

# 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.

It is hoped that the report will be in assistance to policymakers, ecosystem stakeholders, academicians, and students.

# Summary of Insights-draft

1

## **Total Health Expenditure is USD \$10 Billion in Bangladesh <sup>[1]</sup>**

- 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<sup>[2]</sup>
- 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 <sup>[3]</sup>**

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>

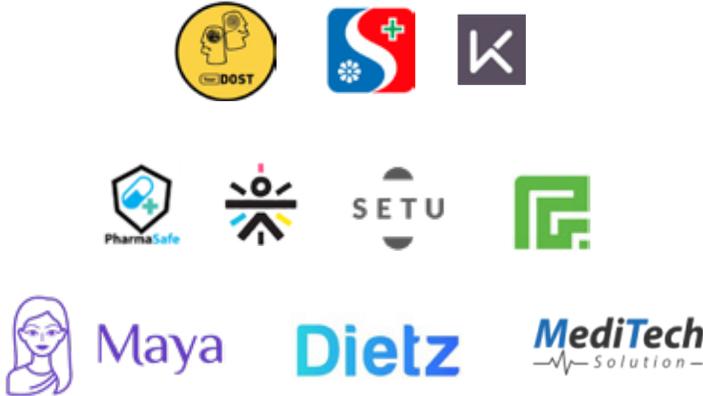
[2] Dr Selim Raihan, executive director of the South Asian Network on Economic Modeling (Sanem), at an online seminar (webinar) titled "COVID-19 and Health System of Bangladesh"

[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%
<b>Total</b>		<b>22</b>	<b>100%</b>

# 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
<b>Estimated Total</b>	<b>10,000,000,000</b>	<b>70,000,000</b>

## 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

**ANNEX**



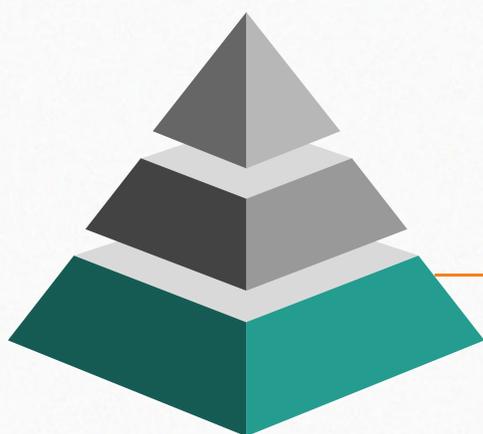
**DEFINITION**

# 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	
<b>Why</b>	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.
<b>How</b>	Agents models are emerging to facilitate the services (diagnostics, palliative care, maternal care, etc) to people without digital access.
<b>Examples</b>	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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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**