



ONTACAD

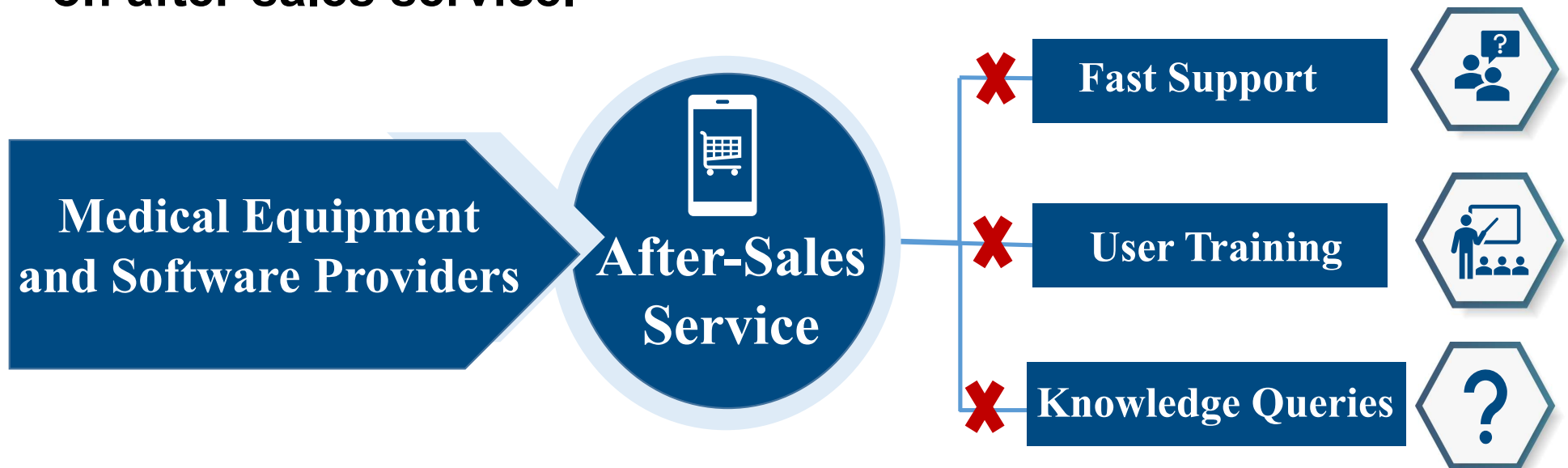
Ontacad Pitch Deck

The simplest way to get software shopping and training

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Problem

- User guides for medical software and equipment are expensive, time-consuming and ineffective.
- Scientific/medical software providers spend too much time/money on after-sales service.



Solution



Ontacad is the first SaaS for medical software and equipment providers

- **to offer online shopping, online training, and fast support**
- **to convert the user guides for equipment to video tutorials**



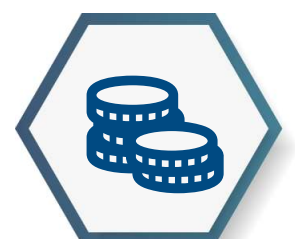
Reduce Cost



Save Time



Improve Performance



Increase Revenue

Product



How It Works?

Scientific software providers will offer their

- ✓ **products**
- ✓ **training materials**

✓ **fast support**
to help their customers
be satisfied and more
productive

A screenshot of the ONTACAD website. The top navigation bar includes the ONTACAD logo, links for HOME, COMMUNITY, PROVIDERS, and LOGIN / REGISTER, along with a shopping cart and search icon. The main banner features a woman wearing glasses and the text "Drug Discovery Made Easy for Everyone" with a subtext "Get access to free and paid scientific software and training to save your time and efforts and to accelerate innovation." and a "Sign Up For Early Access" button. Below the banner is a product listing section with a sidebar for filtering by category (Chemical Structure, Protein Structure) and by price (Min \$0, Max \$100,000). The main listing area shows three products: MOE (Molecular Operating Environment) priced at \$2500.00, ACD/ChemSketch priced at \$0.00, and ChemDoodle 2D priced at \$750.00. Each product card includes a logo, name, and buttons for "View" and "Add to cart".

Product Name	Price
Molecular Operating Environment (MOE)	\$2500.00
ACD/ChemSketch	\$0.00
ChemDoodle 2D	\$750.00



Market Size (Worldwide)



\$550 Billion

**Global Scientific/Medical
Instruments and Software
Market Size 2020**

Total Market

\$180 Billion

**Scientific/Medical
Instruments and Software
in the US Market Size 2020**

Total Available Market

\$20 Billion

**Scientific Instruments
and Software Market in
the US Market Size 2020**

Total Addressable Market

The global SaaS market expected to grow at a **CAGR** of over **22%** during the forecast period (**2020-2027**). (source:Technavio, ResearchAndMarkets)

Competition



←
Online Learning Platforms



→
Medical Equipment Marketplace



↓
Software Marketplace



Business Model



**Monthly subscription services positioned initially for small business
(2-10 employees)**

\$39/mo.

Basic Plan

**Basic features for
building scientific
software stores**

\$79/mo.

Premium Plan

**Advanced features for
scaling scientific
software businesses.**

\$37 M

**Revenue
2021-2023**

Go To Market



➤ Using Market Channels:



Paid Advertisement

Strategic Partnership

Guest Blogging

➤ Target Market (B2B market)

2020 Q4



Universities

2021 Q1



Industries

2021 Q2



Hospitals

2021 Q3



Businesses

Progress

- **Our technology has been protected under “U.S patent pending”.**
- **Strong tech and customer pipeline.**
- **150 clients and highly favorable customer feedback.**
- **5 Strategic partnerships with organizations.**

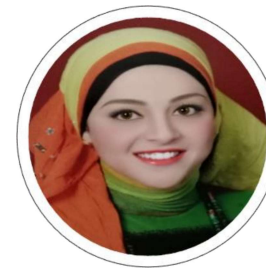


Our Team



Mr. Medhat Ahmed
Co-Founder and CEO of Ontacad

- ✓ CEO/ CTO of Skillsuper®
- ✓ Researcher and data scientist



Ms. Hanady Elgamal
Co-Founder and COO of Ontacad

- ✓ COO/ CMO of Skillsuper®
- ✓ Product and risk manager

Experience



London-based Edtech Startup



Al Rajhi Hospital



Pharmaceutical Industries

Financial

We are looking for your support and mentorship
to go to the next level

\$100K

Initial Investment

- Registration of IP (a utility patent and trademark)
- Customer development
- Early marketing efforts



Contact Us

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Competitive Advantages



First to The market

For first SaaS for scientific software providers



Strong Intellectual Property

Ontacad technology has been protected under “U.S patent pending”



Strong Team

Our team has complementary skills and experience to lead our startup innovation



Design & Brand

A memorable name to gain share of mind



Time Reduction

Through Ontacad, users can access scientific tools 3x faster than any other solutions



Ease of Use

Simple and friendly customer interface