

Healthtech

in

BANGLADESH



Context

Healthtech Startups:

Healthtech is the use of technology in healthcare with an aim to improve efficiency, yield, and profitability. Healthtech startups work on services, products, or applications that are derived from healthcare, improving various processes.

Healthtech Venture:

Healthtech ventures are businesses that are working with healthtech. It can be SMEs, Ventures of large corporations.

Limitations:

The study relies heavily on data from industry experts, and private sector publications, instead of government publications for lack of availability. The study also has made several assumptions and estimations, which has limitations to some extent.

The study has been done to provide a snapshot of the Bangladeshi healthtech ecosystem. The team has also identified the challenges and opportunities for the present startups, SMEs, ventures, VC funds, and government bodies.

The report will be in assistance to policymakers, ecosystem stakeholders, academicians, and students.

Summary of Insights

1

Total Health Expenditure is USD \$10 Billion in Bangladesh ^[1]

- The total Healthtech market size is estimated at USD \$70 million in Bangladesh.
- Out of pocket health expenditure was 74% of the total health expenditure in Bangladesh in 2021^[2]
- We divided the healthtech ecosystem in 4 segments - well being, diagnostic services, pharmacy, and doctor's consultancy.

2

Healthtech sector ranks third among the country's most favored investment segments, with 67% of investors having a preference for it ^[3]

3

Private Healthcare is a USD \$7.4 billion market in Bangladesh in 2021.

4

Healthtech products and services may perform better with the availability of patient data. 97% of services can be covered if the database of patients medical records can be maintained. Due to lack of patients data diagnostics center and health insurance companies can't merge.

5

Within 5 years healthtech sector might be considered as a mature industry with-

- Wider applications of robotics, machine learning, and artificial intelligence.
- Cloud infrastructure in healthcare record maintenance and increased focus on digitalization of patient healthcare records is likely to accelerate further.

[1] BIDA-<https://bidaevents.gov.bd/sessions/health-pharmaceuticals>

[2] Dr Selim Raihan, executive director of the South Asian Network on Economic Modeling (Sanem), at an online seminar (webinar) titled "COVID-19 and Health System of Bangladesh"

[3] <https://www.lightcastlebd.com/insights/2020/07/telemedicine-for-bangladesh-bridging-the-doctor-patient-gap/>

Healthtech Startups in Bangladesh: Snapshot

| Healthtech Category | Details | No. of Startups | Percentage of total number of startups |
|----------------------|--|-----------------|--|
| Well being | Online fitness and wellness services and products. It include a vast variety such as gym, yoga, group workout, physical & mental health counseling, diet consultation, nutritional food supplements, healthcare products among others. | 12 | 55% |
| Diagnostic Services | Diagnostic testing with labs, medical suppliers with home sample collection. | 5 | 23% |
| Pharmacy | Platform for ordering medicines from a local pharmacy. Users can upload the picture of their prescription and place orders. The platform also can be used for buying other healthcare products and supplements. | 3 | 14% |
| Doctor's Consultancy | Digital healthcare platform that will provide online consultancy services and to hire doctors through variety of choices at convenient way. | 2 | 9% |
| Total | | 22 | 100% |

Landscape 01: Overview of healthtech sector in Southeast Asia

| Segments | Startup |
|----------------------|--|
| Well-being |  |
| Digital Services |  |
| Pharmacy |  |
| Doctor's Consultancy |  |

Landscape 02: Overview of healthtech sector in Bangladesh

| Segments | Estimated present market penetration in USD (source given in later slides) | Startup |
|----------------------|--|--|
| Well being | 7.9 Million |  |
| Digital Services | 5.7 Million |  |
| Pharmacy | 45 Million |  |
| Doctor's Consultancy | 11.2 Million |  |

Ecosystem Map of healthcare sector in Bangladesh



The ecosystem map shows the position of each organization in the spectrum, where each spectrum represents NGOs, Public sectors, Private sectors, and Investors.

NGOs: Provides mainly preventive and basic care, mostly not-for-profit services to the underserved population.

Public: Regulates the functions of public, private and NGO providers through various acts and legislation. It delivers services through its nationwide infrastructure by employing doctors, dentists, nurses, pharmacists and a huge number of auxiliary health workers.

Private: Curative, preventive, promotive and rehabilitative services, while the private sector provides mostly for-profit curative services and not-for-profit curative services to a limited extent at the national and subnational level.

Donor: The main bilateral donors to the health and population sector in Bangladesh are the governments of Australia, Belgium, Canada, Germany, Japan, Netherlands, Norway, Sweden, the United Kingdom and the United States. The multilateral donors include the World Bank, European Union, UNICEF, ADB, Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM), and the GAVI Alliance.

Featured VCs in Healthtech

| Angel Network | Govt. Initiative | Investment Co. | Global |
|---|---|--|---|
| <p>THE ANGELS NETWORK</p>   |   |          |   |

Business Models and Revenue Models in Healthtech

Business Models

Business-to-business (B2B)

Selling other businesses (hospitals, clinics, insurers, CROs, etc.) products and services that help work better. For instance, automation software for hospital administrators, scribing software for doctors, tracking systems for bed management, etc.
Buyers: stakeholders that don't use the tech, but purchase it
Users: people who'll use this software; all of them.
Example- DoctorKoi

Business-to-business-to-customers (B2B2C)

Selling tech that helps other businesses work more efficiently with their customers, e.g telemedicine software, apps for clinical trial retention, patient portals, and so on.
Customer segments here: Buyers
Users on the business side (in hospital, clinic, etc.)
Users on the customers' side (patients, trial participants)
Users on the business side (in hospital, clinic, etc.)
Users on the customers' side (patients, trial participants)
Example- AmarLab

Business-to-customers (B2C)

Making a commercial transaction with the end customer, e.g. a telemonitoring center with a patient.
B2C interactions deal with consumers and patients. Example- Praava Health

Current and Potential Revenue Models

Software as a service (SaaS)

SaaS (Software as a Service) products make it easy to automate operations in a business without the requirement of much infrastructure investment from the client. Example- Digital Healthcare Solutions

Commision

The commission model is a revenue model where a user is charged a fee for each transaction. Example- Arogga

Market size calculations (Top down approach in USD 1% of the whole healthcare market, similar to India)

| | |
|---|-------------|
| BD population in 2021 [4] | 166 Million |
| 2021 Per capita health expenditure (USD) [5] | 110 |
| Total Health Market Size (In USD)-2021 [6] | 10 Million |
| Out-of the pocket (OPP) expenditure 2021 [7] | 74.00% |
| Approximate-Total Private Healthcare Market Size (in USD) in 2021 | 7.4 Billion |

[4]<https://www.macrotrends.net/countries/BGD/bangladesh/population#:~:text=The%20population%20of%20Bangladesh%20in,a%200.98%25%20increase%20from%202020.>

[5] <https://arkfoundationbd.org>

[6]<https://bidaevents.gov.bd/sessions/health-pharmaceuticals>

[7]<https://bidaevents.gov.bd/sessions/health-pharmaceuticals>

| Healthcare Market in Bangladesh (offline) | Healthcare market size (in USD) | Healthtech market size (in USD) (1% of the whole healthcare market in India, for Bangladesh we are assuming this number is way low as 0.7%) |
|---|---------------------------------|---|
| Rest (well being and others) | 6,449,000,000 | 45,143,000 |
| Pharmacy retail | 817,000,000 | 5,719,000 |
| Diagnostic services | 1,600,000,000 | 11,200,000 |
| Doctors consultancy | 1,134,000,000 | 7,938,000 |
| Estimated Total | 10,000,000,000 | 70,000,000 |

Four consumer megatrends re-shaping healthcare and healthtech in Bangladesh

Consumers are shifting their focus towards a more holistic approach to healthcare.

Brands and companies need to ensure that they are looking at their products and services with the same view.

Consumers preferences are changing based with technological advancements and availability

Healthtech startups are designed to suit ever-changing customer preferences and expectations.

Consumers are adopting to healthtech and becoming comfortable to consume services from e-commerce startups.

Many e-pharmacies have already built trust by maintaining the authenticity of medicines.

Consumers are using online learning and emergency services like telemedicine.

COVID is driving users towards online services

Consumer readiness/acceptance in Healthtech sector

1

People are adopting to healthtech and becoming comfortable to consume services from health startups.

Since the penetration of mobile and internet services has increased consumers are now using services like telemedicine, doctor's consultancy and e-pharmacy. Healthtech startups are designed to suit ever-changing customer preferences and expectations.

Consumer are trusting health-techs at an increasing rate:

Although the sources and recommendations are sometimes not valid still this has become a trend that the consumers easily trust the recommendations from online platform. Moreover, some startups are trying to fill the gaps of trusted health products/services providers. For example, Arogga has built that trust by maintaining the authenticity of medicines, this is one of the main concern of customers as almost 20% of the medicines are counterfeit. Arogga had built that trust from customers by taking medicines directly from manufacturers and focusing on medicine delivery.

2

3

Prolonged Covid-19 pandemic had accelerated the adoption of healthtech based services: Multiple waves of COVID-19 pandemic is a new reality, this is driving consumers towards online health services. Covid-19 has created health awareness to a significant number of consumers.

Headwinds/Challenges in Health Tech sector

1

Ensuring Steady Business and Technology Growth

The majority of small-sized companies face challenges after getting the initial series and levels of investments. The fund gathered on diverse platforms, like Crowdfunding, is typically sufficient to build a functional prototype, develop and add strategy merely to the first part of the startup business plan.

2

Implementing Innovative Software Products

To get the subsequent level of funding, HealthTech startups should demonstrate the industry with the need for their product to various stakeholders.

3

BD 3 customers are still skeptical to start trusting healthtech startups.

According to the Bangladesh Bureau of Statistics, it was estimated that previously in order to avoid the trouble of visiting a practiced doctor, around 58% of patients would consult unqualified individuals like pharmacy sellers, homeopaths, hakims, etc. This shows that BD 3 customers are still skeptical to start trusting healthtech startups.

4

Patients data list is not maintained properly

The health insurance can't come due to lack of patients data. The patients data list is not maintained properly and because of that we have to use data table of patients medical records of India.

5

Several regulatory barriers to data access and lack of transparency

There are several outdated and rigid barriers to access to information for the healthcare sector. Different ministries of the government are responsible for different aspects of the healthcare system, and there is lack of coordination between the government bodies, creating a gap in information collection.

Current Tailwinds/Opportunities in Healthtech sector

1

In Bangladesh, the Healthtech sector stands 3rd in the list of most preferred investment segments in the country with preference from 67% investors. This indicates that it is currently regarded as a good prospect for health centric venture capitalist investors in the country. (Source: HEALTH-TECH IN BANGLADESH: ENSURING HEALTH CARE SERVICES AMIDST THE PANDEMIC)

2

97% services can be covered if the database of patients medical records can be maintained this can be a good opportunity to merge with diagnostics center and and health insurance companies as the health insurance be able to come if patients data list is maintained properly.

3

Highlighting the expertise of talented doctors who have good reputation will ease the onboarding process for the clients for example, Doctorola. As a result consumers will get more of experts and access to healthcare.

4

In rural areas, the usage of modern equipment (telephone, internet, video conference, mobile, and computer) can be established this will allow better quality treatment and decision, exposure to available alternative ways, increased awareness on health risk, and monitor health services in remote areas along with the availability of improved health services.

5

In healthtech many startups are offering multiple services to consolidate their offering to attract consumers on their platforms. This is a good opportunity for healthtech startup like CMED.

Future of the healthtech sector in Bangladesh

1

Maintaining big data and using artificial intelligence in Healthcare Record Maintenance

The massive development of the eHealth concept has resulted in a massive rise of big data to the DGHS central data repository. The health service delivery will be improved using big data analysis, artificial intelligence and machine learning. One potential seems to be for robotics and bots to contribute significantly in improving the country's significant health workforce shortages.

2

Healthtech sectors will continue to attract investment

Maya had announced on February, 2021 that it has raised \$2.2 million in seed funding, which it said is the largest raised by a Dohealth tech company so far. Praava Health raised \$10.6M to increase access to quality healthcare in Bangladesh. In future more healthtech startups will continue to attract investment.

3

Healthtech insurance segment will emerge

BimaBD being Bangladesh's first online insurance may merge with diagnostics centers when the database of patients medical records can be maintained and the data can be given to online insurance startups.

4

Telemedicine will replace face-to-face services

The industry is evolving towards being a support system of the present inadequate healthcare system in Bangladesh. According to the experts, the health system will be completely reshaped in future.

Growth Prospects

1

In future the healthcare services will be provided to people at their homes, within their comfort zone. Since majority of healthcare services can be delivered at home with the proper equipment and preparation merging with more diagnostics center in the future will make healthcare accessible to everyone everywhere in Bangladesh. For example, AmarLab is currently working with all the prominent diagnostic centers such as Popular Diagnostic Center, Ibn Sina, Thyrocare, Dr Lal PathLabs, United Hospital, Islami Bank Hospitals make healthcare accessible.

2

In the next five years the healthtech sector will evolve and will turn into an industry. And this sector has huge potential to grow as the healthtech startups are collecting data and storing in their system for future purposes. And in next few years this massive database can be used by health insurance companies and provide health insurance services. This is a very good investment potential for contributing in the GDP of healthcare.

3

Since healthtech startups are trying to make the services cheaper and more accessible. well being, diagnostic services, pharmacy, medicine production and doctor's consultancy segments

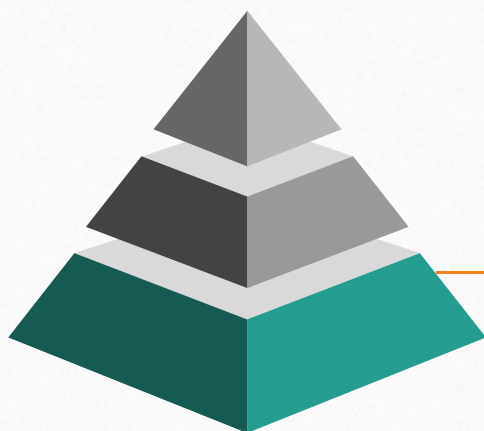
DEFINITION

Assisted-Tech Solution in Healthtech for Digital Inclusion

To tackle low digital literacy or solve access issue for BoP Population

Agent based models which adds a bridging layer between population with lower digital literacy or lack of access to digital tools, and provide services to help them have access to digital services/products. This is one of the unique phenomenon observed in frontiers markets like Bangladesh, where bottom of the pyramid (BoP) population lacks digital access or has lower digital literacy.

| Healthtech | |
|-----------------|--|
| Why | Patients or general mass has low digital literacy or access to digital tools are difficult, but this gap can be bridged through trained health agents/nurses/medical technicians/field level health officers, etc. |
| How | Agents models are emerging to facilitate the services (diagnostics, palliative care, maternal care, etc) to people without digital access. |
| Examples | Agents based health tech models like "Info-lady" by Dnet/or collect medical samples by AmarLab. Trained field level health agents help rural and semi-urban people to have them access health services or health related info (maternity, child, family planning, public health awareness, etc) |



Bottom of the pyramid (BoP) population of BD.

54.7 million workers (89.9% of the workforce). Their avg income 1486 USD/year
Most of them use feature Phones and Low end smartphones (few of them use 3 mbps at top speed).

Segment wise (Consumer preference, Consumer type/base, Investors preference, idea availability.)

| | Well being | Diagnostic services | Pharmacy | Doctor's Consultancy |
|---------------------|--|--|---|---|
| Consumer Preference | Wellness, nutrition, and recovery services | Home sample collection for diagnostic testing from nearby labs | Online pharmacy store where the user can view medicines, compare prices, and purchase online, prescription drugs, OTC health products a | Web-based platform that benefits both patients and doctors. It enables patients to browse through doctor profiles online, book confirmed appointments, and get chat-base teleconsultation |
| Consumer type/base | Nutritionists and doctors | | Organizations and lower to middle-income individuals in Rural areas | more aware of and digital savvy customer |
| Idea availability | Product offering live fitness and mindfulness classes from cult coaches. | | | Virtual consultation on general medicine, dermatology and gynaecology to mental health |

FEATURED
**HEALTHTECH
STARTUPS**
IN
BANGLADESH

Arogga

Bangladesh's first-ever mega online pharmacy.

Founded
2020

Founders
Fahad Hossain, Rosina Mazumder,
Shamim Hasan, and Yawar Mehboob

Company size
11-50 employees

Segment
E-Pharmacy

Stage
Pre-seed



Company Type

For Profit

Product/Services

Over-the-counter medicines, Diet/fitness supplements, Herbal products, Mother care products, Beauty care products, and many more.

Business model

Business-to-customers (B2C)

Revenue model

Commission fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.arogga.com
And download their app:
Arogga

Key metrics

Total funding amount: USD \$250K

Arogga has garnered over 70,000 app downloads and has delivered over 30,000 drugs.

Key investors



Mission

Arogga brings a digital platform for all the healthcare needs from genuine medicines to vitamins, doctor consultations, and even lab testing with sample collection conveniently from your home.

BanglaMeds

Largest online medicine pharmacy in Bangladesh.

Founded
2017

Founders
Gazi Raffan and Feroz Pahlowan

Company size
11-50 employees

Segment
Pharmacy

Stage
Pre-seed



Company Type

For Profit

Product/Services

Home delivery of prescription and OTC drugs, diabetic kits and accessories, hygiene products, surgical items, etc.

Business model

B2C

Revenue model

Commission fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website:

www.banglameds.com.bd

And download their app:

BanglaMeds

Key metrics

BanglaMeds is ranked 1,678,626 among websites globally based on its 5,906 monthly web visitors.

Key investors



Mission

Unknown

CMED

Cloud-based, IoT-enabled, Artificial Intelligence-driven, preventive healthcare platform providing regular health monitoring services.

Founded
2017



Company size
11-50 employees

Segment
Hybrid

Company Type

For Profit

Product/Services

AI-driven cloud-based preventive healthcare service provider that gives instant results without the need of visiting the doctor frequently.

Business model

B2C

Revenue model

SaaS

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.cmed.com.bd
And download their app: CMED

Key metrics

Total funding amount: Secured an undisclosed investment from SeedStars World in 2018

On September 2020, CMED had over 3314K+ registered users and 63 clients.

Key investors



Vision

Safeguarding the right to health in workplaces and reduction of health risks within the workforce due to non-communicable diseases all over the country.

Praava Health

A brick-and-click healthcare venture providing e-pharmacy, virtual consultations, diagnostic services.

Founded
2018

Founders
Sylvana Quader Sinha



Company size
101-250
employees

Segment
Hybrid

Stage
Series A

Company Type

For Profit

Product/Services

In-person consultation
Video consultation
Diagnostic services including
lab and imaging
Pharmacy with delivery
Customized health check
service

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.praavahealth.com
And download their app:
Praava Health

Key metrics

Total funding amount: USD
\$10.6M

Praava Health is serving around
150,000 patients.

Key investors



Angel investors

General David H. Petraeus, Esther Dyson,
Dr. Jeremy Lim, Dr. Rushika
Fernandopoulle, and Geoff Price

Vision

Envision a world class health care system
that puts Patients first.

Olwel

Provides essential doorstep healthcare service.

Founded
2017

Founders
M M Aftab Hossain



Company size
11-50 employees

Segment
Well being

Stage
Unfunded

Company Type

For Profit

Product/Services

Essential Tests
Medicine Delivery
Ambulance Service
Doctor in Video Call
Parent care plan services

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.olwel.com
And download their app:
Olwel

Key metrics

There have been over 10,000 installs of the Olwel App.

Key investors

Unknown

Vision

Coming up with essential doorstep healthcare service for patients who prefer to receive medical consultation at their home.

Jeeon

Provides quality primary healthcare to underserved rural communities.

Founded
2015

Founders
Rubayat Khan and Ahmed Bakr



Company size
11-50 employees

Segment
Pharmacy

Stage
Grant

Company Type

For Profit

Product/Services

Provides training, technologies, and formal sector linkages to local pharmacies.

Business model

B2C

Revenue model

Unknown

Consumer segment

Bangladesh 3/BD3

For more information visit their website: www.jeeon.co

Key metrics

Total funding amount: USD \$2.5M

Jeeon has 4330 pharmacies in their network with a countrywide distribution channel.

Key investors



Vision

Make well-being universal by taking quality primary healthcare to underserved rural communities and plans to expand to other countries.

Pulse

Provides fully encrypted video consultancy with patients.

Founded
2017

Founders
Mohammad Abdul Matin



Company size
11-50 employees

Segment
Well being

Company Type

For Profit

Product/Services

Video consultancy
Scheduling of patients' appointments
E-prescriptions
Virtual chambers

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.pulsetechltd.com
And download their app:
Pulse

Key metrics

Total funding amount:

Currently, the company has more than 1,000 registered doctors providing telemedicine services.

Key investors

Unknown

Vision

Make Bangladesh a technology powerhouse.

Maya

An anonymous messaging service allows users to directly connect to experts, including doctors and therapists.



Founded
2011

Founders
Ivy Russell

Company size
51-100
employees

Segment
Well being

Stage
Seed

Company Type

For Profit

Product/Services

Q & A-based services
Teleconsultation service

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website:

www.mayadigitalhealth.com

And download their app:

Maya

Key metrics

Funding raised: USD \$3.8M
Raised \$2.2 million in seed funding from Anchorless Bangladesh and The Osiris Group

Key investors



Vision

Maya has been committed to eliminating barriers to accessing expert advice.

Moner Bondhu

A platform to provide care for mental health and well-being service.

Founded
2011

Founders
Tawhida Shiropa



Company size
11-50 employees

Segment
Well being

Stage
Seed

Company Type

For Profit

Product/Services

Offers counselling through
Top Notch Professionals

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.monerbondhu.org

Key metrics

Funding raised: Raised an undisclosed seed round from Startup Bangladesh.

Moner Bondhu, have reached 20,00,000 people through online platforms and 1,10,000 people through various offline events.

Key investors



Vision

Make professional counselling accessible, affordable and convenient.

AmarLab

Provides home-based health diagnostics by connecting diagnostic centres with patients.

Founded
2017

Founders
Tazin Shadid and Dr. Ishtiaque Zahid



Company size
11-50 employees

Segment
Diagnostic
Services

Stage
Pre-Seed

Company Type

For Profit

Product/Services

Diagnostic services
Doctor consultations
Telehealth option
Delivering prescription drugs
at home.

Business model

B2B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

**For more information visit their
website:** www.monerbondhu.org

Key metrics

Total funding amount: USD
\$200K

AmarLab has 14 premium lab partners including Popular Diagnostic Centre, Ibn Sina hospital, United Hospital, Praava Health, Dr. Lal Path Labs, etc. On the telemedicine end, there are 2500 registered doctors and 70 doctors who are using AmarLab's virtual chamber platform

Key investors



Vision

Make healthcare accessible to everyone everywhere in Bangladesh.

DoctorKoi

Prescription management software that helps Doctors to generate prescriptions with a few mouse clicks.

Founded
2017

Founders
Sadman Soeb, Khaled Sazzad and Syed Ahmed



Company size
11-50 employees

Segment
Well being

Stage
Pre-Seed

Company Type

For Profit

Product/Services

Offers prescription writing software and online consultancy.

Business model

B2B

Revenue model

Commission Fees, SaaS

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.doctorkoi.com

Key metrics

Total funding amount: USD \$200K

DoctorKoi works with over 1300 doctors, partners with top pharmaceutical companies, and has processed over 2.6M digital prescriptions.

Served over 12k patients with online consultation.

Key investors



Vision

Digitize the health sector of Bangladesh.

MedEasy

Online pharmacy & healthcare app in Bangladesh.

Founded
2020

Founders
Arefin Zaman



Company size
1-10 employees

Segment
Hybrid

Stage
Pre-Seed

Company Type

For Profit

Product/Services

Online Pharmacy and
Medicine Home Delivery
Video-Consult with Specialist
Doctors.

Business model

B2C

Revenue model

Commission
Fees, SaaS

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.medeasy.health
And download their app:
MedEasy

Key metrics

Funding raised: Raised undisclosed pre-seed funding from SBK Tech Ventures.

Backed by Robi Axiata Ltd.

Key investors



Vision

Facilitate every patient with prescribed cure at easy step, second name of medical trust who is trying to serve humanity in the form of medicinal cure at very right time and right cost.

Doctorola

Doctorola is an online doctor appointment platform for patients to connect with healthcare providers and book an appointment instantly.

Founded
2015

Founders
Mohammad Abdul Matin Emon,
Mohammad Emon and Shanjidul Bari



Company size
51-100
employees

Segment
Doctor's
Consultancy

Stage
Seed

Company Type

For Profit

Product/Services

Carepacks
e-Sastho

Business model

B2C

Revenue model

Unknown

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.arogga.com
And download their app:
Arogga

Key metrics

Funding raised: Total Funding
USD \$250K

Key investors



Vision

Create positive impacts in people's' lives.

ToguMogu

Maternity and Parenting Platform in Bangladesh.

Founded
2017

Founders
Waliullah Bhuiyan and Dr. Nazmul Arefin



Company size
11-50 employees

Segment
Well being

Stage
Unfunded

Company Type

For Profit

Product/Services

Parenting Guide
Daycare and Pre-school
Baby Photography

Business model

B2C

Revenue model

Unknown

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.togumogu.com
And download their app:
ToguMogu

Key metrics

Total funding amount: Unknown

Key investors

Unknown

Vision

Become a trusted brand that provides all the necessary services and products for expected, new and young parents need during this important phase of life.

Bi-Beat

A non-shareholding company with the aim of indigenously developing and delivering low cost medical equipment.

Founded
2013

Founders
Kamrul Hussain and Ahmed Raihan A



Company size
11-50 employees

Segment
Doctor's
Consultancy

Company Type

For Profit

Product/Services

Quality electro-medical
equipment

Business model

B2C

Revenue model

Unknown

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

**For more information visit their
website:** www.bibeat.com

Key metrics

Total funding amount: Unknown

Key investors

Unknown

Vision

Develop and market appropriate technology-based products that can enhance the quality of life of the common people.

Digital Healthcare

Digital Healthcare Solutions is an integrated health company.



Founded
2019

Founders
Sajid Rahman

Company size
201-500
employees

Segment
Hybrid

Company Type

For Profit

Product/Services

Quality Medical Advice
Micro Health Insurance
Health Programmes
Health Technology

Business model

B2C

Revenue model

SaaS,
Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.dh.health

Key metrics

In the last 2 years, the business has achieved strong milestones like: 5.5 million members of its health subscriptions and services, combining access to micro health insurance, telemedicine, doorstep diagnostic tests, medicine delivery, and patient support programs on diabetes and maternal health.

Key investors

Unknown

Vision

Ensure access to quality healthcare and health financing to everyone across the world.

Dhaka Cast

Dhaka Cast provides 360-degree solutions for diabetic patients.



Company size
2-10 employees

Segment
Doctor's
Consultancy

Company Type

For Profit

Product/Services

Doctor Consultation
Medicine Delivery
Physiotherapy service
Nutrition advice service
Lab testing services

Business model

B2C

Revenue model

Commission
Fees

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.dhakacast.com

Key metrics

**Total funding amount:
Undisclosed**

Key investors



Vision

Establish 360 degree solutions and services online.

FitMe

FitMe is an online wellness consultation platform and a social marketplace for fitness, wellness and lifestyle digital classes and contents.

Founded
2011



Company size
2-10 employees

Segment
Well
being

Company Type

For Profit

Product/Services

Physical fitness
Mental Health
Food & Nutrition
Digital Contents
Online Learning

Business model

B2C

Revenue model

Unknown

Consumer segment

Bangladesh 1/BD1
Bangladesh 2/BD2

For more information visit their website: www.fitmeglobal.com

Key metrics

Total funding amount:
Undisclosed

Key investors

Unknown

Vision

Unknown

Authors/Analysts

Research, Database,
Analysis, Report



Shazzad Hossain Mukit

Research, Database,
Analysis



Nabila Raisa

Research, Database,
Report



Zubayer Wasit

Research, Database,
Report



Tania Tabassum

Contributor



Team Arogga