

A man in a white lab coat is looking through a microscope. The background is a blurred laboratory setting. The text 'KAPSULE' is overlaid in large white letters. There are decorative white arrow-like shapes on the left and right sides of the text.

KAPSULE

Revolutionizing Care, *Empowering* Growth — Where
Data Meets Global Healthcare Potential

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EXECUTIVE OVERVIEW



Key Findings

- › India has the most established **digital healthcare infrastructure**, coupled with the largest projected market size growth rate.
- › High demand for easily **integratable+scalable** data solutions
- › Many proposed countries **lack healthcare data** which further allows Kapsule to quickly integrate itself into the system



Solution—Targeted Global Expansion

- › India boasts the **largest market size** with minimal competition and **significant opportunities for partnerships**.
- › With the healthcare system projected to **grow by 13.2%**, there is a strong push toward digitalization.



Recommendations

- › Kapsule can expand its offerings by integrating blockchain technology
 - For pharmaceutical clients, it ensures **end-to-end tracking** of medications
 - For healthcare providers, it would enable **secure and auditable access to patient data**
 - For patients, it would empower them with **greater control** over their sensitive health data

KAPSULE COMPANY & INDUSTRY OVERVIEW

Mission: Empower healthcare providers, pharmaceutical companies, and research institutions



Founded in 2018



600+ Health Care facilities served in Africa



14M+ medical data records processed



\$1.35 million raised

KEY DATA SERVICE OFFERINGS



- Real-time, standardized data
- Supports clinical trials
- Optimizes drug distribution
- Enhances patient outcomes

INDUSTRY OUTLOOK




- Global EHR market is projected to grow at a 5.51% CAGR by 2027.

KAPSULE STRATEGIC EXPANSION ANALYSIS

Key Takeaway

India receives the highest rating due to its unmatched market size, rapid growth in digital healthcare adoption, and strong support from government initiatives like ABDM. This makes it the most strategic and lucrative choice for Kapsule's expansion.

Geographic Analysis

Country	Demographic Reach & Internet Penetration	Growth	Exclusivity	Major Market Players	Rating
India 	<ul style="list-style-type: none"> - 1.4 billion population, world's largest. - Digital ecosystem expanding with ABDM and EHR market growth of 13.2% CAGR by 2027. - Significant gaps in healthcare accessibility create high demand for Kapsule's solutions. 	High margins due to demand for comprehensive solutions and strong government support.	Low exclusivity , as competitors in regional health tech can replicate certain features.	Public hospitals, private clinics, ABDM initiatives, and healthcare IT providers.	
Indonesia 	<ul style="list-style-type: none"> - Population of 284 million. - Universal health coverage program JKN covers 95% of the population. - Rising healthcare expenditure projected to grow from \$33.4 billion (2019) to \$78 billion (2027) at a 10% CAGR. 	Low to Medium margins due to price sensitivity but strong growth potential.	High exclusivity , as few competitors provide scalable data aggregation aligned with national health reforms.	Health tech firms integrating with JKN and SATUSEHAT platforms.	
Brazil 	<ul style="list-style-type: none"> - Largest healthcare market in Latin America, spending \$161 billion annually, with growing digital adoption. - Urban population of 190 million, 86.6% internet penetration. - Strong public system (SUS) covering 72% of the population 	Medium margins, given the reliance on public systems and price sensitivity.	Medium exclusivity, with opportunities to differentiate through software-agnostic platforms and global connectivity.	Public healthcare systems (SUS), regional IT firms, and digital health players.	

BLOCKCHAIN-POWERED SOLUTIONS FOR SECURE PHARMACEUTICAL SUPPLY CHAINS AND EMRS



Healthcare Industry faces counterfeit drugs, supply chain transparency issues, inefficient compliance, data breaches, and poor EMR integration.

Problem



Pharmaceutical Supply Chains

10%-30%

Counterfeit drugs account for medicines sold in developing countries.



Electronic Medical Records

95%

Risk of data breaches with 95% of patients concerned about privacy



Solution

Implement blockchain-integrated EMRs for healthcare providers by providing secure and auditable access to patient data.

How Blockchain is Compatible with Kapsule's Services



Decentralized Ledger Technology

- Enables secure, immutable data storage.
- Blockchain can integrate via APIs into existing EMRs and supply chain management software.



Smart Contracts

Automates secure transactions like prescription verification and medication tracking.

Specific Applications



Pharmaceutical Supply Chain Tracking & Fraud Detection

Role-based, auditable data access for providers. Patients grant selective permissions via blockchain keys.



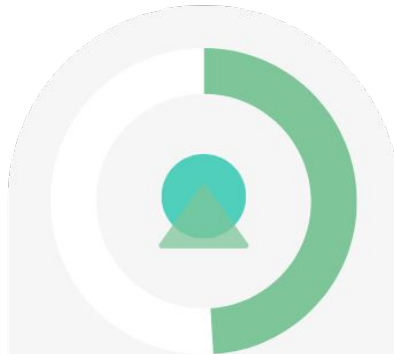
REVENUE DIVERSIFICATION—IMPLEMENTING A TIERED SUBSCRIPTION MODEL

Implementing a tiered subscription model enables Capsule to offer scalable solutions tailored to various client needs, from basic tools for smaller providers to advanced analytics and full EMR integration for larger networks.



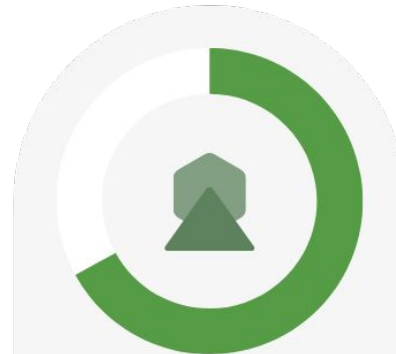
Basic Tier

- Affordable, plug-and-play tools.
- Features: Simplified patient portals and interoperable scheduling systems.
- Ideal for single-provider clinics and rural healthcare centers with limited budgets.



Advanced Tier

- AI-powered analytics and predictive tools.
- Features: Chronic condition tracking and customizable dashboards.
- Targets: Growing startups and mid-sized clinics seeking actionable insights.



Premium Tier

- Comprehensive interoperability solutions.
- Features: Full EMR integration (FHIR-compliant APIs) and personalized insights.
- Targets: Larger regional networks and rapidly scaling healthcare startups.

5 YEAR IMPLEMENTATION TIMELINE

1

Phase 1 (Year 1-2): Integration

- Target 20 healthcare facilities to serve as foundation for a pilot program
 - FHIR-compliant API integration
 - Development of a data processing engine for standardization
 - Deployment of a centralized dashboard for data tracking

2



Phase 2 (Year 3-4): Scaling

- Scale to 100-150 additional healthcare facilities
- Prioritize partnerships with regional health authorities, pharmaceutical companies, and research organizations.

3

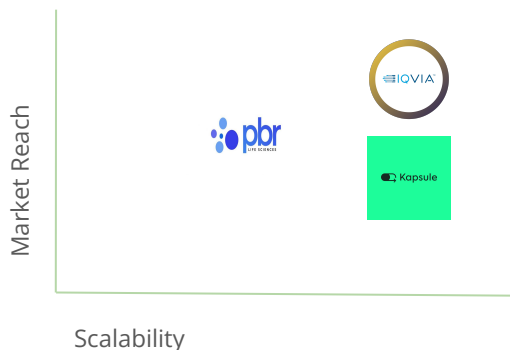


Phase 3 (Year 5): Expansion

- Leverage the success in India and its extensive African network
- Expand into other emerging markets (Asia, Latin America, etc)

KAPSULE COMPETITOR LANDSCAPE & REGIONAL PARTNERSHIPS

Competitor Analysis



IQVIA



Strengths

- > Advanced clinical research expertise
- > Strong presence in developed markets



Limitations

- > Limited presence in Africa
- > High dependency on developed markets



Opportunities

- > Expand into African markets
- > Collaborate with local African organizations



Threats

- > Difficulties adapting to local healthcare needs

PBR Sciences



Strengths

- > Strong focus on real-world studies
- > A Regional Leader in Africa



Limitations

- > Project based approach limits scalability



Opportunities

- > Global partners with organizations seeking regional insights



Threats

- > Risk of being outperformed by more scalable solutions

Sanisphere



Strengths

- > In depth pharmacy level market insights
- > Niche Regional Player



Limitations

- > Narrow focus on pharmacy surveys



Opportunities

- > Broaden scope to include broader ecosystems



Threats

- > Risk of losing relevance as competitors offer more holistic solutions

Appendix

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