

Medical Treatment combined with attractive destinations

Treatments & Medications not approved or available in home country

Reduced cost of Cross-border medical treatment

Higher Quality (Care & Services)



Problems for Patient

We promise to address all of them

- **Waiting Time** for Treatment

- **Planning** an entire **Journey**

- **Visa process** for travelling different Countries

- Unknown **city** & Unknown **People**

- Having **minimal knowledge** about Hospitals

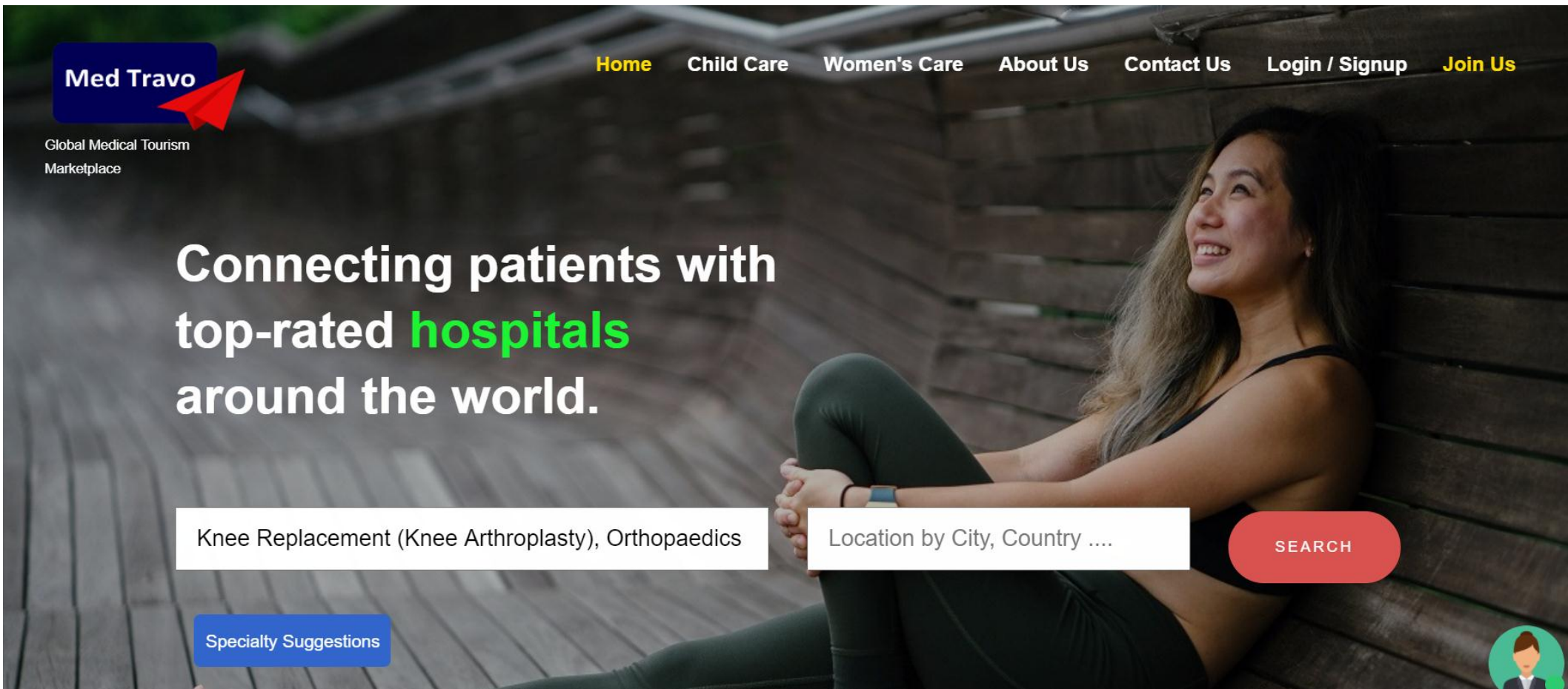
- Don't have **more options** to go for, or to **compare**

- **Big hospitals under shadowing** **Mid-size** hospitals

- **Difficult to contact** Hospitals, Clinics, Doctors

- Awareness of **the latest price & technologies** related to medical treatments

Need something
which can fulfill the gap between Patients & Hospital/clinics/Doctors



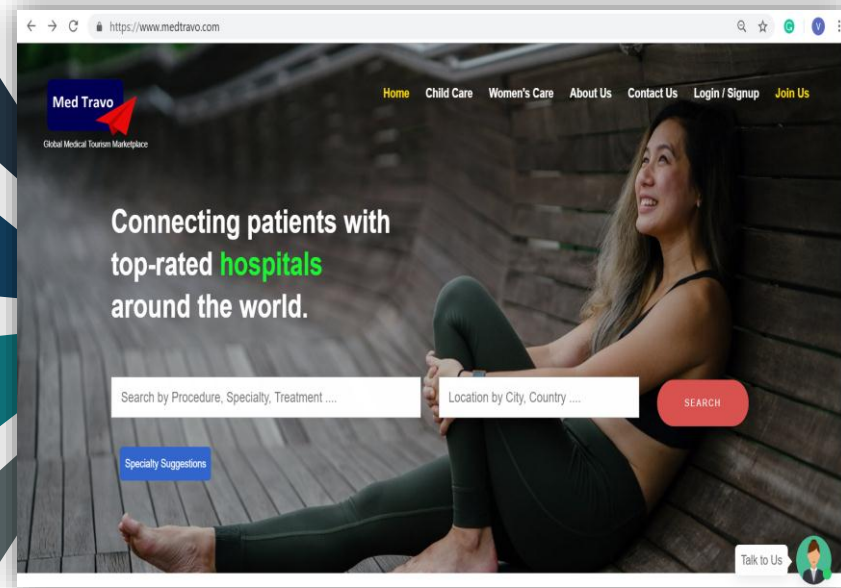
SOLUTION

An online Global Medical Tourism marketplace which connects International Medical Travelers to the Right Healthcare Providers & Doctors for treatments in different verified Hospitals across the world

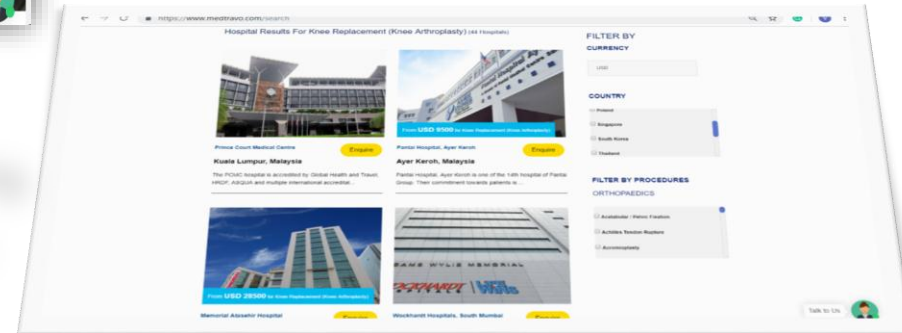
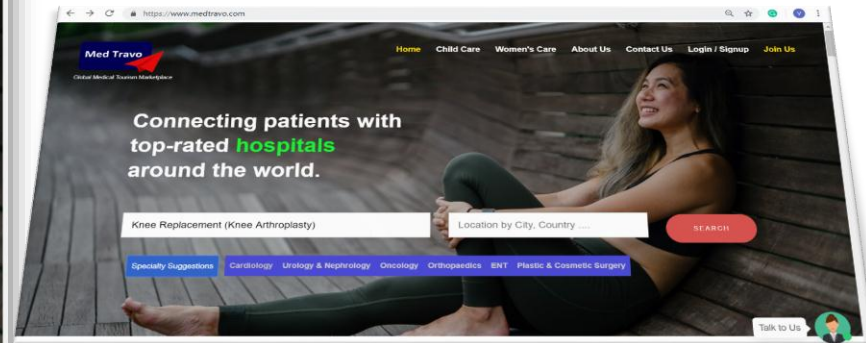
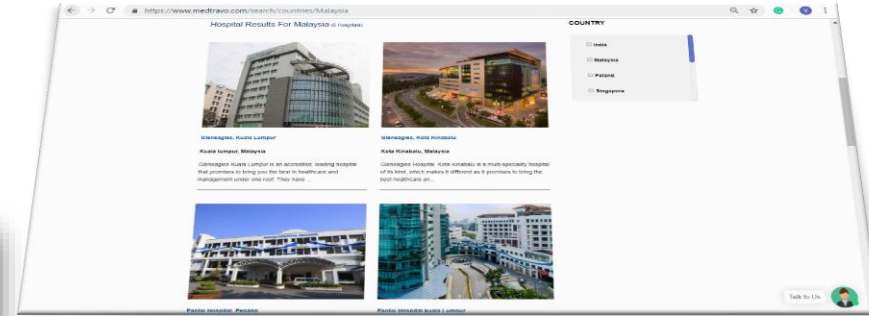
The Product

Crafted with all small details to have a bigger impact

- 1 Search by Treatment
- 2 Review Hospitals
- 3 Compare the Hospitals
- 4 Book based on the Facilities & Budget



Search treatments based on country. Patients can search for Treatment, Doctor and Clinic.



Search by Country/ City → Review Hospital → Booking by Patient Listings

SEARCH

I'm looking for Treatment, Doctor, Clinic

POPULAR

Hair Transplant

Breast Augmentation

Dental Implants

Liposuction

Gastric Sleeve Surgery



Makati Medical Center

Manila, Philippines



Gastric Sleeve from

PRICE UPON REQUEST

★★★★★ 0 REVIEWS

Get in touch with us and request more information!

DETAILS



Indraprastha Apollo Hospitals

New Delhi, India



Gastric Sleeve from

PRICE € 4,660

★★★★★ 0 REVIEWS

Get in touch with us and request more information!

DETAILS



Julia

Your personal Patient Manager

REQUEST MY APPOINTMENT >



Acibadem Taksim Hospital

Istanbul, Turkey



Gastric Sleeve from

PRICE € 7,000

★★★★★ 10 REVIEWS

Face Surgery Review

"The nurses and doctors were all very friendly and very professional and knowledgeable. I felt that the level of care was at least as good, if not better than what we have in America."

DETAILS

Quno Cost Checker

Gastric Bypass Surgery

Price:

From € 8,000

LOCATION

No: 1, İnönü, Nizamiye Cd. No:9, 34373 Şişli/İstanbul, Turkey



Market Assurance

Exactly what we are looking at



14,000,000 Medical Tourist Annually

\$3,000 - \$8,000 Spent / Visit

140,000 Americans go abroad for medical purpose

30,000,000+ visitors by 2025

Market Size

Exactly what we are looking at

Age	Percentage
18 - 24	12.1 %
25 - 34	17.7 %
35 - 44	17.9 %
45 - 54	18.5 %
55 - 64	17.1 %
65+	16.7 %

**US\$66
Billion**
In year 2020

Almost
4%
world's population
travelling for
treatments

Growing at
CAGR
25%
growth

treatments
travelling for

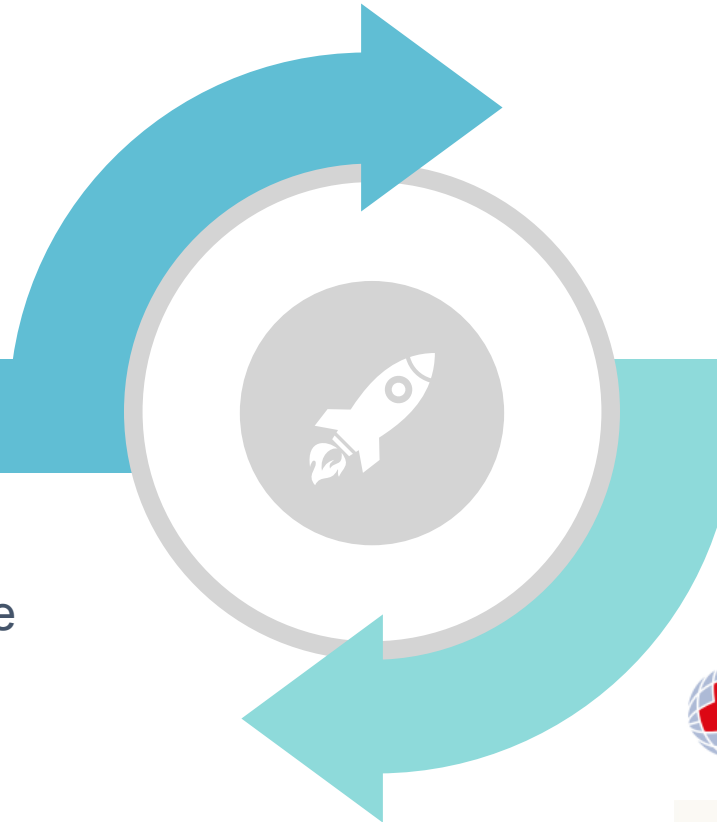
growth

Competitors

MedTravo is a new concept and has not been ideated by any one in India. Hence, It is having first mover advantage in the market or the pioneer of the concept in India

No Direct Competitors

Our product is unique and doesn't have Direct competitors



Competition from related players

Doc-Doc, What Clinic, Booking Health, Medical Departure & Medigo



Traction

Some of our numbers and customers since product launch

\$96,595

gross revenues
Past 24 months

140,000
total visitors

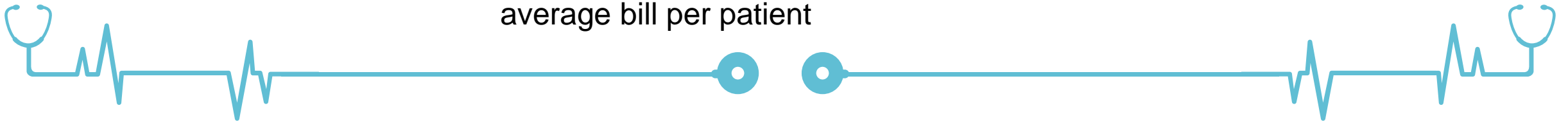
42000
Treatment Enquiries

2000
Patients Served

\$420
average bill per patient

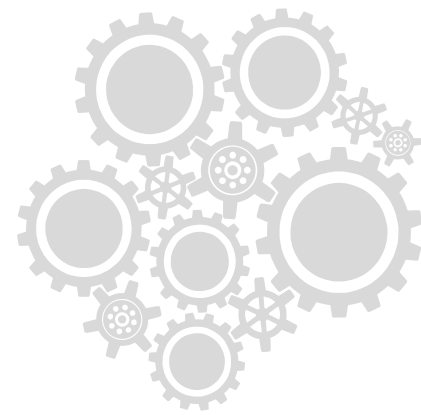
Hosted patients from 10 countries , including Africa, Middle East, Bangladesh and South Asian countries.

Have already listed almost 500 Top Healthcare Providers from India and South Asian countries (Singapore, Malaysia, Thailand, South Korea, UAE, Turkey).



Business Model

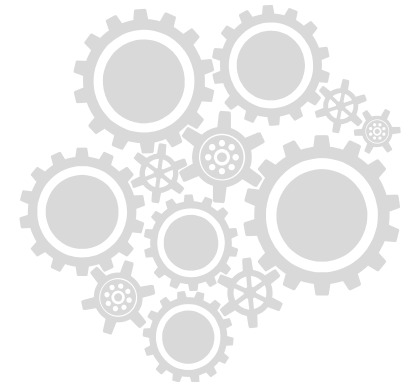
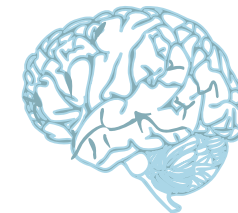
Based on which we will get revenue



We take **platform fee in the range of 10%-15% from the hospital** for each completed treatment through the platform



MedTravo generates income by **earning a fee from the service provider** for every completed patient booking



Team

We have background, proven track record and vision to succeed



Adil Saghir
Co-founder & CEO

St Joseph's College, Bangalore

XLRI, Jamshedpur (Alumnus)

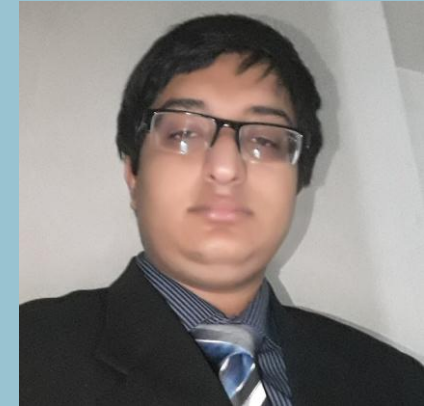
Handles planning, strategy & execution overall.



Arpit Singh
Co-founder & CTO

Handles the overall technology & product development in the company.

Previously founded ZigZag , a transportation company.



Diptiman Chattopadhyay
Co-Founder & Head- Global Operations & Expansion.

Drives collaboration with the leading healthcare providers all over the Globe and different stakeholders involved in the Global Medical Tourism Industry.



ONLY
COMPANY
IN ASIA

#Advantages

Hassle Free Booking of Hospitals & Stays through Website.

Filtered Customer Schedule for Arrival of Treatment.

Facility to get a Pre Consultation before arriving into new City.

Hospitals to get the patients medical record in advance for better treatment ahead.

Options to get more hospitals according to the budget ranging from Cheapest to Highest.

Scope for Small Nursing Homes to come into platform to get more of patients.

Medical History for the entire treatment during the stay.

Post Medical Facility with the treated doctor in Subscription Model.

Customer Acquisition

Defined, focused user acquisition strategy

01

Focus to penetrate the South Asian & African Market in 1st Phase with B2B Closing in Demand Segment

05

Post Follow-up Subscription Waver to the first year Customers for Word of Mouth Publicity

03

Cash Back Vouchers in the initial end to attract the customers to make the bookings through us

02

Digital Marketing & Offline Marketing is foremost to grab the B2C market which will take a due course of time

Awareness to the upcoming Small Hospitals which will help them to get more medical tourist

04

SEO & Social Media

- Hire SEO specialist and build an effective campaign
- Create Company Page in popular SM websites (fb, twitter, angel.co, etc) and make great promotions

Email Campaign

- Find an Email Marketing Provider and determine purpose of campaign
- Create great copy and design
- Sustainable tracking, testing and refine

PPC

- Better conversion rates
- Market segmentation based on actual visitors' motives
- More relevant ad text and pages

Financials

REVENUE PROJECTION

Daily Medical Tourists in India	4000
% of Market Share	2%
Our Acquisition	80
Avg. Daily Spent by a Patient	₹ 50,000/ \$692
Our Revenue Share %	10%
Total Earning in a Day	₹ 400000/ \$5534
No. days in a Month	25
Earning/month	₹ 100,00,000 / \$139600
Total Earning/year	₹ 120,00,000 / \$1.675 Million

REVENUE PROJECTION from SUBSCRIPTION

User of our Portal Per Day	80
% of Users Takes Yearly Subscription	50%
Our Acquisition Per Day	40
Subscription Fees / year	□ 6,000 / \$ 83
Total Earning	□ 72000,000 / \$ 1.1 Million



REVENUE PROJECTION

2% of market share

Market Capture



South Asia & Africa- 4000
Footfall Per day for Medical Tourist 

Medtravo Target – 2% of 4000 = 80 

As per our model we will charge 10% of it 

□ 50,000 X 10% = □ 5000 - \$70 Approx. 

□ 5000 X 80 X 25 = □ 100,00,000 / \$139,600 

The Ask

We are raising an investment of \$5M for 20%

Developing and scaling of the product as per industry
Telemedicine, AI
personalized
recommendation for the
patients.

PRODUCT DEVELOPMENT
HIRE KEY MANAGEMENT

Travelling
& logistics cost
Integration flights, Hotels,
Sightseeing, Restaurants as
well

**Branding
Marketing
Expanding
Markets
Customer
Acquisition**

#Total

□ **37 Cr. | \$ 5 Million**

The company will use the funds to expand its offerings of clinics and procedures in its twenty key countries.

Looking to raise an investment of \$5M for 24 months financing to reach 1 Million transactions on the MedTravo platform.

Accelerate our growth towards \$20M GMV by 2022 year end.

Mission

To build a trustworthy and reliable Online Global Medical Tourism platform which takes care of all medical needs & wants of the medical tourists across the world.



Vision

By 2025, aspire to become one of the largest online medical tourism & wellness marketplace in the world impacting millions of patients.

Connecting patients with the Right Healthcare Providers Globally

Thank You.