

Curet

*Your go to wellness specialist*


# Even today, convenient & accessible primary care remains elusive for many Indians



*"With the nearest healthcare centre 25kms from my home, going there for basic care is too much of a hassle, I prefer the Jholachap or Shaman..."*

 Modest village

 Farmer

 ₹ 3 LPA




Wants easily accessible healthcare



*"With 8 hours of office work, combined with household chores and family time, I'm too busy to go to the doctor for the minor stuff..."*

 Metropolis

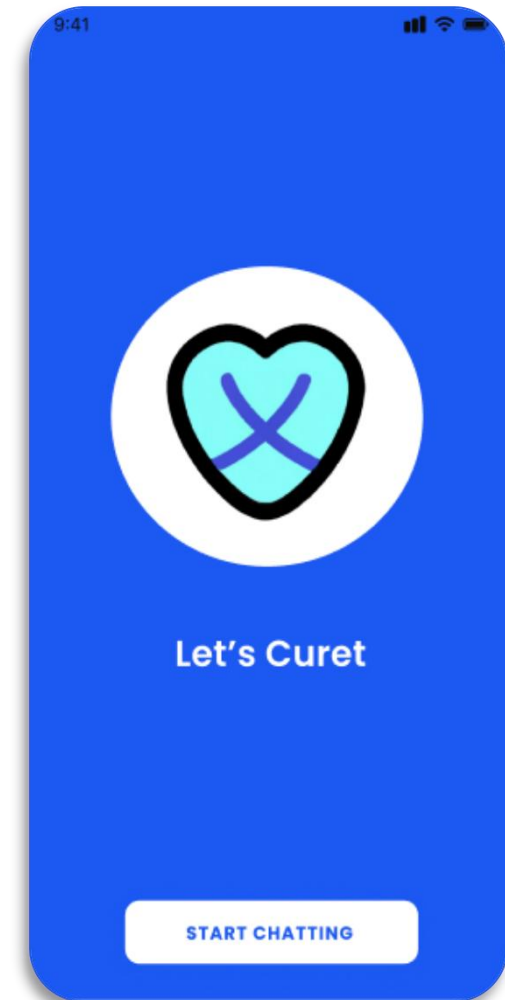
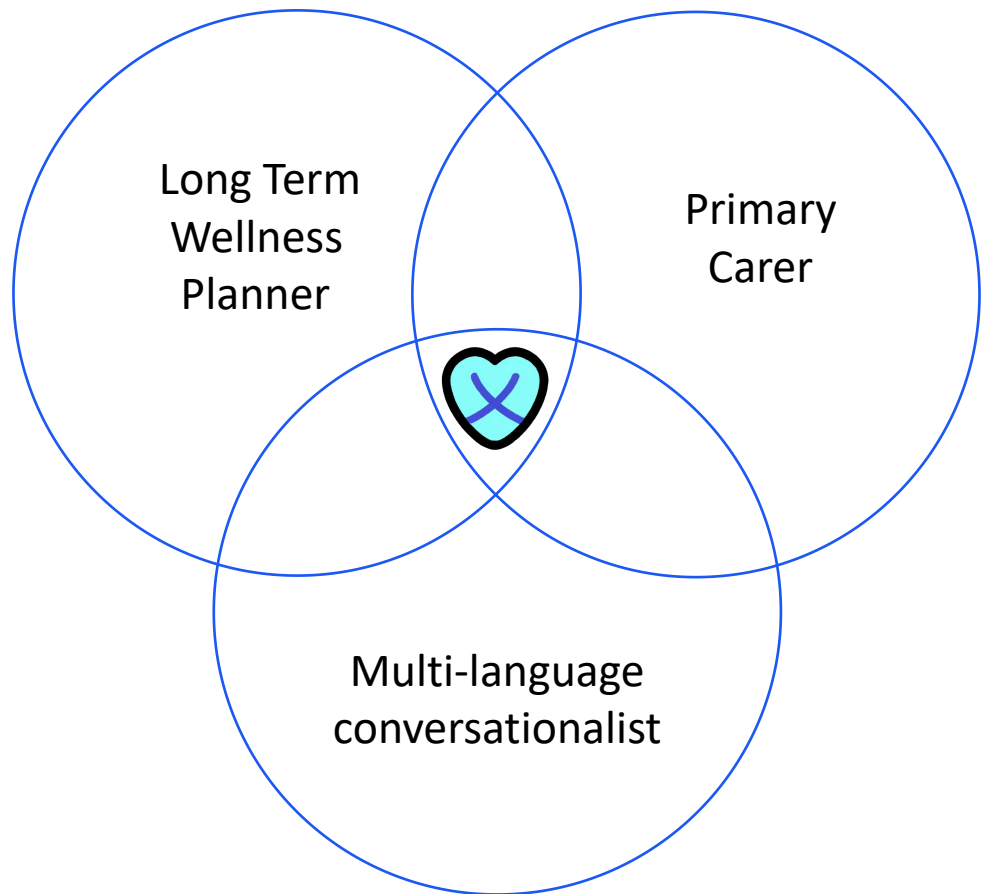
 HR Consultant

 ₹ 12 LPA



Wants convenient healthcare

Curet provides a holistic primary healthcare experience, at your fingertips, through AI powered human-like conversations



# Curet isn't just a mobile app, it aims to address pressing challenges & revolutionize how we view healthcare in India



## Challenges that Curet can help addresses

**₹ 30,000 Crores** <sup>(1)</sup>

are lost in India every year due to healthcare inequalities, including difficulty in accessing primary healthcare.

**60%** <sup>(2)</sup>

of world's mortality is attributed to NCDs (non-communicable disease), demanding attention towards holistic health practices.

**Nearly 40%** <sup>(3)</sup>

of people having chronic NCDs suffer from depression due to a lack of holistic management.

## Revolution that Curet aims to bring

**Up to 43.8 Crore** <sup>(4)</sup>

Indians will get their lives enhanced though Curet with instant, accessible & convenient primary healthcare at their fingertips.

**80%** <sup>(5)</sup>

reduction can be achieved in most common & deadly diseases from Curet's wellness plans comprising healthy diets, exercising along other interventions.

**Up to 8.38 lakh** <sup>(6)</sup>

Indian lives can be saved every year by satisfying primary care seekers though Curet, vacating hospitals & allowing doctors to focus on those requiring critical care.

### Sources

1. [Economic costs of health inequalities in the European Union - PubMed \(nih.gov\)](#) (extrapolated for India)
2. [https://apps.who.int/iris/bitstream/handle/10665/128038/9789241507509\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/128038/9789241507509_eng.pdf?sequence=1)
3. [More people unhappy in 2023 than last year, finds private survey - The Economic Times \(indiatimes.com\)](#), [NIMHANS study aims at addressing depression and anxiety in patients with non-communicable diseases - The Hindu](#)

4. Refer to slide on "Curet's Business Plan"
5. [LIFESTYLE DISEASES: An Economic Burden on the Health Services | United Nations](#)
6. [India: number of deaths related to healthcare system by reason | Statista](#)

Curet is designed to outperform all of its substitutes, except for an actual healthcare provider (at least, initially)



**ChatGPT**



**Curet**

Curet is designed to outperform all of its substitutes, except for an actual healthcare provider (at least, initially)



Too many options to address a single symptom set/ illness



Generative AI hallucinates & can give erroneous information



More personalized than WebMD & other static resources while maintaining accuracy



Content not tailored to user's specific needs

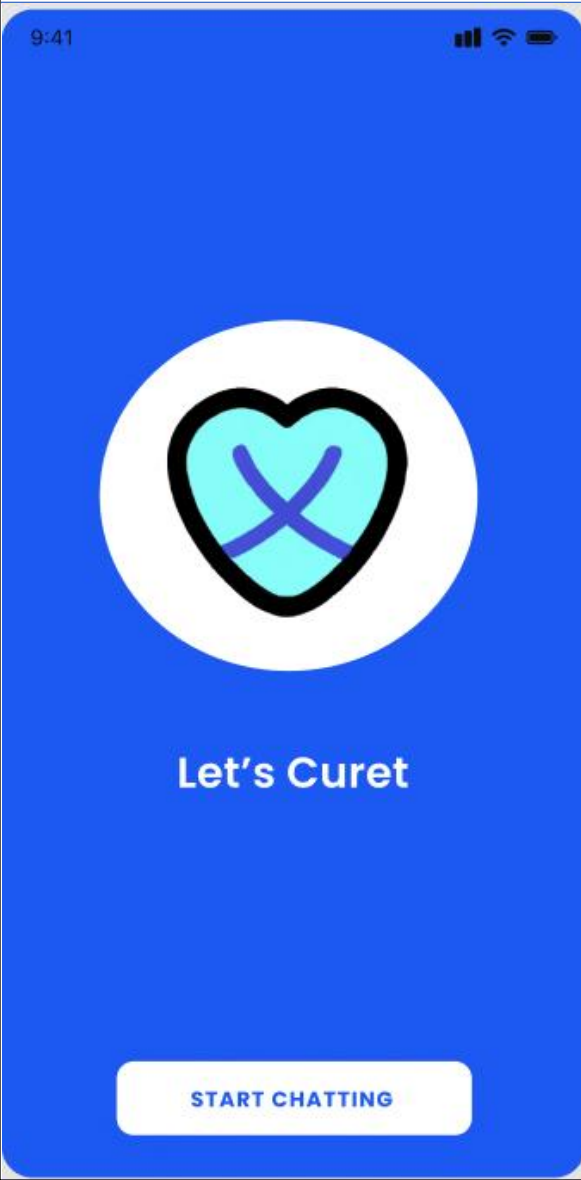


Trained on unreliable datasets with medically inaccurate data points

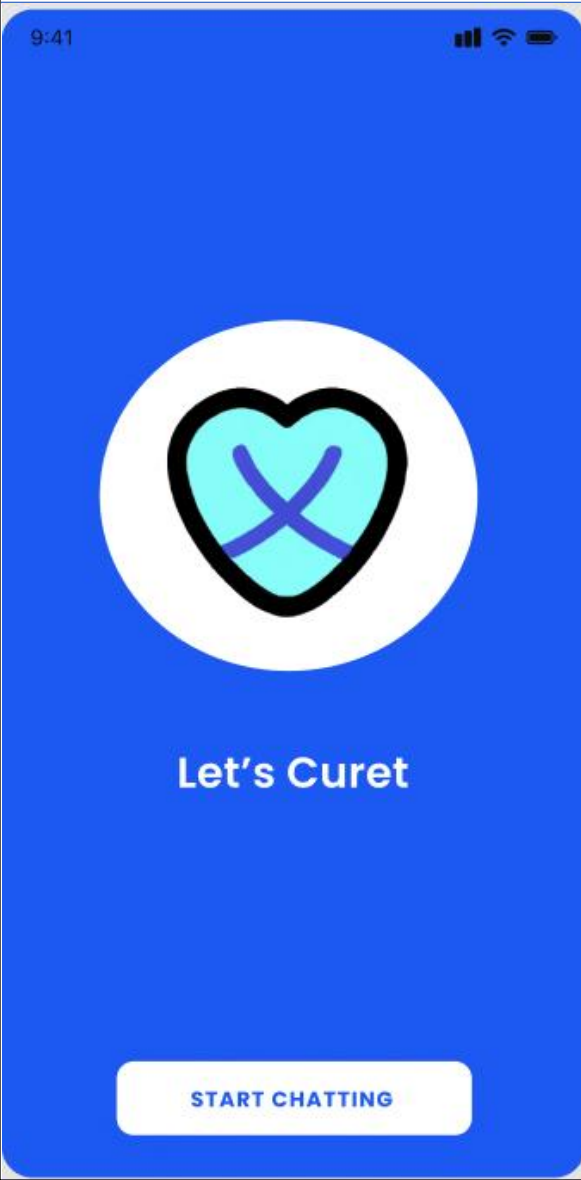


More accurate than Chat GPT & similar Large Language Models

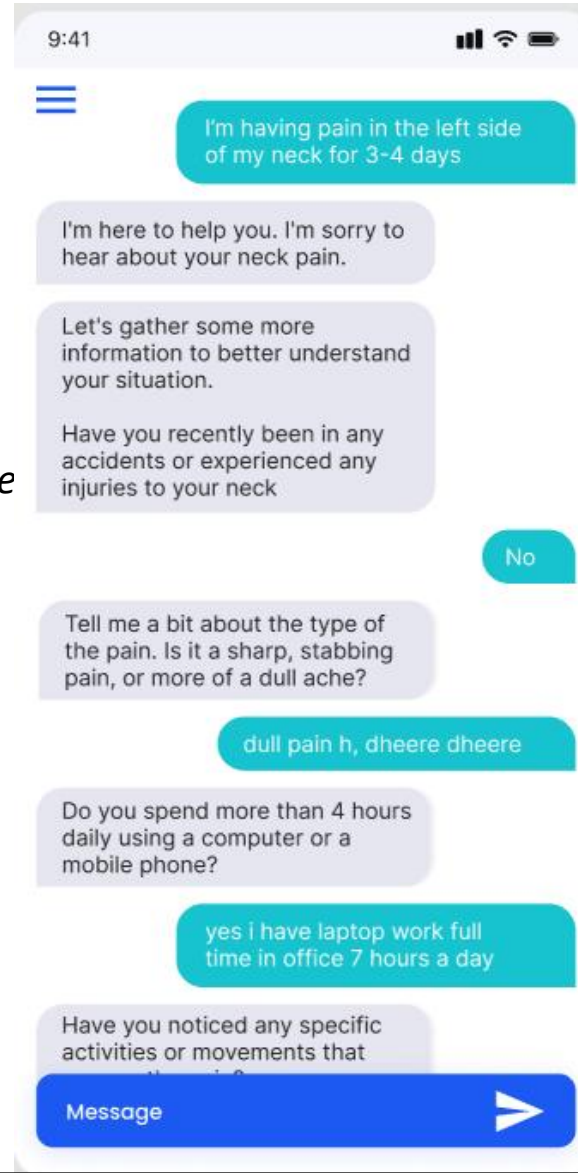
Curet integrates cutting-edge AI with a minimal UI for an accessible & intuitive user experience



# Curet integrates cutting-edge AI with a minimal UI for an accessible & intuitive user experience

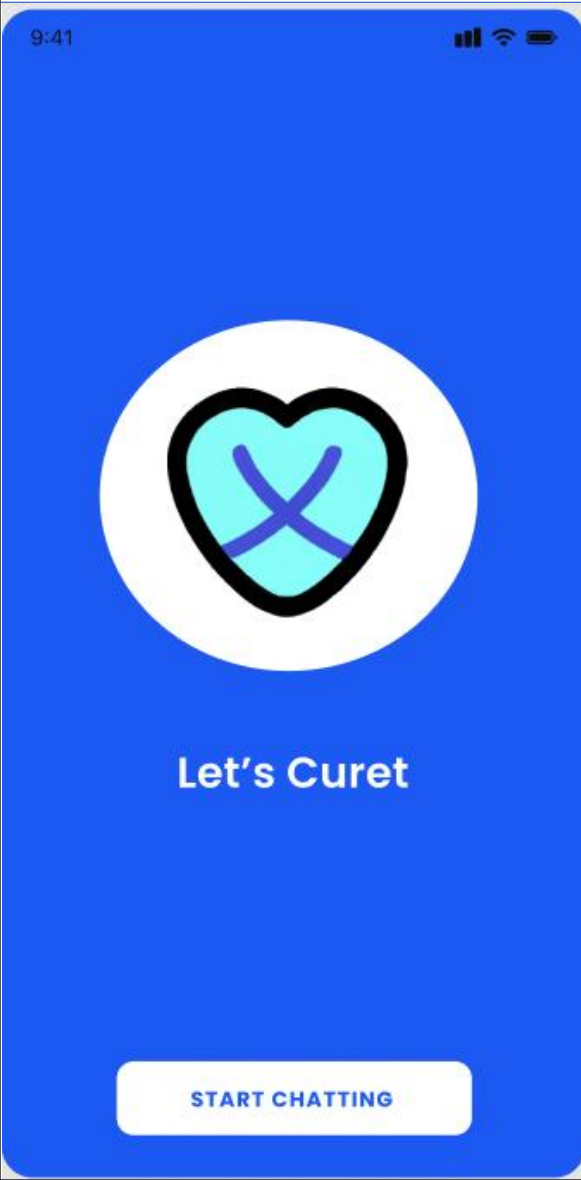


*Human like  
Chat experience*

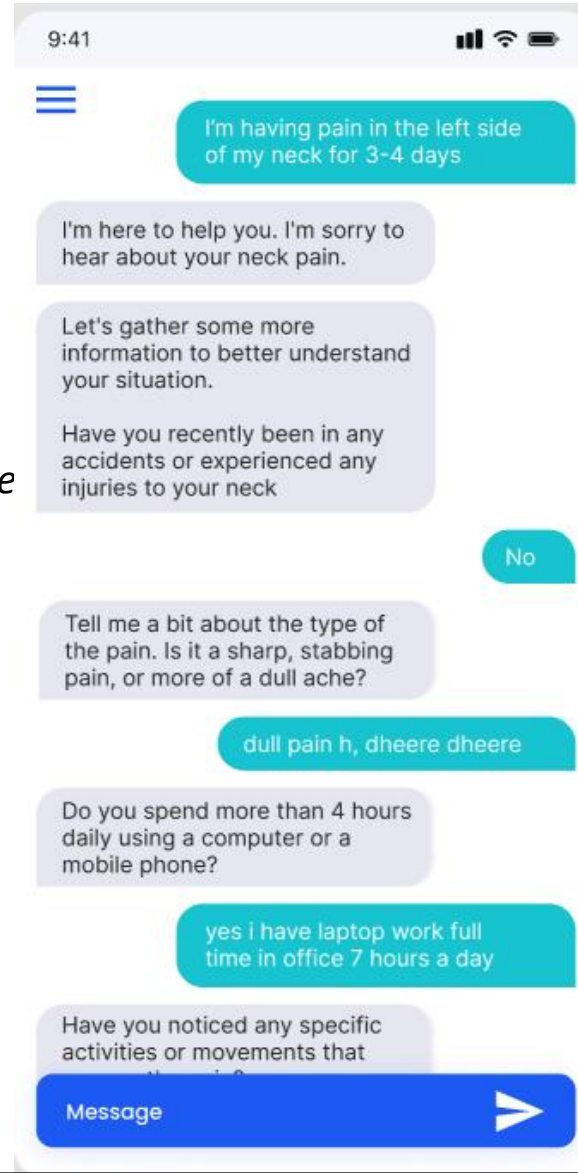




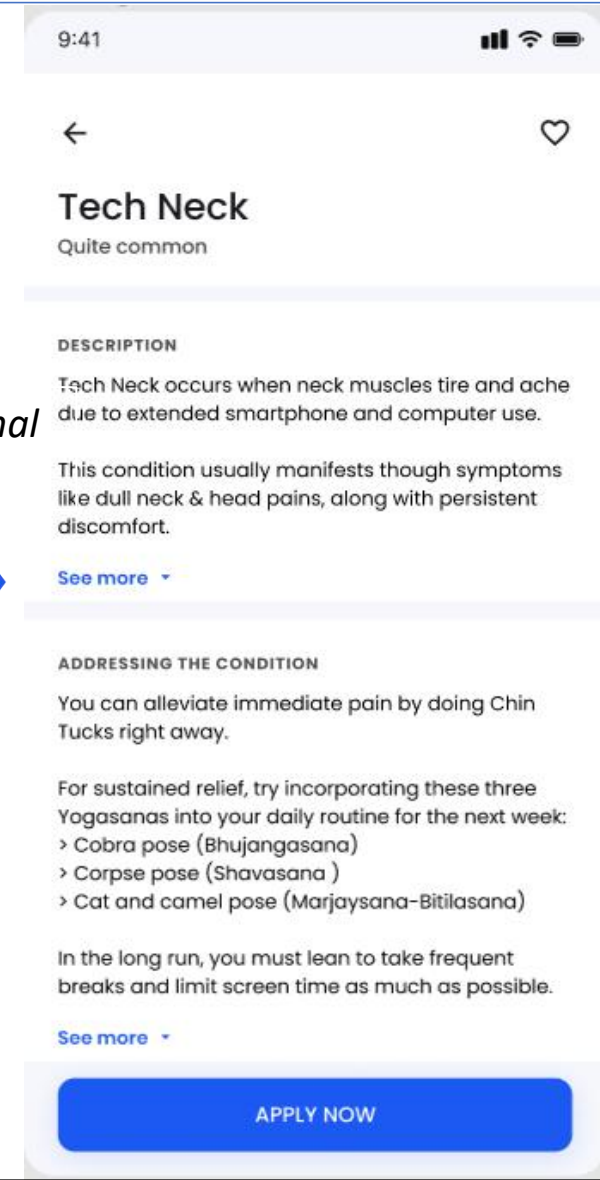
# Curet integrates cutting-edge AI with a minimal UI for an accessible & intuitive user experience



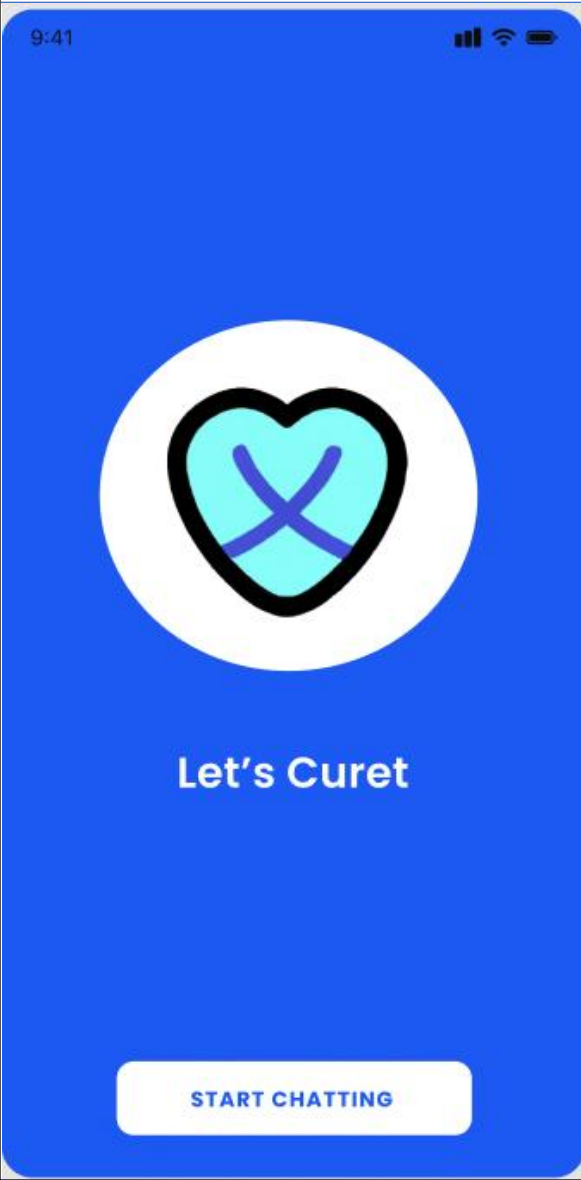
*Human like  
Chat experience*



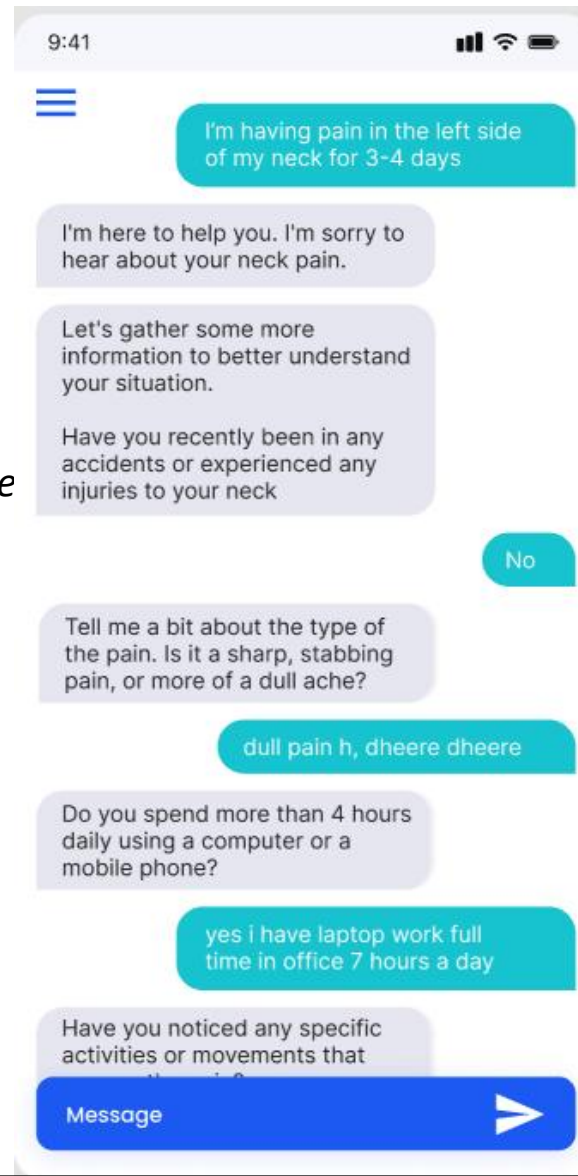
*Conversational  
Diagnosis*



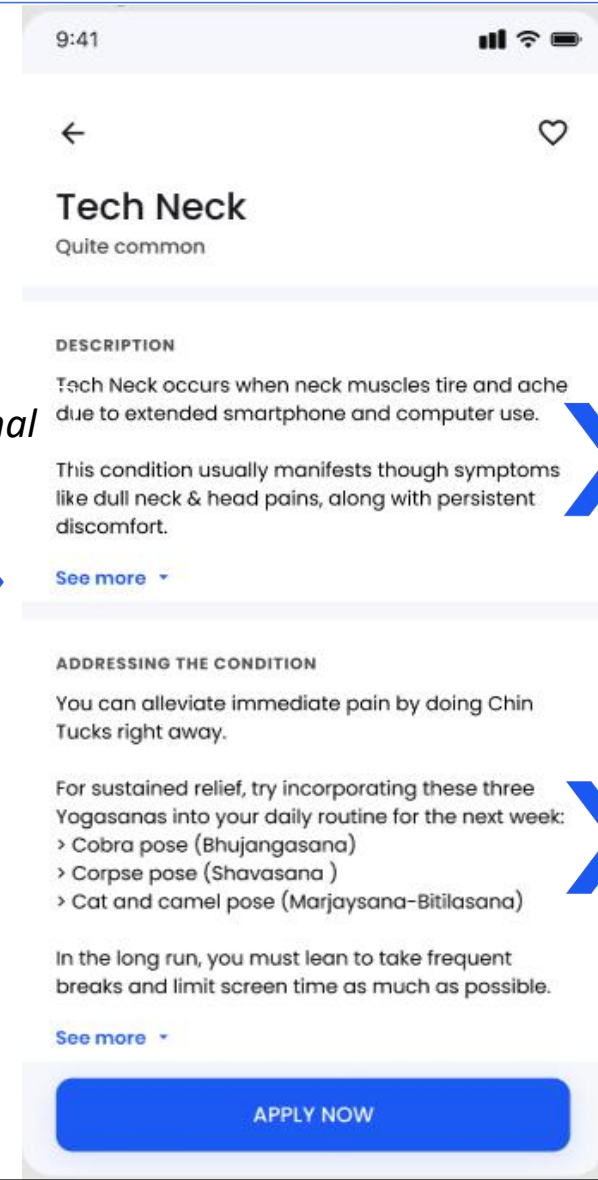
# Curet integrates cutting-edge AI with a minimal UI for an accessible & intuitive user experience



*Human like  
Chat experience*



*Conversational  
Diagnosis*



*Condition  
info.*



*Tailored  
wellness  
plan*



# This is the right time to launch Curet to secure a first mover advantage & capitalize on a booming untapped market



## Large & rapidly expanding blue ocean in India



CAGR = **15.9%** in Asia-Pacific (diagnosis only chatbots) <sup>(1)</sup>



Wellness market Size is **₹ 49,000 crores** with little competition in chatbot space <sup>(2)</sup>

## Support to holistic treatments from scientific community & govt.



Recognition to various holistic medicine practices by the AYUSH Ministry



High velocity of peer reviewed content for holistic treatment by top journals & institutions

## Thriving investor interest in AI Healthcare



**₹ 4,880 Crores** in funding by May '23 <sup>(3)</sup>



Sequoia, Khosla, Tiger Global: **75** AI investments & only 2 exists <sup>(4)</sup>

## First mover advantage



Sticky customers

Curet will serve an untapped ₹1200 Crore market, spread across both rural & urban India



### Total Addressable Market

**65 Crore individuals** <sup>(5)</sup>

*anyone who could install our app on their phone, essentially everyone who has a smart phone in India*



Curet will serve an untapped ₹1200 Crore market, spread across both rural & urban India



### Total Addressable Market

**65 Crore individuals** <sup>(5)</sup>



### Serviceable Addressable Market

**43.8 Crore Individuals** <sup>(6)</sup>

*Active internet users having smartphones in villages*

Rural

**12.2 Crore**

Urban

**31.6 Crore**

*Active internet users with smartphones in cities who are employed*



Curet will serve an untapped ₹1200 Crore market, spread across both rural & urban India



### Total Addressable Market

65 Crore individuals <sup>(5)</sup>



### Serviceable Addressable Market

43.8 Crore Individuals <sup>(6)</sup>

Rural

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Urban

31.6 Crore



### Revenue Model

Basic users

Limited number  
of chats

Premium users

Unlimited chats  
@ ₹100/ month



Curet will serve an untapped ₹1200 Crore market, spread across both rural & urban India



### Total Addressable Market

65 Crore individuals <sup>(5)</sup>

### Yearly Market Size (using SAM)

₹ 1210.8 Crore

Rural

₹ 73.2 Crore @ 0.5%  
premium usage

Urban

₹ 1137.6 Crore @ 3%  
premium usage

### Serviceable Addressable Market

43.8 Crore Individuals <sup>(6)</sup>

Rural

12.2 Crore

Urban

31.6 Crore

### Revenue Model

Basic users

Limited number  
of chats







Premium users

Unlimited chats  
@ ₹100/ month

Curet is designed to beat the competition (global) by offering a wide spectrum of synergistic features with a focus on India!



(7)

	Accuracy	Personalization	Healthcare Plan	Conversational	Friendly Design	App
	✗	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗	✓
	?	✗	✗	✓	✓	✓
	?	✗	✗	✓	✓	✓
	?	✗	✗	✗	✓	✓
 Curet	✓	✓	✓	✓	✓	✓

The combination of these 4 features is Curet's key differentiating factor!

Curet is **India focused**. However, the potential competitors are based out of the country with non-Indian target markets.

No player, other than Curet, focuses on **prolonged wellness** through healthcare planning & deep personalization.



We come with an eclectic skillset from technology, business & holistic medicine, bolstered by experiences at top organizations



## Dr. Chitra Bhardwaj

B.N.Y.S. – Sant Hirdaram Medical College of Naturopathy & Yogic Sciences for Women



## Suyash Gupta

M.B.A. – BITS School of Management (BITS Pilani)  
B. Tech. (Comp. Science) – Bikaner Technical University





Even with conservative estimates, Curet plans to break even by Year 3 & generate ₹4.5 Crore in EBITDA by Year 5

Particulars	Year 1	Year 2 (Launch)	Year 3	Year 4	Year 5
	<i># users growing @ 100% yearly</i>				
# users (rural)	-	40,000	80,000	1,60,000	3,20,000
# users (urban)	-	1,50,000	3,00,000	6,00,000	12,00,000
<b>Revenue</b>	₹ 0	₹ 56,40,000	₹ 1,12,80,000	₹ 2,25,60,000	₹ 4,51,20,000
COGS					
(-) Hosting		9,96,000	19,92,000	39,84,000	79,68,000
(-) Marketing	5,00,000	2,00,000	2,00,000	2,00,000	2,00,000
<b>Gross Profit</b>	-₹ 5,00,000	₹ 44,44,000	₹ 90,88,000	₹ 1,83,76,000	₹ 3,69,52,000
Operating Costs	<i>Salary increasing @ 10% yearly</i>				
(-) 2 x Er. (ML)	₹ 16,00,000	₹ 17,60,000	₹ 19,36,000	₹ 21,29,600	₹ 23,42,560
(-) 2 x Er. (App dev.)	₹ 14,00,000	₹ 15,40,000	₹ 16,94,000	₹ 18,63,400	₹ 20,49,740
(-) 1 x Er. (Dev Ops)	₹ 7,00,000	₹ 7,70,000	₹ 8,47,000	₹ 9,31,700	₹ 10,24,870
(-) Rent	₹ 2,40,000	₹ 2,40,000	₹ 2,40,000	₹ 2,40,000	₹ 2,40,000
<b>Operating Profit</b>	-₹ 44,40,000	₹ 1,34,000	₹ 43,71,000	₹ 1,32,11,300	₹ 3,12,94,830
Opening block	₹ 0	-₹ 44,40,000	-₹ 43,06,000	₹ 65,000	₹ 1,32,76,300
<b>EBITDA (cumulative)</b>	-₹ 44,40,000	-₹ 43,06,000	₹ 65,000	₹ 1,32,76,300	₹ 4,45,71,130

0.35  
% of SAM

### Key partnerships:

**YEAR 3:** Partner with insurance providers & corporates for large captive user bases.

**YEAR 6:** Introduce integrations with wearable devices for user data

	Year 2	Year 3	Year 4	Year 5
<b>Revenue/User</b>	₹ 30	₹ 30	₹ 30	₹ 30
<b>Costs/User</b>	₹ 29	₹ 18	₹ 12	₹ 9
<b>EBITDA/User</b>	-22.7	0.2	17.5	29.3



Thanks!

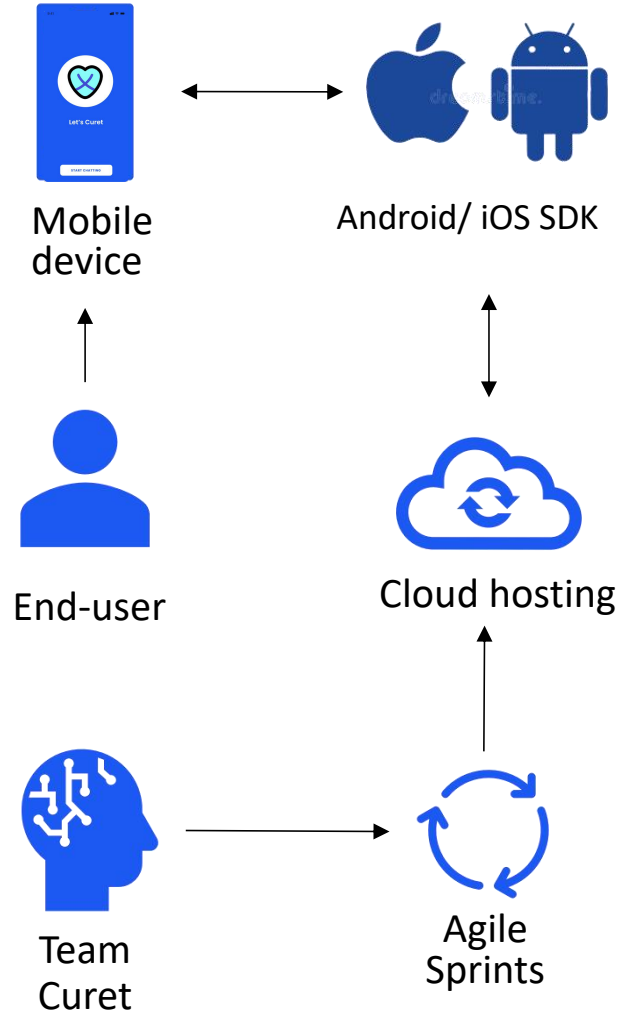


Appendix



# Curet's Technology Plan

Our tech plan involves leveraging external APIs & internal AI-driven algorithms, creating a user-friendly cloud-hosted app, and continuous refinement based on user feedback.



## AI Development



1. Develop AI-driven conversational bots
2. Utilize a mix of external APIs and proprietary in-house algorithms

## App development



1. Design user-friendly interface for easy symptom input and interaction.
2. Create intuitive Android and iOS apps.

## Cloud scalability



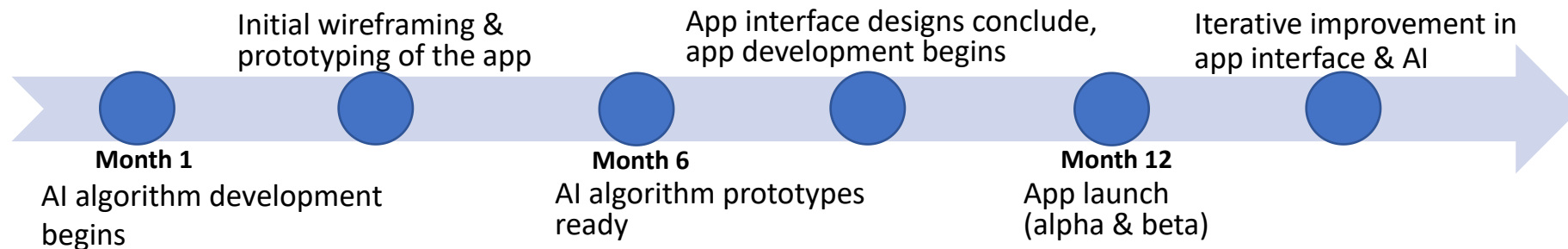
1. Host app and APIs on cloud platforms.
2. Ensure seamless scalability, real-time updates, and secure data storage.

## Iterative improvement



1. Continuously refine algorithms for personalized plans.
2. Enhance accuracy based on user feedback and usage patterns.

## Projected Timeline





# Addition Information

This slide contains miscellaneous information that includes data on Curet's conceptualization, the team, reactions from potential stakeholders, licensing requirements, and more.

## Reactions from medical students



Final year,  
MBBS

*"Good app & will be used a lot by general public but in complications it won't help, you'll need doctors there"*



Final year,  
BNYS

*"Not for more complex conditions, but yes for smaller things & primary care it's a great innovation."*

## Reactions from customers (TG)



EY Employee  
& Mother of  
two

*"Google pe to duniya bhar ka gyan milta hai, yaha exact pata chal jayega kya baat hai aur kya karna hai."*



Farmer from  
Rajasthan

*"Baccho ke paas phone to hai hi, to tehseel nahi jaana padega doctor ko dikhane har choti chiz ke liye."*

## Contact Team Curet



### Suyash Gupta

MBA – BITS Pilani's School of Management  
B. Tech (Comp. Science) – Bikaner Technical University  
[suyashgupta0001@gmail.com](mailto:suyashgupta0001@gmail.com)



### Dr. Chitra Bhardwaj

BNYS – Sant Hirdaram Medical College of Naturopathy & Yogic Sciences for Women  
[chitra.bhardwaj2904@gmail.com](mailto:chitra.bhardwaj2904@gmail.com)



**No licensing requirements** as Curet recommends only natural treatments & OTC drugs.



Conceptualized after 50+ interviews & **cross-domain insighting** from tech, health & business.

#### Current stage

Ideation

#### Location

Virtual

#### Founding Date

Jan 2023

#### IP/ Patents

None

#### Funding

Bootstrapped

