

دوايا.كوم

DAWAIA.com

اول تطبيق للطلب من الصيدليات في مصر

Overview

- **Dawaia.com** is a Mobile app that enables patients to search and order medication from the pharmacies.

• دوايا.كوم هو تطبيق للطلب من الصيدليات

Problem

Patients need to

- **Easy way to find and order** medicines
- Need to **search in many pharmacies** to **rare medicines** which took **time** and **Effort**
- Send **prescription** to pharmacy
- Order medicines **24h** and during **late** night hours

Solution

Dawaia for **Patients**

- **Easy Find** and **order** medicines that are rarely available
- **Send prescription** to pharmacy online
- **Save time** and **effort** of searching on a medicine

Dawaia for **Pharmacies**

- Will help them to have more sales.

How it works



دوآيا.كوم..الدواء بين ايديك!

حمل تطبيقنا، إنها الطريقة الأسرع لطلب دواءك أثناء تنقلك



وقريباً



The idea in a video

This is a video that describe the idea

<https://www.youtube.com/watch?v=k1NGAYNq9Q0>



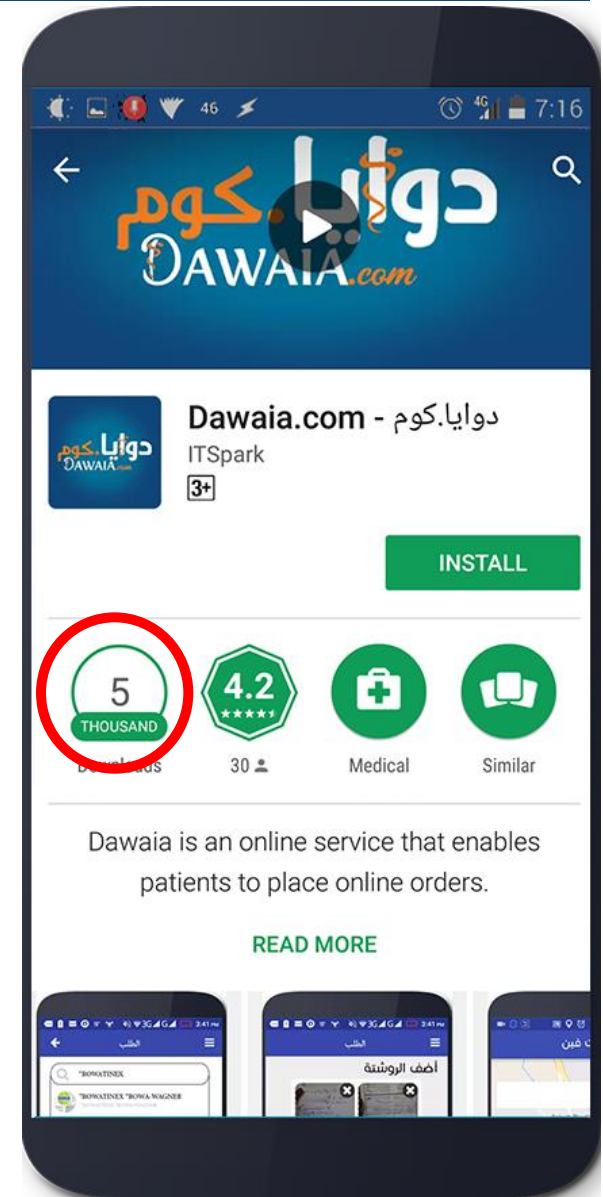
Value

- Provide High quality of Service to Patients
- Provide 24h customer Service
- Available product Stock
- Fast / Free Delivery Service

- Become the biggest Online Pharmacy in Egypt and other Countries
- Providing High quality Medication Service

Quick Numbers

- Lunched in August 2017
- **9000+** downloads
- **3800+** Active users
- **400+** Registered Pharmacies



Quick Numbers

- Now Covering
 - Alexandria
 - El Behira
 - Cairo and Giza (started March 2018)
- Working on spreading abroad in the following countries
 - KSA
 - Kuwait
 - Lebanon
 - UAE
 - Sudan
 - Tunisia
 - Algiers
 - Italy

Monetization

- Pharmacy subscription
- Pharmacy payment Options
5% per transaction OR 50 L.E/Mo

Growth Rate

- Dawaia Growth Rate 14.2%

Roadmap

Year 1

- 500 Registered Pharmacy
- 10K users
- **Alexandria**

Year 2

- 1k Registered Pharmacy
- 20K users
- **Cairo, Giza, Matrouh**

Year 3

- 2k Registered Pharmacy
- 40K users
- **Delta Governorates**

Year 4

- 5k Registered Pharmacy
- 100K users
- **Expanding to GCC (UAE)**

Year 5

- 20k Registered Pharmacy
- 500K users
- **(Kuwait, Bahrain, Sudan)**

Financials

- Income statements for **first year**

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Project Node: Income Statement	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total Revenue	-	-	2,550	10,200	20,400	28,050	38,250	48,450	58,650	68,850	79,050	90,270	102,000
Cost of Goods Sold (COGS)													
Cost Direct labour	-	-	-	-	-	-	-	-	-	-	-	-	-
Cost of Raw Material	-	-	-	-	-	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	-
Gross Profit	-	-	2,550	10,200	20,400	28,050	38,250	48,450	58,650	68,850	79,050	90,270	102,000
Operating Expenses													
Salaries of indirect staff	-	18,500	18,500	26,000	26,000	31,500	36,500	39,000	39,000	39,000	39,000	39,000	39,000
General and Admin	-	3,100	3,100	3,100	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
R&D	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales & Marketing	-	-	26	102	25,204	281	383	25,485	587	689	791	903	1,020
Total OPEX	-	21,600	21,626	29,202	54,704	35,281	40,383	67,985	43,087	43,189	43,291	43,403	43,520
EBITDA	-	(21,600)	(19,076)	(19,002)	(34,304)	(7,231)	(2,133)	(19,535)	15,564	25,662	35,760	46,867	58,480
Depreciation	20,333	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694
Earning Before Interest & Taxes (EBIT)	(20,333)	(23,294)	(20,770)	(20,696)	(35,998)	(8,925)	(3,827)	(21,229)	13,869	23,967	34,065	45,173	56,786
Cumulative	(20,333)	(21,600)	(40,676)	(59,678)	(93,982)	(101,212)	(103,345)	(122,879)	(107,316)	(81,654)	(45,895)	973	59,453

Financials

- Cash flow first year

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Cash Flow Statement	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1
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
9	Total Cash In	-	2,550	10,200	20,400	28,050	38,250	48,450	58,650	68,850	79,050	90,270	102,000
10													
11	Cash Out												
12	Cost of Goods Sold (COGS)												
13	Direct labour	-	-	-	-	-	-	-	-	-	-	-	-
14	Raw Material	-	-	-	-	-	-	-	-	-	-	-	-
15	Total COGS	-	-	-	-	-	-	-	-	-	-	-	-
16	Operating Expenses												
17	Salaries of indirect staff	18,500	18,500	26,000	26,000	31,500	36,500	39,000	39,000	39,000	39,000	39,000	39,000
18	General and Admin	3,100	3,100	3,100	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
19	R&D	-	-	-	-	-	-	-	-	-	-	-	-
20	Sales & Marketing	-	26	102	25,204	281	383	25,485	587	689	791	903	1,020
21	Total OPEX	21,600	21,626	29,202	54,704	35,281	40,383	67,985	43,087	43,189	43,291	43,403	43,520
22	Capital Expenditures												
23	Total Capex	37,500	-	-	-	16,500	-	7,000	-	-	-	-	-
24													
25	Total Cash Out	59,100	21,626	29,202	54,704	51,781	40,383	74,985	43,087	43,189	43,291	43,403	43,520
26													
27	Net Cash	(59,100)	(78,176)	(97,178)	(131,482)	(155,212)	(157,345)	(183,879)	(168,316)	(142,654)	(106,895)	(60,027)	(1,547)

Financials

- Income statement for 5 years

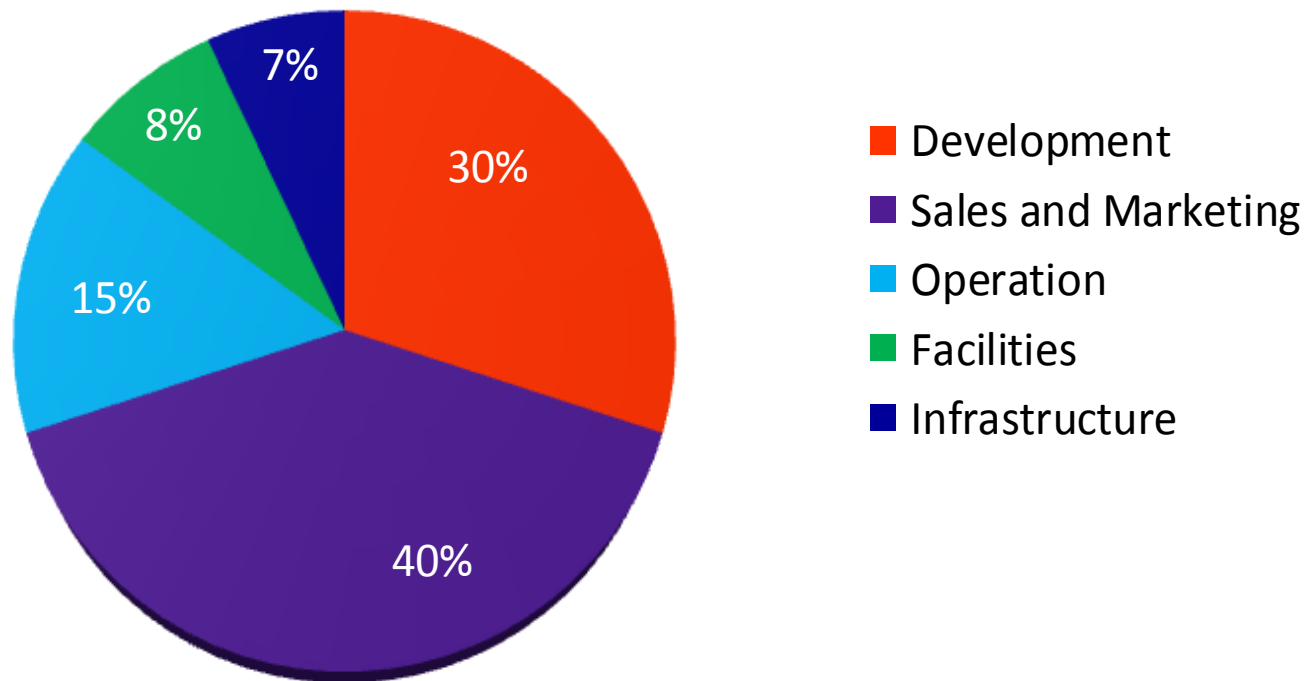
Project Node: Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	594,000	1,710,000	3,420,000	6,840,000	8,550,000
Cost of Goods Sold (COGS)					
Cost Direct labour	-	-	-	-	-
Cost of Raw Material	-	-	-	-	-
Total COGS	-	-	-	-	-
Gross Profit	594,000	1,710,000	3,420,000	6,840,000	8,550,000
Operating Expenses					
Salaries of indirect staff	468,000	720,000	1,080,000	1,080,000	1,080,000
General and Admin	37,200	37,200	37,200	37,200	37,200
R&D	-	120,000	126,000	132,300	138,915
Sales & Marketing	55,940	117,100	234,200	318,400	335,500
Total OPEX	561,140	994,300	1,477,400	1,567,900	1,591,615
EBITDA	32,860	715,700	1,942,600	5,272,100	6,958,385
Depreciation	27,407	43,740	67,073	49,907	33,573
Earning Before Interest & Taxes (EBIT)	5,453	671,960	1,875,527	5,222,193	6,924,812
Cumulative	5,453	677,413	2,552,940	7,775,133	14,699,945

Road map

Improvements in application

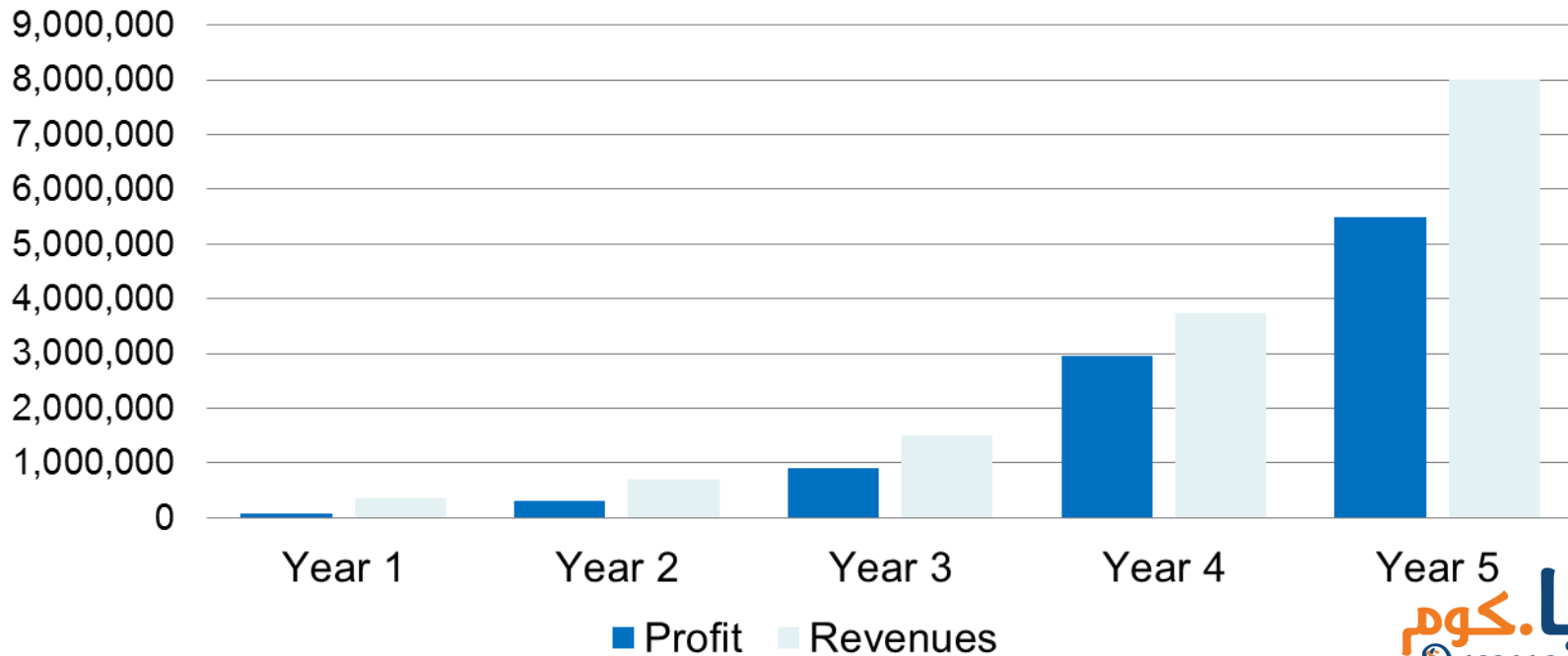
- VoIP calls between patient and pharmacist
- Patient's medicine reminder
- VIP Service
- API interface
- Link Pharmacies with distributors and able to order online
- Integration with Fawry

Capital division



Financials

(Currency)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	360,000	700,000	1,500,000	3,750,000	8,000,000
Costs	295,000	400,000	600,000	800,000	3,500,000
EBITDA	65,000	300,000	900,000	2,950,000	5,500,000



Team



Fady Angelo
Management

Computer
Engineering
14 years experience in
software development



Sara Genady
Development

Computer Science
6 years experience in
software development



Menna Youssef
Marketing and
Branding

MIS
4 years Experience in as a
Senior Front end Developer and
Social networking marketing



Fady Edward
Operation

Faculty of commerce
5 Years experience
in Sales



For more details please contact

Fady Angelo

Mobile: +2 01282338825 / +2 01203030573

Email: fady.angelo@itspark-eg.com

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