



BY VISIWELL SOLUTIONS PRIVATE LIMITED

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www.caremeez.com

www.visiwellsolutions.com

STARTUP CAREMEEZ BY VISIWELL SOLUTIONS PRIVATE LIMITED

#startupindia

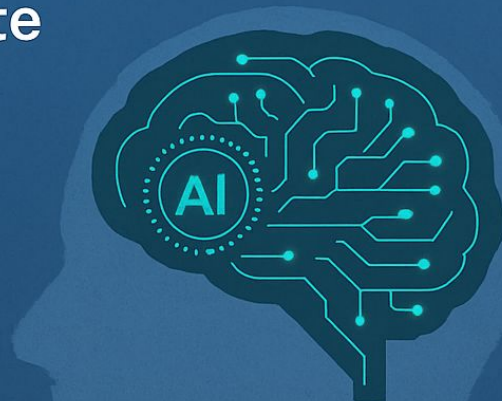
India's First On-Demand Per-Minute Teleconsultation Platform

Bringing real-time access to doctors, wellness experts, and mental health support — instantly, affordably, and flexibly.

✓ What-Makes CareMeez Different:

- 🏠 Low-Cost Consults starting at ₹15/min
- 🧠 AI-Enhanced Health Experience: Specialized AI to Understand User and Personalize Content
- 👨‍⚕️ Doctor-Creator-Content Flywheel powered by health education & advanced marketing tools
- 🌿 20+ Specialties across medical, mental & lifestyle care
- 🌐 Digital Inclusion for doctors, fitness trainers, yoga coaches, and nutritionists
- 📍 Backed by DPIIT | MSME Registered | MVP Live | Cross-platform support

“AI-powered. Creator-driven. Human-focused. CareMeez is redefining how India heals.”



“Your mind will answer most questions if you learn to relax and wait.”

Instant Health Support

Mental & physical health in one tap



Talk to Psychiatrist



Talk to Psychologist

YOUR HEALTH, YOUR WAY



Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

INTRODUCING



CareMeez is a digital healthcare platform that provides instant, flexible, and affordable access to expert doctors and health professionals across all specialties – including General Medicine, Mental Health, Dermatology, Gynecology, Pediatrics, Cardiology, Orthopedics, and more.

Unlike traditional healthcare apps, CareMeez offers **per-minute consultations**, allowing users to pay only for the time they use, without the burden of fixed, high-cost appointments.

But that's not all. CareMeez also empowers wellness professionals – including fitness coaches, yoga instructors, therapists, and nutritionists – to grow their digital presence, monetize their idle time, and deliver quality care flexibly.



Milestones Achieved by CareMeez

Milestone	Status
 Company Registered	✓ Visiwell Solutions Pvt. Ltd. (Startup India DPIIT certified)
 Trademark Registered	✓ CareMeez® registered
 MVP Ready & Live	✓ Cross-platform app with live doctor listing
 First Batch of Verified Doctors Onboarded	✓ 50+ across India & 1000+ Pending Doctor Applications
 Educational Content Strategy Tested	✓ AI-based content on Instagram, YouTube, LinkedIn with strong engagement
 Early Beta Consults Completed	✓ Pilot consultations conducted successfully
 Government/MSME Certifications	✓ Udyam MSME registration obtained
 Pitch Deck & SISFS-ready Documentation	✓ Ready with revenue, impact, and market plan

The Problem We're Solving For Patients

1. MASSIVE DOCTOR SHORTAGE IN RURAL INDIA



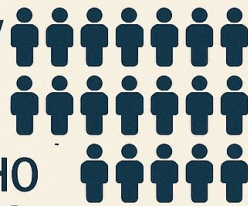
Over 60% of India's population lives in rural areas



Only 19% of doctors are available in these regions.



India has only 1 doctor per 1,456 people below the WHO norm of 1:1000.



[WHO & PIB India Reports]

Problem



No nearby specialist

Impact



Delayed diagnosis, worsening of condition

Real-Life Scenario

Ravi, a 42-year-old farmer from a village near Bhiwani, Haryana, has a recurring skin allergy. The nearest dermatologist is 80 km away, and a single trip costs ₹700 + ₹1000 in consultation fees



The Solution

- Ravi opens the CareMeez app.

He talks to a certified dermatologist for ₹15/min, paying just ₹90 for a 6-minute consult.

He receives a prescription and advice without leaving home
And can Buy medicine from local store

- ✓ **Impact:** Access to specialist care, reduced travel, saved time and cost.



2. Healthcare is Still Expensive for Most Indians



67% of India's population pays for health expenses out-of-pocket

[NiTI Aayog Health Financing Report]

Average consultation fee for specialists ranges from ₹500-20000 in urban clinics and hospitals

[Local market analysis & Practo pricing]

Problem



High cost to consult with specialist

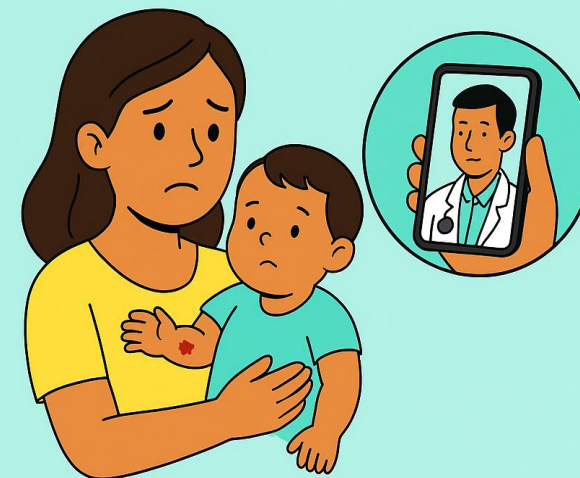
Impact

Spread of disease; Anxiety



How Customers Are Impacted

With CareMeez:
Real-Life Scenario:



A young mother wants to confirm if her child's rash needs urgent care. Instead of spending ₹1000+ and traveling to a clinic, she opens CareMeez, talks to a pediatrician in 7 minutes for ₹105, and gets peace of mind – instantly.

Problem



Idle time,
no patients



Lack of online
presence

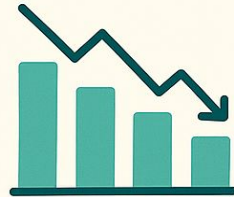


No flexible
work platform

Impact



Loss of income
& confidence



No reach, no
trust-building



Career gap &
burnout risk

The Problem We're Solving For Health professionals

UNDERUTILIZED MEDICAL PROFESSIONALS

- India produces 90,000+ MBBS graduates/year, but many remain under-employed or idle due to oversupply in cities & lack of platforms.

→ [MCI & NMC Reports]

- Over 30% of registered doctors do not practice full-time due to rigid schedules, limited reach, or poor monetization

→ [Economic Times Health Survey]



1. Problem: Idle Time for Talented Doctors

The Solution



Dr. Meena lists herself on the CareMeez app.

↓
She offers per-minute consults between 10–12 AM from home.



↓
In a week, she completes 22 micro-consults, gaining 50% new patients.

✓ **Impact:** Builds online presence, increases patient base.

2. Problem: Limited Digital Growth



Story: Dr. Aisha, a skin specialist, shares skincare tips on Instagram but doesn't get actual patients from her followers. She struggles to build trust beyond likes and can't monetize her expertise despite her growing digital presence

- ✓ **With CareMeez:** Dr. Aisha links her CareMeez profile in her bio
- Followers book short consults directly via CareMeez
 - She shares videos & advice through her CareMeez content hub
 - Within 3 weeks, she converts 30+ followers into paying patients

- 💡 **Impact:** Converts followers into real clients
- Builds trust through instant expert access

3. Problem: No Flexible Platforms

🧠 **Story:**

Dr. Neha, a psychologist, noticed many clients don't book in-person sessions due to cost, time, or stigma. She wants to help them through small, meaningful interactions – but existing platforms don't support micro-consults.



✓ **With CareMeez:**

Dr. Neha joins CareMeez and activates 10-min consults at ₹20/min
Users book her in real-time for instant emotional support
In 6 days, she helps 28 users through casual, low-commitment chats

💡 **Impact:**

- ✓ Enables short, stigma-free check-ins
- ✓ Helps more people access early mental health care
- ✓ Increases her reach and income



The Market Analysis

Target Market



Digital Healthcare (Total Market)

₹90,000 Cr (~\$11B) by 2030
[IBEF – India Brand Equity Foundation]



Online Medical Consultation Market

₹25,000 Cr (~\$3B)
[McKinsey India Healthcare Report]



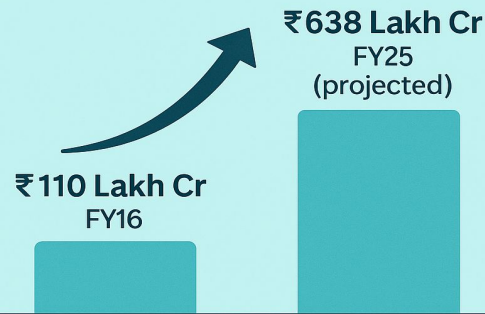
Wellness & Preventive Health (Yoga, Fitness, Nutrition)

₹1,00,000 Cr+ (~\$2B)
[FICCI Wellness Report, Statista]

Impact:

Enables short, stigma-free check-ins

Rapid Burst of Market Size



₹1 Lakh Cr+ PE/VC investments in first 5 months of FY24

220% YoY increase in investment momentum

Implication: The ecosystem is ripe for innovation; CareMeez is entering at the perfect time.

Guesstimated TAM – SAM – SOM for CareMeez

Tier	Description	Size (INR)
	Total Addressable Market: All digital health, wellness & consultation	₹1.5 Lakh Cr +
	Serviceable Addressable Market: Digital consult seekers	₹25,000 Cr
	Serviceable Obtainable Market (3-5 yrs) CareMeez's realistic reach via tech, influencer & price model	₹300-500 Cr
Impact:	✓ Enables short, stigma-free check ins ✓ Helps more people access early mental health care ✓ Increases her reach and income	

This Implies That The market will go Up Rapidly and there will be heavy Demand of Health care services in future - We will fullfill that Demand

Our Ideal Customers

Primary: Patients

Age: 0–85 years

Location: Tier 1, Tier 2/3 cities, semi-urban & rural

Profile:

- Mid-income users (₹10K–₹60K/month)
- Mobile-first, digital natives
- Seeking affordable expert advice without hospital visits



Health Needs:

- General Medicine, Gynecology, Dermatology, Pediatrics, Ortho, ENT
- Mild or casual concerns needing expert guidance (cold, acne, periods, sleep issues)
- Wellness needs: weight loss, diet, yoga, mental fitness



Secondary: Healthcare Experts



Age: 25–45 years

Profession:
MBBS, MD, BAMS, BHMS
Physiotherapists, Fitness Trainers, Nutritionists

Pain Point:

- Idle time, underutilized in clinics
- Lack of flexible income streams

Motivation:

- Earn via per-minute online consults
- Build trust via social media & platform content

Our Uniqueness



India's First On-Demand Per-Minute Teleconsultation Platform

Bringing real-time access to doctors, wellness experts, and mental health support – instantly, affordably, and flexibly.

What Makes CareMeez Different:

-  **Low-Cost** Consults starting at ₹15/min
-  **AI-Enhanced Health Experience:** Smart triage, content-personalization & predictive care insights
-  **Doctor-Creator-Content Flywheel** powered by health education & advanced marketing tools
-  **20+ Specialties** across medical, mental & lifestyle care
-  **Digital Inclusion** for doctors, fitness trainers, yoga coaches, and nutritionists
-  Trusted by 50+ medical professionals | MVP Live | Cross-platform support

Backed by **DPIIT** | **MSME** Registered

Why Now ?

1. Digital Health Has Hit Mainstream



Post-pandemic shift is permanent: Telemedicine is trusted



Ayushman Bharat Digital Mission is digitizing India's health infrastructure



Even Tier 2/3 users are now comfortable with online consultations & UPI payments

◆ Impact:

- ✓ Enables short, stigma-free check-ins
- ✓ Helps more people access early mental health care

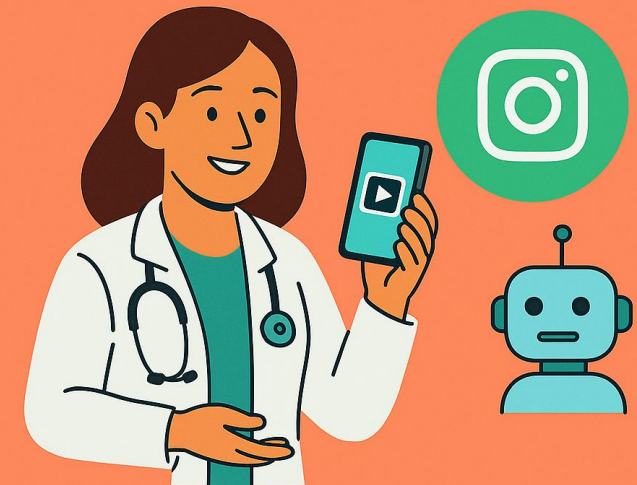
2 Oversupply of Doctors, But Underemployment Persists

- India produces 90,000+ MBBS graduates annually
- Urban clinics are saturated, but rural & semi-urban regions still underserved
- Young doctors are looking for remote income sources + personal branding



3. Content is the New Clinic

- 2025 is the peak of health creators & Insta doctors trend
- Short-form video + AI tools = doctors can build mini-brands
- CareMeez lets them monetize this trend — not just follow it



✓ In 2025, India is ready for micro-healthcare.

CareMeez is launching at the intersection of:



**Creator
economy**



**Digital
trust**



**Bharat's
healthcare
needs**



**Flexible
gig ecosystem**



What Makes CareMeez Valuable Overall?



Affordable for all – low-cost, inclusive care



Flexible for everyone – no rigid schedules or booking rules



Holistic platform – medical, mental & wellness under one roof



Trust & transparency – expert-verified professionals, real engagement



Empowerment – of both users seeking help & experts offering

CareMeez is not just about consulting doctors.

It's about making quality care easy, affordable, personal, and dignified — for every Indian, everywhere.



STAGE OF CAREMEEZ

Milestones Achieved by CareMeez

- 
Company Registered
 Visiwell Solutions Pvt. Ltd.
 (Startup India DPIIT certified)
- 
Trademark Registered
 CareMeez* registered
- 
MVP Ready & Live
 Cross-platform app with live doctor listing
- 
First batch of verified doctors onboarded
 50+ across India
- 
Educational content strategy tested
 AI-based content on Instagram, YouTube, LinkedIn with strong engagement
- 
Early beta consults completed
 Pilot consultations conducted successfully

🚀 Current Stage: Early Traction/Early Growth

Key Indicators of Stage:

Category	Details
 Product	MVP developed and functional; app available on Google Play; undergoing closed testing with 12+ testers
 User Testing	Real users (doctors, friends, family) have been onboarded, feedback collection ongoing
 Doctor Network	50+ doctors onboarded across specialties: Psychiatry, General Medicine; Dermatology, Gynecology, etc.
 Platform Support	Cross-platform compatibility achieved (Android, IOS planned/underway:)
 Revenue Model	Pay-per-minute consultation model tested and refined; low-cost; scalable pricing strategy
 Content Strategy	Strong organic growth via Instagram pages like "Constitution Simplified" with 11 + followers; educational content used for indirect appromotion
 Team & Leadership	Core team active including founder Harvesh Kumar, CA Ravi Kumar for compliance, and now considering Dr. Urvashi Shetty for medical leadership/admin
 Certifications	MSME registered, DPIIT recognized, Tadermark secured under Visiwell Solutions Pvt Ltd

CareMeez

What's Next (Near-Term Focus)

- 
 Public launch of app post closed testing.
- 
 Begin aggressive digital marketing campaigns (low CPA growth model).
- 
 Expand doctor onboarding & specialties.
- 
 Raise grant + convertible debt under SISFS.
- 
 Scale up user acquisition and optimize retention funnels.
- 
 Integrate AI-driven health tools + rapid teleconsultation

Direct Competitors

Platform	Key Features	Gaps That CareMeez Fills
	Online appointments, in-clinic bookings, medicine delivery	Focused on fixed-fee, appointment-based model (₹500+)
	Consultations + pharmacy + lab tests	No per-minute model, limited real-time flexibility
	Chat with doctors, health packages	Focus on enterprise/hospital tie-ups, not freelance doctors
	Video/audio consults, doctor search	Clunky UX, not optimized for micro-consults or creator-led engagement
	Employer-based teleconsultation & health plans	B2B model – lacks mass individual flexibility
	Rural digital clinics + doctor teleconsults	Expensive to scale, physical infra focused – CareMeez is lighter

Indirect Competitors

Platform	Domain	Gaps That CareMeez
	Mental health & emotional support	Only psychology/therapy; no physical health experts or holistic care
	AI-based mental wellness apps	No real-time human consults or medical crossover
	Fitness, yoga, lifestyle	Not focused on medical professionals or symptom resolution
	Information, not treatment	No live consults, not verified doctor/patient interaction
	Home services incl. wellness	Service execution, not diagnosis or real medical care

CareMeez Revenue Generation Framework

Per-Minute Consultation Revenue (Core Model)

Users pay ₹15- ₹50 per minute for real-time consultations via video, voice, or chat.



~15-25% platform commission retained



Remaining goes to the doctor

Pricing Model Used

Per-Minute Consultation

Type	Range
 General Doctor	₹15 - ₹100/min
 Specialist (Psychiatrist, Gynae, etc.)	₹ 15 - ₹150/min
 Wellness Experts (Yoga, Diet, Fitness)	₹15 - ₹100/min

✓ Avg. session: 6-9 minutes → ₹90 - ₹900 per consult

Competitor Pricing Comparison

Platform	Avg. Consult Price
 Practo	₹500-1200/session
 1mg / Medibuddy	₹400-900
 Lybrate	₹300-1000
 MindPeers / Wysa (Mental)	₹499-999
 Urban Company (Wellness)	₹500-2000
 CareMeez	₹ 15 - ₹150/min (₹90-500 per consult)

- Turns doctors into brand creators

OTHER SOURCES & CHANNELS OF REVENUE

Subscription Plans (For Users)



₹99
/month

Priority booking
+
limited free minutes



₹199
/month

Unlimited chat
+
1 free consult/
month



₹399
/month

Full access
+
health check-ins

3. Doctor Premium Tools (B2B SaaS)



Profile Boosting



Patient Insights Dashboard



Content Creator Toolkit (Reels + Analytics)



Review Highlights & Feedback Analytics

Monetization:

₹499 - ₹999/month per doctor

- ✓ Turns doctors into brand creators and adds stickiness

Sponsored Content & In-App Ads (Future)



Brand tie-ups with:

- Health brands
- Nutrition companies
- Gyms, wellness products

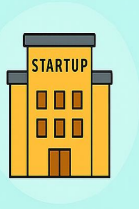
- Native in-app ads, promoted doctor content
- Consumt inymt, from anywhere – even for 5 minutes

6. Partnered Institutional Services



Colleges

Low-cost mental health plans for students



Startups/SMEs

Affordable care for employee wellness



NGOs

Bulk consultations for underserved populations

- ✓ B2B2C model adds institutional credibility & volume

MARKETING STRATEGY

A. Content-First Digital Marketing (Bharat-centric model)

- ✓ Build Instagram & YouTube channels around health awareness (already at 2L+ followers)
- ✓ Use Ai-generated reels, voice-overs, and micro-educational videos
- ✓ Deliver short-format content in Hindi, English, and regional lang

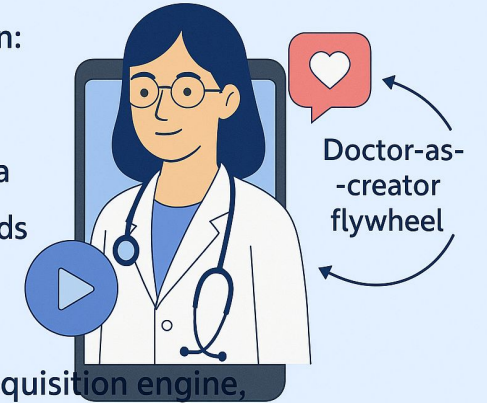


Build trust → Drive app installs → Convert to consults

B. Influencer Doctors Strategy

Onboard doctors who can:

- ✓ Share daily health tips via short videos on CareMeez & social media
- ✓ Build personal mini-brands and attract patients directly
- ✓ Doctors become our acquisition engine, unlike aggregator apps



C. Referral & Gamification Programs



₹15-₹30 reward for referring a patient or doctor



Points-based system for completing profiles, giving feedback, etc.



Unlock free consults or subscriptions through referral milestones

- ✓ Organic growth loop → Viral coefficient increase

D. Hyperlocal Paid Campaigns



Run Geo-targeted ads in underserved towns (Rohtak, Hisar, Patna, Surat, etc.)

Use Google + Meta + local creators to drive low-CAC conversions



- ✓ Tap into demand where Practo/1mg don't focus

E. Doctor Community Building



Offer webinars, creator training, and in-app promotion to doctors who engage



Reward content creation and consultation performance

- ✓ **Makes CareMeez** the preferred platform for professionals

CareMeez **Unit Economics** **(Per Customer):**

Assumptions **(Avg. User Behavior):**

- Avg. consultations per user/ month: 2
- Avg. consultation duration: 15 minutes

Revenue per consultation: ₹450
 Doctor payout: 75% of revenue
 (~₹340)

CAC (Customer Acquisition) ₹10-15

Marketing via AI-based content: Very low CAC

CAREMEEZ Unit economics, e.g., revenue per customer



₹ **Customer Acquisition Cost (CAC)**

Channel	CAC (₹)
Paid Ads (optimized)	₹12-15
Organic (AI-driven content)	₹0,50-1
Total Fixed Costs	₹69,00.000+



Unit Economics Summary

Metric	Value
LTV/CAC Ratio	> 10:1 (Highly profitable)
Break-even per customer	Within first consultation
Scalability	High, due digital infra and elastic supply of doctors

India Needs Smart Doctors Like You

Join the Digital Health Revolution with
CareMeez.com

- ✓ Earn ₹ for Every Minute You Consult
- ✓ Set Your Own Schedule
- ✓ Grow Your Digital Presence
- ✓ Reach Across India
- ✓ AI-Enhanced Platform

Be a changemaker.

Register Now at **www.CareMeez.com**

