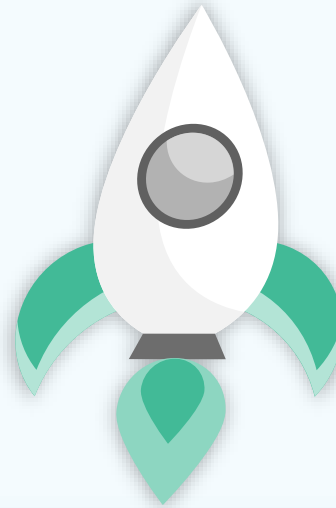


EVOLVING HEALTHCARE START-UP ECOSYSTEM

SUMMER TRAINING PRESENTATION

HEAL HEALTH CONNECT
SOLUTIONS



UNIVERSITY MENTOR :
DR. SAURABH KUMAR BANARJEE,
DEAN SPM

CORPORATE MENTOR :
DR. SWADEEP SRIVASTAVA
AND MS. CHHAVI AUPLISH,
HEAL HEALTH CONNECT
SOLUTIONS

PRESENTED BY :
GARIMA CHAUDHARY
ROLL NO : 183

OBJECTIVES

- ✓ **To Study And Collect Information About Healthcare Startups In India.**
- ✓ **To Explore The Challenges And Startup Market In Future Course Of Action.**
- ✓ **To Understand Healthcare Small And Mid-size Pharma Companies, Mid-size Manufacturing Company For Pharma- Machines & Ingredient/ Formulation Manufacturers, Pharma & Nutraceuticals Ingredient Company / API Company, Equipment Manufacturers/ Packaging Company Related To Healthcare Sector.**

45.06%
Increase Within
The Total
Investments In HC
Startups.

4,892 HC
Startups In
2018.

Raised A
Total Of \$504
Mn Between
2014-2018.

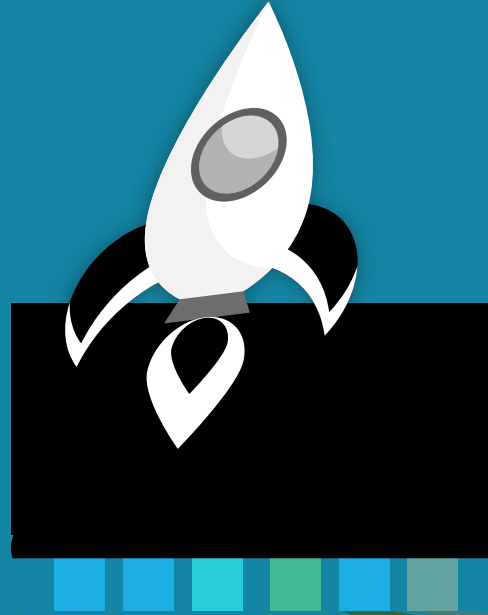
INDIAN HEALTHCARE SECTOR

Expected
To Reach
\$280 Billion
By 2020.

Valued At
\$372bn By
2022.

Public Health
Spending: 2.5
% Of The
Country's
GDP By 2025.

GENERAL HEALTHCARE STARTUPS



TELEMEDICINE STARTUPS

Practo
Mfine
Lybrate

ONLINE PHARMACY STARTUPS

1MG
Pharmeasy
Netmeds

DIAGNOSTICS MEDICAL DEVICES STARTUPS

NIRAMAI
Wrig Nanosystems
LabsAdvisor
Forus.

BIOTECH R&D STARTUPS

Mitra Biotech
CANscript
Pandorum Technologies

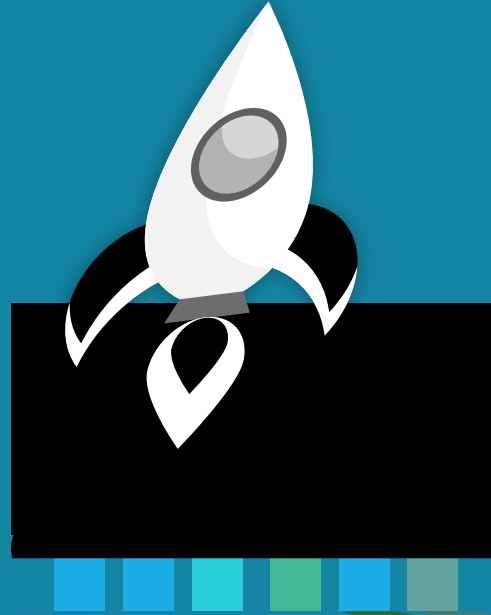
BIO PHARMA STARTUPS

Bugworks Laboratories
Vyome Therapeutics
PlasmaGen Biosciences

GENOMICS STARTUPS

Genebox
MedGenome

WOMEN HEALTHCARE STARTUPS



PREGNANCY RELATED

Pregbuddy
Together for her
Ela Women
ILove9Months

PORTABLE UTERINE CONTRACTION MONITORING DEVICE

Janitri Innovation

MENSTRUAL PAD AND CUPS

Azah
Sanfe
Heyday
Trucup

TRACKING APPS

Clue
Period Tracker
Nyra

BREAST CANCER SCREENING

Niramai

FEMALE URINATION DEVICE

Peebuddy

Largest Provider
Of Generic Drugs
Globally.

INDIAN PHARMA SECTOR

Export- US\$
20.70 Billion
In FY20

Domestic
Pharma
Market
Turnover- US\$
18.12 Billion In
2018.

Govt
Announced US\$
1.3 Billion To
Boost
Manufacturing
Ingredients
Domestically By
2023

Domestic
Pharm Market
Turnover- US\$
20.03 Billion In
2019.

Expected To
Grow To US\$
100 Billion,
2025

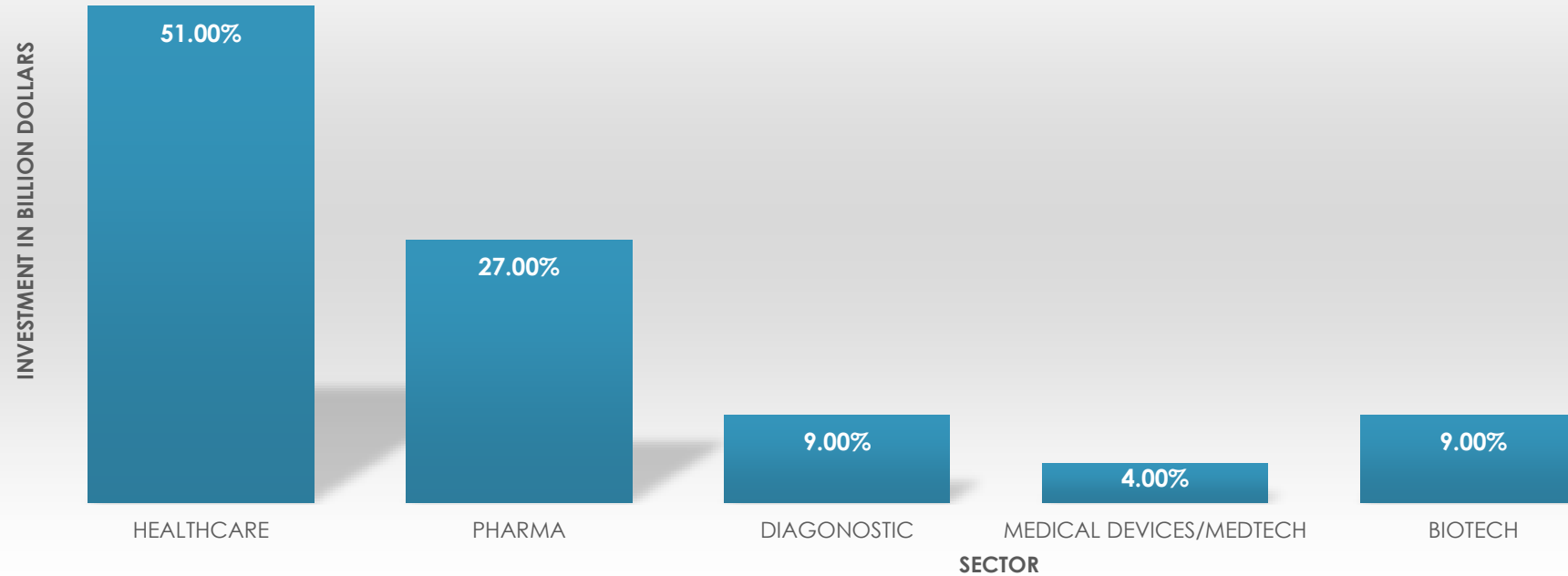
BRIEF PROFILE OF THE INDIAN PHARMACEUTICAL MSME'S

- ❑ India Pharma Industry About 60 Per Cent Of The Manufacturing Is Contributed By MSME's Within An Annual Turnover Of Approximately 60,000 Crores Or \$9 Billion Which Is An Integral Part Of Predominantly Formulations And To An Extent API Industry More So For Intermediates.
- ❑ The Industry Is Extremely Fragmented With Approximately 24,000 Units In MSME's Sector Accounting For 70 Per Cent Of Production By Volume And 50 Per Cent By Value On Ex-factory Basis.
- ❑ Pharma Exports Of \$ 20 Billion And Domestic Is \$18 Billion. SME's Contribute To Almost 90 Per Cent To Domestic Formulation And About 50 Per Cent To Exports.
- ❑ Major Challenges Faced Are Lack Of Proper Industrial Infrastructure, Compliance With Environmental Laws, Regulatory Stringencies, Financial Constraints, To Make Its Presence Known Amongst Its Global Competitors, The Lack Of Awareness About Regulatory Compliance Of Various Regions, Stringent Quality Norms, Ever Changing Technology In The Drug Making Procedures, Meeting International Standards Requirements.
- ❑ Examples- Maas Pharma Chemicals, Harrisons Pharma Machinery Private Limited, Zentic Pharmaceuticals, Prism Pharma Machinery, Granules India Limited, Lasa Supergenerics, Bangalore Antibiotics & Biological Pvt Ltd etc.

The image features a solid blue upper section and a solid black lower section, separated by a jagged, horizontal line that resembles a torn piece of paper. The word "ANALYSIS" is centered in the black section in a white, bold, sans-serif font.

ANALYSIS

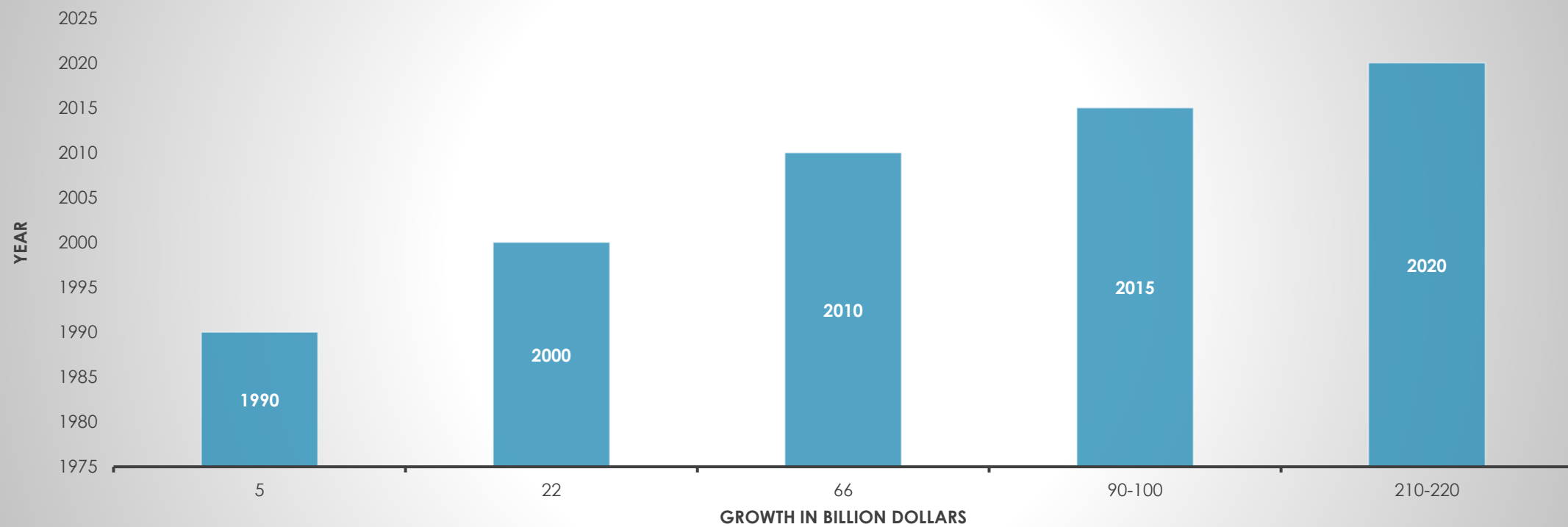
INVESTMENTS IN HC AND LIFE SCIENCE BY SEGMENT, 2016



Investments In HealthCare And Life Science By Segment, 2016

SOURCE: Indiaincgroup

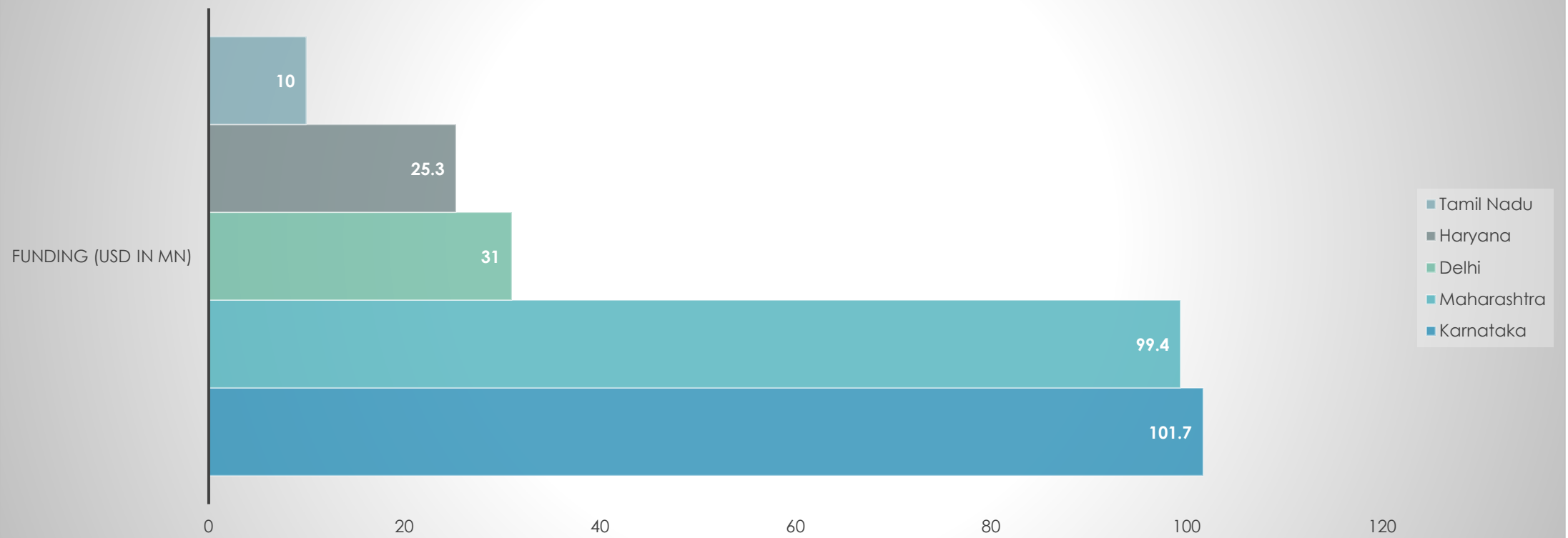
HEALTH SECTOR GROWTH TREND



Health Sector Growth Trend

SOURCE: HC In India: Key Trends, Challenges And Innovation Landscape.

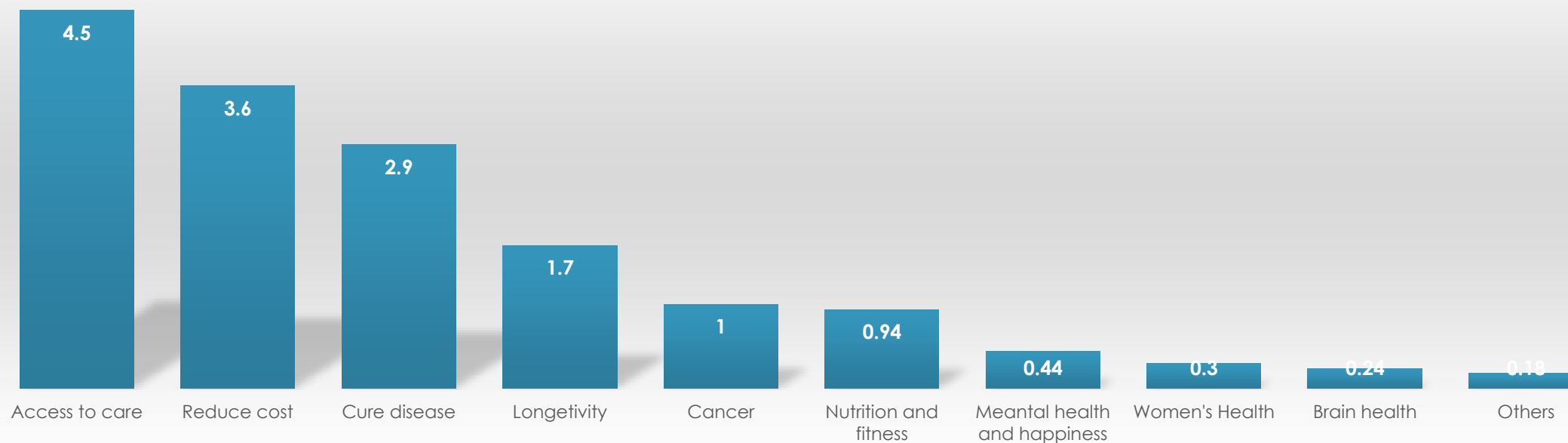
TOP 5 STATES IN INDIAN HC STARTUPS



Top 5 States In Indian HealthCare Startups

SOURCE: Dr. Hempel Digital Health Network, 2018

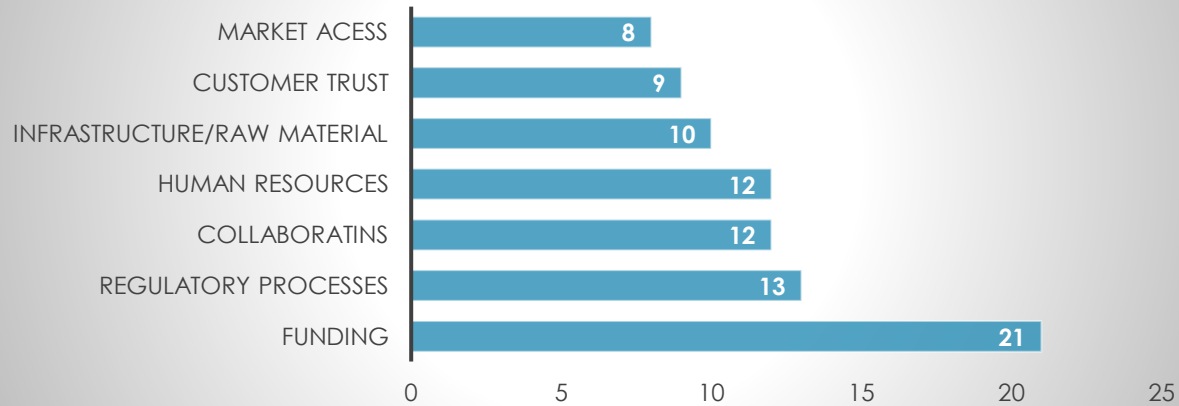
ISSUES HEALTH STARTUPS ARE FOCUSING ON AND FUNDING RECEIVED BY THEM IN BILLION USD.



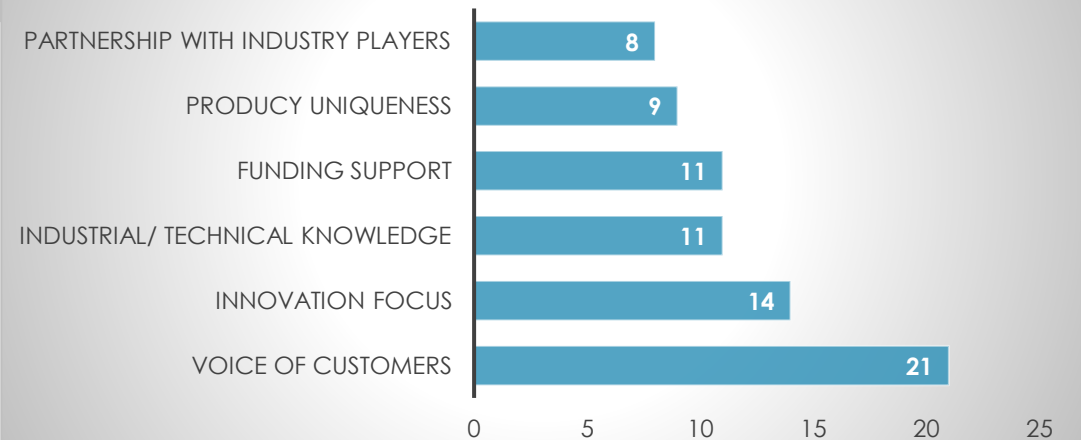
Issues Health Startups Are Focusing On And Funding Received By Them In Billion USD.

SOURCE: Startup health, Statistical charts, Oct 8, 2019.

CHALLENGES FACED BY HC STARTUPS



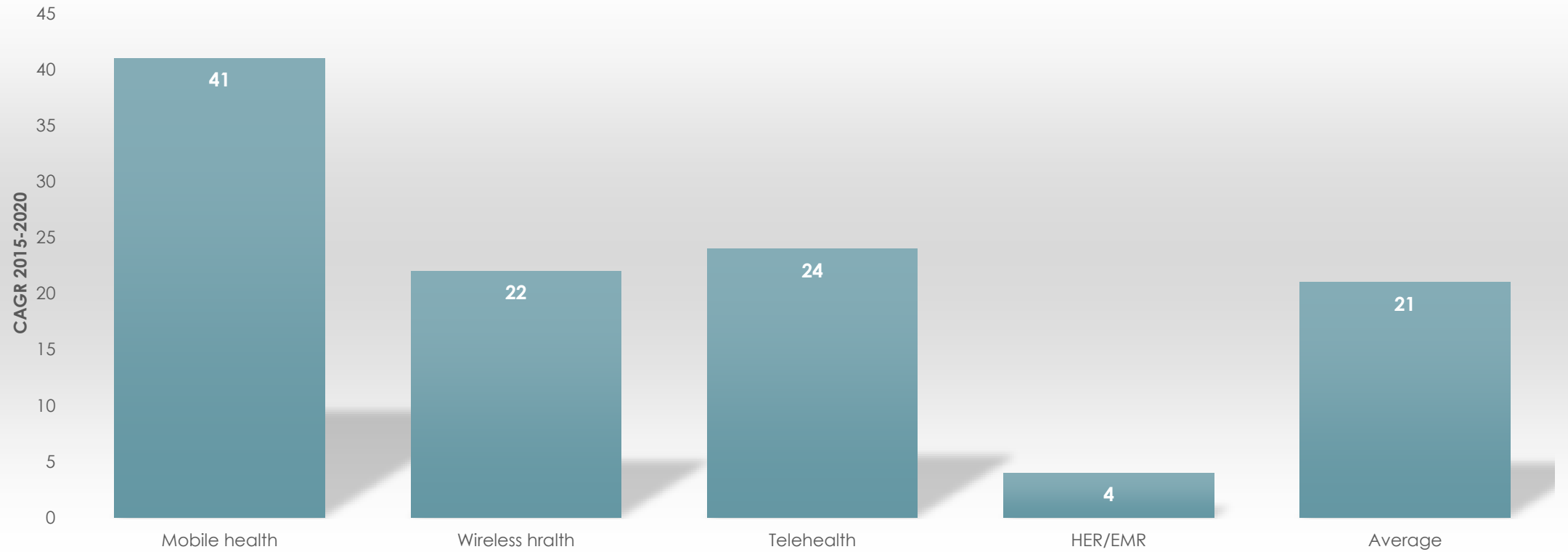
SUCCESS FACTORS



Challenges & Success Factors Faced By Healthcare Startups

SOURCE: NewsBuz, HC Startups have finger on the pulse (Economic Times, Feb 26, 2019)

FUTURE EXPECTATION



Future Expectation

SOURCE: Byteant

THANK YOU



FUNDAMENTALS OF DIGITAL MARKETING

1
OBJECTIVES

2
METHODOLOGY

3
**COURSE
CONTENTS**

4
**KEY
LEARNINGS**

**UNDER THE GUIDANCE OF :
DR. SAURABH KUMAR
BANARJEE
DEAN, SPM**

**PRESENTED BY-
GARIMA CHAUDHARY
ROLL NO : 183**

OBJECTIVES

- ☐ Building business strategies online
- ☐ How search engines can improve their website rankings
- ☐ To understand the online performance through analytics tools

METHODOLOGY

- ☐ **Video lectures**
- ☐ **26 modules**
- ☐ **Questions - after the completion of every module**
- ☐ **Overall Course Assessment**

COURSE CONTENTS

- ☐ The online opportunity
- ☐ Plan your online business strategy
- ☐ Get started with search
- ☐ Be noticed with search ads
- ☐ Improve your search campaigns
- ☐ Get noticed with social media
- ☐ Get started with content marketing
- ☐ Deep dive into display advertising
- ☐ Make the most of video
- ☐ Get started with analytics
- ☐ Build your online shop

KEY LEARNINGS

- ☐ **How to take business online**
- ☐ **Searching Keywords**
- ☐ **Website designing and Alignment**
- ☐ **Advertising**
- ☐ **Social media marketing**
- ☐ **Content marketing**
- ☐ **Email marketing**
- ☐ **Web analytics and taking decisions**
- ☐ **How to expand business (domestically and internationally).**



THANK YOU