

BeWell helps India's 80K+ hospitals comply with recent Insurance regulation

PITCH VIDEO INVESTOR PANEL

The screenshot shows the BeWell web application. At the top, there's a navigation bar with 'Dashboard', 'Patients', 'Reports', and 'Settings'. Below this, a 'Back to patients' link is visible. The main content area displays a patient profile for 'John Doe' (UIC ID: 8239845, Room No: 102). It includes medical details (32 yrs, 6'4", Male), contact details (phone numbers), weight (160 pounds), height (6'2"), and occupation (Software Designer). A 'Last diagnosed' section shows 'COVID, Respiratory disease'. A 'Next followup' is scheduled for 9 Jul 2021. Below this, a 'Visits' table lists two visits: one on 5 Aug 2020 at 10:00 am by Doctor 'Dipakrishnan', and another on 10 Jul 2020 at 10:00 am by the same doctor. The bottom of the page shows the website 'bewelldigital.com' and location 'Dover DE', along with tags for Technology, SaaS, Services, Legal, and Healthcare.

LEAD INVESTOR

Divya Mahadevan

BeWell, with its vision to transform and digitize healthcare infrastructure in India, has arrived at the perfect time to help medical institutions comply with the new government regulations. I grew up in India and have had first hand experience of the medical system there. After moving to the US, I realised that a lot of the stress related to paperwork can be eliminated by a simple digital system. Considering how stressful a hospital visit can be, an innovative solution like BeWell's products can make a huge difference in making the whole process a little better. I have known Alagiri and Vishnu for over 15 years now. Their partnership is uniquely admirable. They complement each other while also being able to challenge each other's ideas constructively. Their ability to commit to and execute a plan while being adaptive to challenging situations is a trait I have always seen in them. I believe that this time will be no different. I have watched them gather all the skills required to run a successful company. This is evident from how quickly hospitals have been eager to adopt the BeWell product. I completely trust that BeWell will go places. I am glad that I am able to invest in such an extraordinary team and am happy to be a small part of the BeWell journey.

Invested \$30,000 this round

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

1. Helps hospitals comply with new regulations so that they could work with \$30 million insured Indians.
2. Signed 6 hospitals and digitized 6,000 patient records since launching 4 weeks ago
3. \$1,500 MRR since launch
4. No known competitors in India offering high tech compliance support + hospital management software
5. 1.5B total addressable market in India
6. Founding team with software engineering, AI, and ICU medical experience
7. \$150k raised on the same terms
8. Fixing the regulatory compliance is the wedge into India's large healthcare ecosystem

Our Team

- Alagiri Senthikumar** Chief Executive Officer
Data & Analytics PM - Zenefits who built products that increased the customer upsell rate by 9x.
- Vishnu Vardhana B** Chief Technology Officer
Masters in Software Engineering and a software engineer for 10 years.
- Sri Devi** Chief Medical Consultant
ICU Doctor who has handled 10k+ emergency cases in accredited hospitals.

Pitch



BeWell Digital
Inclusive & Quality
healthcare for all



“ BeWell Digital helps India's **1.5mn** hospitals, labs, clinics and pharmacies comply with insurance **regulatory compliance** so that they could work with 530 Million insured Indians.



The new Insurance regulation requires...

- ▀ Hospitals to obtain quality accreditation in order for them to work with 530mn+ Insured Indians
- ▀ Takes 3-6 months time
- ▀ Every two year renewal



How BeWell Digital helps hospitals?

- ▀ Obtain quality accreditation for working with Insurance
- ▀ With a Software
- ▀ Makes it available on Day 1
- ▀ And helps them digitize patient health record



In four weeks of Launch.



The SaaS Market size is \$1.25B just in India

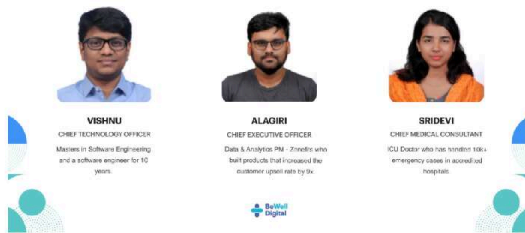
	Product need	# of entities	Total Market Size
Hospitals	NABH compliance	50,000	\$350,000,000
Labs	NABL compliance	1,10,000	\$330,000,000
Pharmacy	Digitization	8,00,000	\$400,000,000
Clinics	Digitization	8,00,000	\$150,000,000
	TAM		\$1,230,000,000



No other player does compliance and HMS



Meet the Team



“ BeWell Digital is building the **operating system** for India's **1.5mn** hospitals, labs, clinics and pharmacies by starting with insurance **regulatory compliance**.



Insurance regulatory compliance for India's 1.5mn hospitals, pharmacies and labs.

- Hospitals to obtain quality accreditation in order for them to work with 530mn + Insured Indians
- Launched 4 weeks ago: 6 paying hospitals, \$1,500 MRR
- \$1.5B TAM in India



[Link to recorded Clubhouse pitch night on Startup Club](#)