



Dr. Friday Franchise Proposal

FRANCHISEINDIA
Ideas For Tomorrow®



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- **Summary**

Dr. Harish Foundation @ The GOLDEN FAMILY (TGF)

Primary Care, Wellness, Assisted Living Homes PLUS (+)

- The Golden Family is a novel initiative by Dr Harish Foundation, strives at providing love and affection, freedom and independence, compassion and security when you need the most, bringing back the days of the golden family.
- Dr.Harish Foundation envisages functioning health-care ecosystem with use of available technology and collaborate synergistically towards a **Unified Healthcare System** outside of the private healthcare ecosystem.
- **Use of IT** to create a **Patient-Centric model** results in benefiting the patient with the best clinical expertise available cutting across all borders.
- **The Cisco® Medical-Grade Network (MGN)** provides the industry-specific framework required to meet healthcare's unique needs for interoperability, security, availability, productivity, and flexibility.

Tech Enabled Healthcare Services

- **"Medicine is a collaborative profession but today it is practiced in isolation"**
- An interlinked Healthcare Ecosystem that synergizes Patients, Doctors & health-care setups using new IP network that collaborates e-health, m-health, Telehealth, Tele-medicine & Satellite hook-ups to cover the globe.



Proposing a Clinic Setup with opportunity to service patients at their clinic & at their place of convenience



- 150-sqft
- **Full service clinic** – Walk-in Patient
- **Clinic in a Bag Opportunity** - Bringing healthcare to Patient doorsteps
- Medical services
- Medicines
- OTC Products
- Continuum care
- Hospital care
- Lab Tests

With State-of-the-Art *Clinic in the Bag Concept*



CLINIC IN A BAG

Any Patient Any
Time Any Place



CLINIC IN A BAG

is a comprehensive cloud-based examination platform clinicians can wirelessly deploy to assess patients at any point of care.



Capabilities created with Clinic in the Bag concept

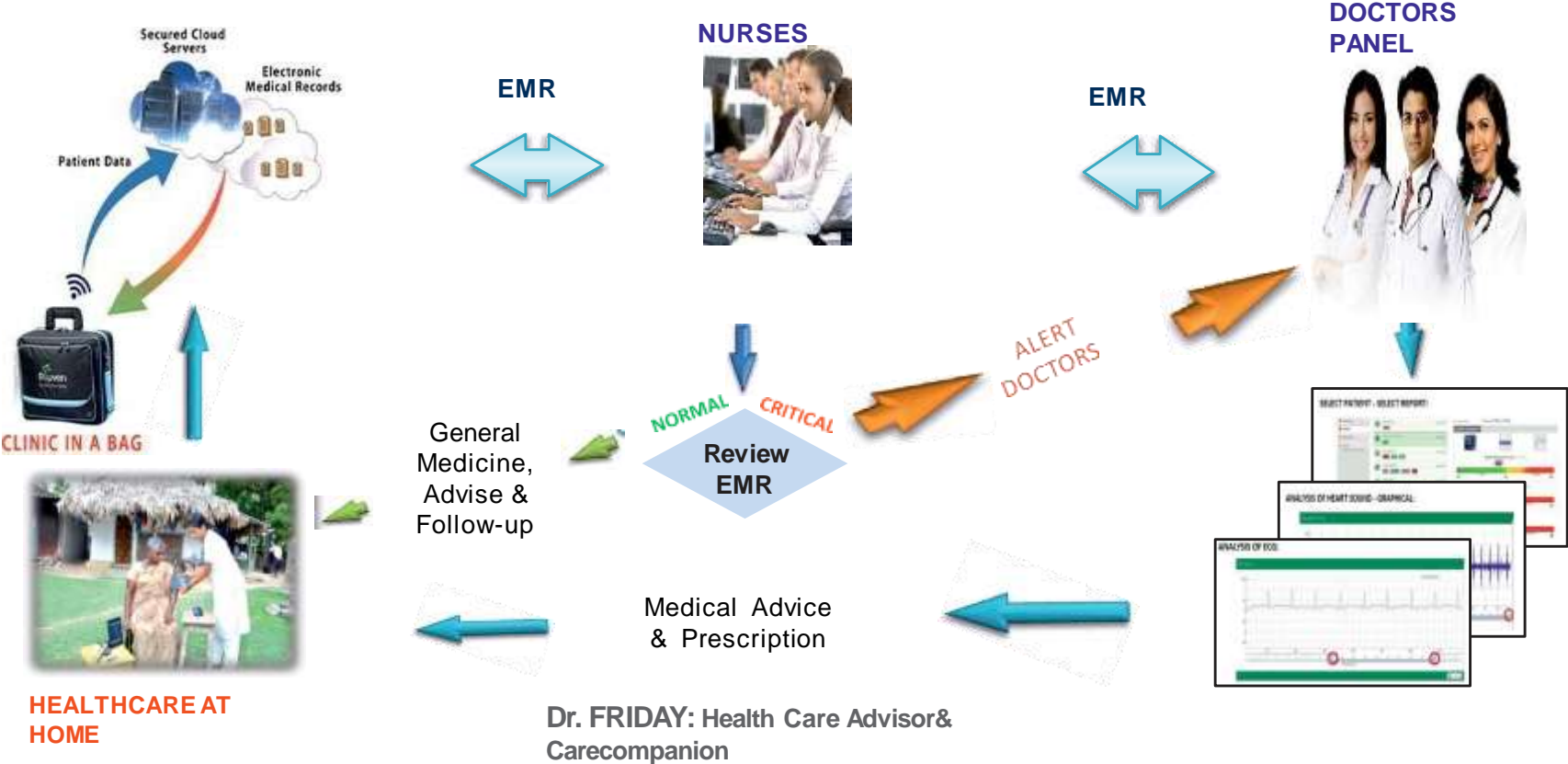


CLINIC IN A BAG



Screening					
Heart Auscultation w/ ECG 3-Lead ECG Cardiac Function- SPI, MPI, PEP, PE%	Lung Lung Function* Spirometry Peak Flow	Vitals Heart Rate Breathing Rate Blood Pressure Pulse Oximetry Core Temperature Digital Weight	Imaging Vascular Ultrasound* Thoracic Ultrasound* Abdomen Ultrasound* Carotid Doppler*	Blood Labs Blood Glucose Lipid Panel A1C Vitamin D C-RP TSH, PSA	Telemedicine Remote Consultation HD Photo Visual Exam Video Encounter Live Notes Cloud EMR/ Reports
Cancer Screening Colon Cancer Prostate Cancer	Urinalysis Leucocytes Nitrites Urobilinogen Protein Blood Specific Gravity	Ketone Bilirubin Glucose	Drug Toxicology Urinalysis* AMP, BAR, BUP, BZO, COC, OXY, MDMA, MET, MTD, THC, OPI 300 PCP, + CRE, SG, OX.	Additional Labs* Vitamin D Hemoglobin Hematocrit	

Our cloud computing & AI enabled Treatment Delivery Model



Franchisee Owned Franchisee Operated approach for Franchising

Parameters	FOFO	FOCO	FICO
Details	Franchisee Owned Franchisee Operated	Franchisee Owned Company Operated	Franchisee Invested Company Operated
Ownership	Franchisee	Franchisee	Company
Investments by	Franchisee	Franchisee	Investor
Operations by	Franchisee	Company	Company
Brand guidelines	Mandatory	Company	Company
Revenue to	Franchisee	Company	Company
Expenses by	Franchisee	Company	Company
Franchisee gets	Net Profit	Fixed payout	Fixed payout
Company get	Franchise Fee	Franchise Fee	Net Profit

Financial Dynamics

ROI under 12-15 Months

Clinic Setup

150-sqft
Investment of INR 13.50 Lacs

- Equipment INR 10 Lacs
- Franchise Fee INR 2 Lacs
- Clinic Development INR 1.50 Lacs

NET PROFITS

Gross Margins INR 289,000

- Staff 85000
- Rent 90000
- Consumables 25000
- Utilities 35000
- Marketing 4% 15000

NET MARGINS INR 40-50K pm

Annual INR 5-6 Lacs

REVENUE	APC	Orders pm	Margin (%)
Services	2450	110	100%
Medicine	250	175	10%
Lab Test	500	100	10%
Sub Health	250	85	10%
Continuum Care	250	100	10%
Hospital care	200	85	10%
Products	200	100	20%
Sub-Total		446,500	289,200 64.8%

Designations	Salary pm	#
Business Head/Doctor	-	1
Admin (BHA or MHA)	25,000	1
Tele-caller / Admin	15,000	2
Nurse	25,000	1
Helper	8,000	1
Sub-Total		6

ROI

- Investment INR 13.5 Lacs
- Net earnings pa 5-6 lacs
- Payback approx. 24 months

Payout

INR 80-90
K pm

Ideal Partner Profile

Experience in the category	Existing	<ul style="list-style-type: none"> ▪ Doctors ▪ Allied health-care personnel ▪ Wellness Specialists ▪ Nursing Care Specialists 	<ul style="list-style-type: none"> ▪ Clinics-Active/Dormant ▪ Diagnostics (Stand-alone labs/ chain)
	New	<ul style="list-style-type: none"> ▪ Young Entrepreneurs' 	<ul style="list-style-type: none"> ▪ Large HNI Investors keen to tap on the opportunity with the category
		Operator	Investor
Role in the business			

Key Support Functions

TECHNOLOGY

- AI & Machine learning based advisory service with complete back-end setup at HQ
- Product development to incl more diseases and categories, this helps to expand Franchisee service portfolio

INFRASTRUCTURE

- Center setup & procurement of key FFE items
- Medical Kit for Clinic in the Bag.

MARKETING

- Centralized Social media led awareness campaigns
- Marketing & generating patient leads at your clinics

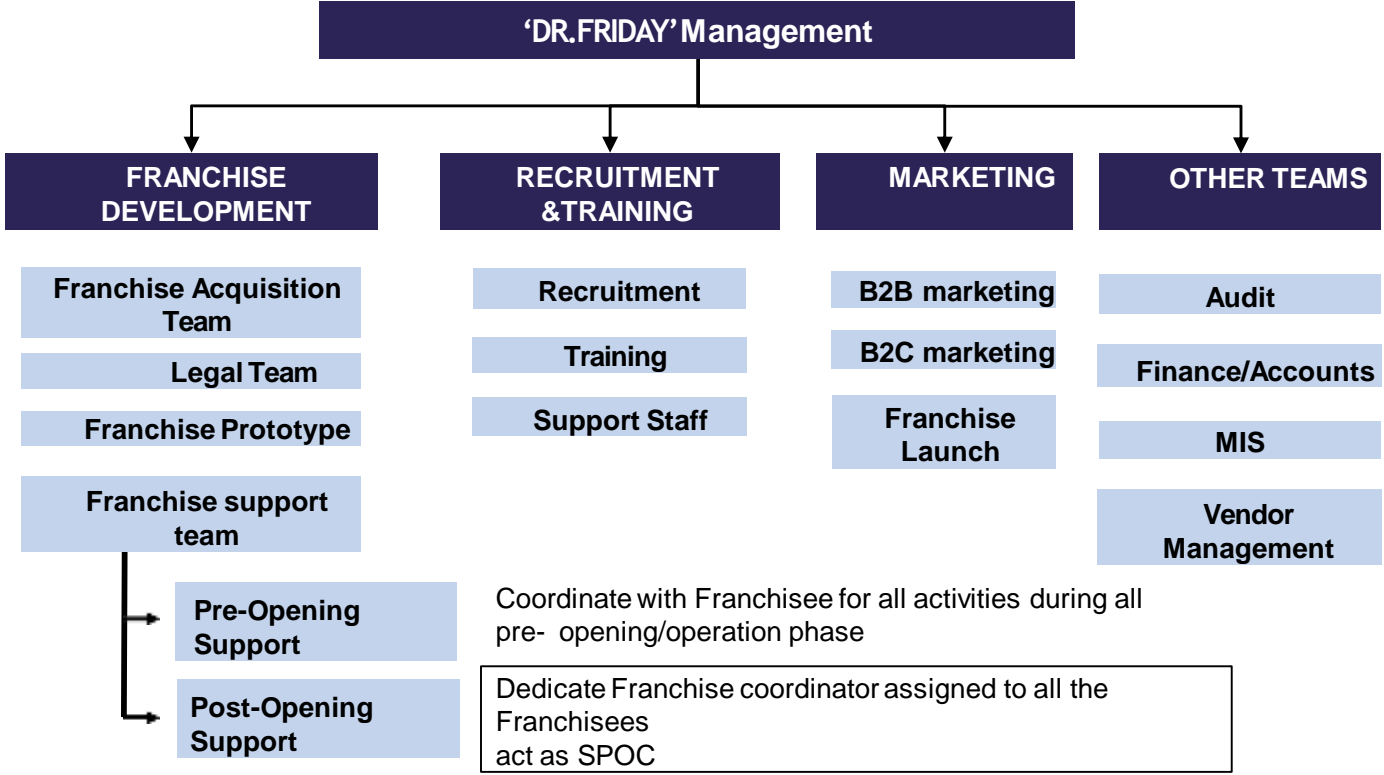
TRAINING

- Staff Training

PRODUCT

- Introduce more product / categories under medicine / OTC Products

Franchisor Corporate Structure



Open for Master Franchise deals outside of Bengaluru

Revenue potential for MF

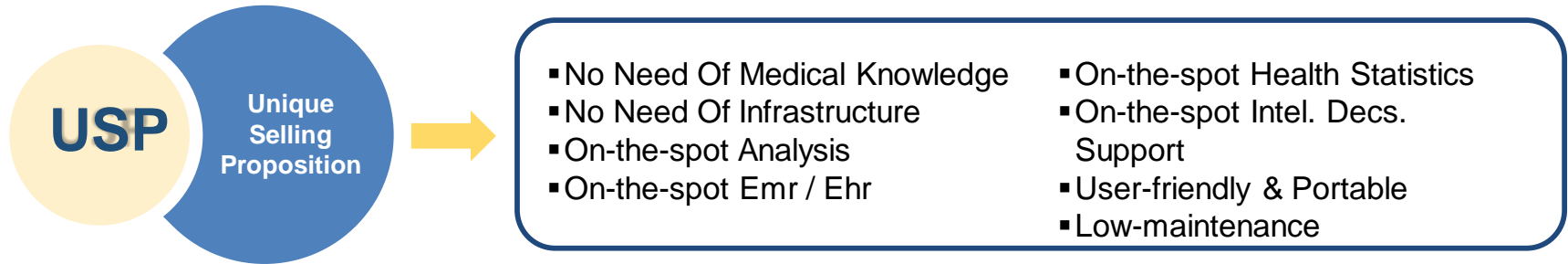
- India has 741 districts with min 2 clinics per district, it sets potential for 1500 clinics in India.
- With Franchise fee INR 2 Lacs per clinic, a MF network has potential to collect INR 30 crs as Franchise Fee alone
- Then at 10% revenue share with INR 50 lacs per year per store business, this converts to INR 75 Crs per year revenue

Master Franchisee

- **For City** – Chennai | Hyderabad | Kochi | Vizag | Coimbatore | Mysore
- **For State** – Tamil Nadu | Kerala | Andhra Pradesh | Telangana
- **For Region** – South India incl Karnataka but excl Bengaluru

- For Other markets as well

Revolutionizing Healthcare Delivery at the grassroots level



- ✓ Helping Transform Healthcare to an Unified Ecosystem
- ✓ Bridge the rural-urban divide by extending low-cost consultation and diagnostic facilities to the remotest areas