AMALY

FEASIBILITY STUDY OF AMALY APPLICATION

FEASIBILITY STUDY

FOR THE AMALY APPLICATION

(marketingal)

(Financial)

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Executive summary

Tele-health offers a promising solution to address the gap in access to health care throughout Egypt and the Middle East.
This study examines the market feasibility of launching a platform of hope. Market analysis, competition analysis, customer behavior analysis (target audience), SWOT analysis, PESTEL analysis and marketing strategies to assess success .

First **market analysis:**

- Market trends
- Growth potential
- Market size

Market size

Egypt' s digital healthcare market is growing significantly, with estimates of two different market sizes

According to Statista, Egypt's digital health market is expected to reach US$ 877.00 million by 2024. This reflects the overall size of the market for digital health solutions in the country

According to Insights, the Egyptian digital health market is expected to grow from US$ 0.59 billion in 2022 to US$ 2.56 billion by 2030, with an annual composite growth rate (CAGR) of 20.1% .

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Growth potential

Both estimates and reports indicate significant growth potential for digital health in Egypt due to .

* The increasing number of Internet users has led to the creation of a larger user base for digital health solutions .

Digital health offers opportunities for improving efficiency and potentially reducing health care costs .

* The Egyptian Government is actively promoting the digital transformation of health care and a supportive environment .
* Mobile health solutions (mHealth) are becoming increasingly popular due to the high prevalence of smartphones.(mHealth) are mobile devices applications aimed at improving health outcomes, providing health care services or empowering health research
* The impact of the Corona virus has accelerated the adoption of tele-health and digital health tools due to social exclusion measures and the need for remote counseling

Market trends

There are several trends that shape Egypt's digital health landscape

* Health and teletreatment teleconsultations with doctors through video conferences or telephone calls and the ordering and delivery of medicines are gaining further attention.
* Integration of wearable devices with digital health platforms for health surveillance and data collection .
* Use artificial intelligence-supported tools for tasks such as medical imaging analysis and chat robots to support patients .
* Development of digital health solutions to promote preventive health care practices and early detection of diseases .

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II. COMPETITIONS

This market is expected to grow significantly, reaching $717 million by 2030, with an annual composite growth rate (CAGR) of 19.7%.
Egypt has a high prevalence of mobile phones, which, according to some reports, exceeds 90%.
This suggests a strong basis for mobile health solutions (mHealth), including telehealth applications.
So far, the size of the telehealth market in Egypt has not been reached.

COMPETITIONS

Direct competitors

In Direct competitors

Indirect competitors in telehealth and telemedicine

* Shezlong is the world's first Arab online psychotherapy platform that allows patients to set personal appointments with doctors, which may reduce the need for telehealth services only .
* Traditional health-care providers with telehealth options are existing hospitals and clinics that increasingly provide telehealth counselling along with traditional personal visits .
* Independent mobile phone applications provided by individual doctors to facilitate tele consultations with their patients .

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* Direct competitors** Telehealth and telemedicine:

• Vezeta is a well-established electronic platform linking patients to doctors for online consultations.

• Clinido in Egypt, the Middle East and North Africa. Find and book an appointment with the appropriate medical authority, be it a doctor, a hospital, a radiology centre or a laboratory, as well as the possibility of preserving all the history of illness, routines and analyses and sharing them with the various medical authorities on the Klinido platform.

•Tabibi 24/7 provides integrated and comprehensive family health care services for every patient at every starting stage of the elderly to reach newborn children. My doctors have multiple clinics around Cairo that offer home visits, home care, telehealth, analysis and radiology services. You can always get to my doctor any-time and anywhere.

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Vezeeta (2012)

strengths

• A leading market company with a strong presence in its business flag and a user base aimed at covering 100 cities and 60,000 doctors

• Proud of a large network of health-care providers and medical facilities, providing patients with a variety of options.

• An easy-to-use interface, positive assessments, highlighting an easy-to-use and convenient application of scheduling and health-care needs management.

• Multilingual support to meet the needs of the diverse population composition in the Middle East .

Weaknesses

• Vezeta has not yet saturated the market.

• The site lacks video chat options versus text chat.

• Not all regions of the Middle East were covered.

• There are no discounts to attract patients interested in prices.

• Lack of focus on specific medical specializations or population composition of patients with unmet needs.

• Taking more than 76% of the screening value of the doctor.

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Clindo (2019)

strengths

- Standardized rate of disclosures from 50 to 600
- Advised by online
- Home visits and analyses
- Detention of a health-care provider at any time and from any place
- Access to articles and medical information appropriate to your condition using the AI
- Monthly treatment request
- Video-based marketing of Social Media
- 15% discount on prescription
- Electronic voice conversations are not in writing

Weaknesses

- The size of clinics on the site is low in terms of targeting 24 governorates
- Lack of attention to doctor's competence
- The site lacks video chat options versus text chat.

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Estbalia (2019)

strengths

• Free delivery of medicines to participants on demand, starting with £400 and trying to supply drugs that are not available, with a discount of 10% of 20%

• Full coverage of adult Cairo in all disciplines, with free screening in disciplines such as dental, physiotherapy and nutrition, with a discount of 20% to 25%

• Coverage of all types of medical analysis through laboratories at all levels, with samples drawn from the home free of charge and a discount of 25% to 70%

• Coverage of all types of medical radiation through centers at all levels, with the possibility of rays working at home with a discount of 25% to 70%

• We coordinate with the doctor and the hospital to perform surgeries with good cuts on all operations, with a discount of 25% to 50%

• Provide home-based services from high-quality pathology, radiation, analysis and physical treatment, and fast-track 25% to 50% discount time

• Emergency situations

• A nominal price for commission collection

• Insurance not opposed to personal insurance

Weaknesses

• Lack of Social Media platforms, contact numbers or customer service

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akshef Finn (2018)

strengths

- 20% of its commission
- Distribution of medical services with banks and retail companies
- Seizure of medical and cosmetic operations through application
- Payment through visa/ Value/ Master Card /Fawry
- Acquisition of bookings at the level

Weaknesses

- Absence of both X-ray and analysis laboratories and pharmacies on the podium
- Lack of attention to Social Media

eltabibi 24/7

Strengths

- Focus on (home visits/home care/olds/newborns) doctors and patients
- Lactation and analysis
- Attention to the Social Media Platforms

Weaknesses

- Lack of detention of Dr. Online
- Lack of a pharmaceutical department or availability of medicines

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Eltabi (2011)

Strengths

• The Middle East and North Africa region is the largest Arab medical platform for the provision of reliable medical content.

• The website has more than 2 million pages of medical, useful and rich content for doctors and users. More than 11 million users visit the medical website on a monthly basis to look for the medical queries they face.

• Doctors are served through: medical clinic, medical manual, free questions, and a table for the publication of medical articles. Questions and answers, news, advice, videos, and medical articles on the most important subjects sought from users are written in certified and reliable health-care providers' pens.

• Users serve through: comprehensive medical content, medical consultation, free question and answer service and medical manual

• Allow patients to communicate directly with accredited doctors through a telephone call or text conversation.

• A comprehensive encyclopedia of medicines and medical terminology, reading the results of laboratory analyses, the medical guide for health-care providers and health facilities and the application of a medical diagnosis.

• Subscriptions begin at R$9.9

Weaknesses

• Find a content of social media has nothing to do with the medical content.

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III. Analysis of the behavior of the target client (consumer)

Patient sector | Medical doctors and medical professionals | Pharmacists

1-Patient sector

Requirements

- Finding health-care options is particularly easy in remote areas or with limited mobility.
- The search for a more effective cost of health care compared with traditional care.
- The desire for better communication and follow-up with doctors and access to medical records.
- Searching for tools to monitor health conditions and compliance with treatment plans for chronic diseases.

Problems

- Long waiting periods for appointments.
- Limited access to specialists.
- High cost of traditional health-care services.
- Travel difficulties for access to health-care facilities.
- The difficulty of managing chronic situations without adequate support

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2- Medical doctors and medical professionals

Requirements

- Streamline administrative tasks and deadlines for allocating more time to patients.
- Using digital tools to enhance communication and follow-up with patients.
- Easy access to patient data to obtain more informed diagnostics and treatment plans.
- Provide remote counselling to expand access and meet the needs of patients who cannot visit in person.

Problems

- Administrative burden and securities.

Limited patient consultation time.

- The difficulty of monitoring patients with chronic cases remotely.
- Inefficient scheduling and management of cancellation.

3-Pharmacists

Requirements

- the use of digital tools to manage stock levels and prevent shortages.
- Reducing errors and delays through electronic prescriptions.
- The existence of safe channels for receiving explanations of prescription.
- Providing solutions to remind patients of their medicine schedules.

Problems

- Hand-to-hand treatment of prescriptions leads to errors and delays.
- The difficulty of managing the inventory and the potential for depletion of the inventory.
- Incompetence of communication with doctors with regard to prescriptions.
- Lack of tools to strengthen the patient's obligation to take medication

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the purchase behavior of telehealth users in Egypt.

** Factors influencing choices:**

• Rest and time-saving solutions, especially in urban areas, to reduce travel time and waiting room troubles, making them an attractive option.

• Less expensive than traditional personal visits, especially in view of transportation costs. This is important in a country with different levels of income.

Telehealth services have a degree of privacy that may be lacking in personal consultations.

• Limited access to specialists outside major cities.

Telehealth services can fill this gap and provide specialist remote counselling.

• Lack of awareness, some Egyptians may not be fully aware of its benefits or how to reach them.

** :Buying behavior **

Price is a key factor: users compare costs across different telehealth platforms before choosing.

The smartphone approach: Users search for and buy telehealth services through mobile phone applications.

• Preference for payment upon receipt (COD): Cash payment remains the preferred payment method for many Egyptians. Tele-health services that offer COD options may be more attractive.

• Recommendations and reviews: Egyptians often rely on the recommendations of friends, family and online reviews prior to a procurement process. Positive reviews and testimonies can significantly influence their decision

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Psychological characteristics (values, interests and lifestyles) of my ideal client.

Values:

- Since the family is a fundamental value in Arab culture, individuals interested in telecare services may help them to care for themselves and their loved ones.
- There may be stigma associated with certain medical conditions in Arab cultures, and individuals may appreciate the privacy and freedom of action that can be provided by telehealth.

Tele-health can be a convenient means of accessing health care, especially for those living in remote areas or having difficulty travelling.

**Interesting: **

- Persons interested in and comfortable with technology are more likely to adopt tele-health applications.
- Individuals interested in maintaining their health and well-being may be interested in using tele-health for preventive care or chronic disease management.
- Overcrowded lifestyles: busy professionals or parents may appreciate long-term health-care breaks.

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Lifestyles:

- Persons living in urban areas may have better access to traditional health-care services, but telehealth is still an appropriate option. In rural areas, telehealth can be a critical means of accessing health-care services.
- High-income individuals may be more vulnerable to the cost of telehealth services. However, telehealth applications can be designed to be affordable and accessible to a wide range of users.

Additional factors to be taken into account:

- Language: The application of telehealth must be available in Arabic and other relevant languages.
- Cultural efficiency: the telehealth platform must be culturally competent and sensitive to the needs of Arab users.

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Effective market segmentation strategies for target audiences

The regular user who received the service and information. :

- Age: 18 to 65
- Type: (male/female)
- Location: compelling start
- Income level: middle income is the broad group that values medicine and medicine
- Technological knowledge: use of articles, letters and videos in knowledge of valuable and medical information
- Health needs: specific health concerns/chronic situations/preventive care/emergency needs.
- Use of technology: use of smartphones and access to the Internet, with knowledge of digital tools and the use of search engines and social media.

Doctors and professionals providing the service :

- Age: 25 for 60
- Type: male and female
- Location: beginning of Cairo
- Occupation: human doctors, analysts, nurses, pharmacists, trainee doctors and alternative medicine
- Technological knowledge: counselling, prescription and medication via chat, video and calls
- Medical specializations: all human specializations and institutions (hospitals/-pharmacies/factories/care homes for the elderly/childhood)
- Use of technology: use of smartphones and access to the Internet, with knowledge of digital tools and the use of search engines and sushial media.

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Pricing strategy

** Pricing strategy:**

- We will not receive fixed subscription fees

Doctors and professionals, transaction fees for each delivery :

- Doctors (20% of doctor's check-ups)
- Psychiatry (Collecting 30% of the prescription dispensing)
- Competencies and coefficients (25% of the value of the procedure)

SWOT ANALYSIS

The unique advantages my Amalie offers. :

- A social and medical platform with pages and scabies for doctors and patients
- All client's needs for consultation to book detection, radiation, analysis and medication within the platform
- Field medical convoys
- Free chat with patients
- Incubation of trained doctors for education and employment

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Weakness.

Ensuring the safety of user data is critical, particularly in the area of health care. The application must have strong security procedures and clear communication on data handling practices to gain user confidence.
Competition may lead to lower service prices, which may affect profitability.
Develop a clear target audience and a sustainable pricing model.

- A sufficient number of health-care specialists may not be available on the platform to meet user demand, leading to long waiting periods or lack of appointments.
- Remote counselling may not be appropriate for all health concerns. The application requires clear guidance on when to recommend personal consultations.
- Limited budget

Opportunities

- Specialization: focus on a particular area of medicine that is not well served by competitors, such as paediatrics, mental health or chronic disease management. This meets the needs of a specialized audience and puts you as an expert.
- Complementary services: provision of services that are integrated with existing applications, such as remote physiotherapy counselling or post-operative care support. This creates a more comprehensive care experience.
- Geographical focus: targeted disadvantaged areas in Egypt with limited access to traditional health-care facilities. This improves access to health care for a particular population.
- Advantages supported by artificial intelligence: integration of artificial intelligence features, such as remote screening tools (e.g. ear and skin binoculars), integration of wearable health data to improve remote counselling and data-based care or screening tools to automate initial assessments and allocate user experience.

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Threats

- It may be difficult to attract users away from established competitors.
- Need for a strong marketing strategy to distinguish yourself and value for a market share of competitors

Competition may lead to lower prices, which may make it difficult for the platform to make profits.

- A clear target audience and a sustainable pricing model are critical
- The availability of qualified doctors on the podium is essential. The new application may have difficulty competing with well-established competitors who already have a network of health-care providers.
- The competitive landscape may put pressure on the new application of continuous innovation and offer new advantages for staying ahead. Investing in research and development is the key.

PESTEL ANALYSIS

It is a framework used to determine which macro-environmental factors may affect the platform.

Political aspect

- By understanding political factors and advocating supportive policies, my hope can move more effectively in the Middle East landscape and contribute to the establishment of a more accessible and innovative health-care environmental system.
- Government initiatives that promote the adoption of telehealth, such as funding pilot programmes or infrastructure development, can significantly strengthen this industry. Conversely, lack of government support can create challenges.

Government investment in broadband Internet access, especially in rural areas, is necessary to facilitate telehealth consultations.

Unclear or restrictive regulations can hinder the development of telehealth platforms such as government policies on the licensing of service providers, and data privacy regulations.

- Political instability and persistent conflicts disrupt health-care infrastructure and discourage investment in new technologies, such as tele-health.
- Governments facing public health emergencies, such as epidemics, can prioritize tele-health solutions to manage patient populations and reduce exposure risks

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Examples of how political factors influence telehealth platforms in the Middle East:

Supporting policies

United Arab Emirates

- The United Arab Emirates has established clear licensing regulations for telehealth providers, ensuring quality standards and the safety of patients.
- Tele-health consultations are covered by insurance in the Emirates, which makes them accessible to patients and encourages their wider adoption.
- The United Arab Emirates has invested in expanding wide-ranging Internet access, especially in rural areas, thus facilitating telehealth consultations throughout the country.

Saudi Arabia

- The Saudi Government has developed a national strategy for telehealth services to guide the implementation and development of telehealth services throughout the country.
- The Government invests in training programmes for healthcare providers to enhance their skills in telehealth counselling.
- Pilot telehealth programmes are being implemented in different regions to assess their effectiveness and collect data for further policy development.

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Political challenges hinder the development of telehealth:

- The ongoing civil war in Syria has severely affected the health-care infrastructure, which has made it difficult to implement and maintain telehealth services.
- Yemen is facing a long-term humanitarian crisis and has limited resources to allocate to telehealth initiatives. The Government does not give priority to telehealth, leading to a lack of clear policies, financing and infrastructure development

International relations to facilitate telehealth:

- The World Bank has partnered with many countries in the Middle East to provide technical assistance and funding for telehealth initiatives.

The World Health Organization (WHO) has issued guidance to regulate telemedicine services to facilitate cross-border consultations, promote international best practices and potential impact on national policies.

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Economic aspect

Economic factors can affect a patient's affordability and overall health care budget.

- Patients in the Middle East often face significant out-of-pocket costs for healthcare services. This can be a significant barrier to telehealth adoption, as patients may be reluctant to incur additional costs for virtual consultations.
- Reimbursement rates for telehealth services offered by insurance companies in the Middle East are often lower than rates for in-person consultations. This can make providing telehealth services less financially attractive to providers, which may limit access for patients.

Social aspect

Social factors play an important role in the adoption of telehealth in the Middle East. ** demographics: **

- Younger generations in the Middle East generally feel more comfortable with technology and may be more receptive to using telehealth services. However, older generations may be less familiar or comfortable with technology, creating a barrier to adoption.
- People living in rural areas who have limited access to traditional health care facilities may benefit from telehealth services. However, these areas may also have poor internet infrastructure, hindering access to telehealth.
- Cultural norms related to gender and access to health care can influence the use of telehealth. In some areas, women may have traditionally faced limitations in seeking health care, and telehealth can provide a more convenient option.

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Cultural attitudes towards health care:

• In some Middle Eastern cultures, there is a strong emphasis on the personal relationship with the doctor. Patients may appreciate the physical examination and the ability to build a personal relationship. This may make them hesitant to embrace virtual counseling.

• There may be concerns about data privacy and confidentiality when using telehealth services. Building trust in the security of telehealth platforms is critical to their broader adoption.

• With increasing awareness of chronic diseases, such as diabetes, telehealth can provide convenient ways for patients to manage their conditions remotely.

• Many people in the Middle East may not be familiar with telehealth options or how they work. Public awareness campaigns are needed to educate potential users.

• There may be a perception that virtual care is less effective than in-person consultations. Educating patients about the benefits and effectiveness of telehealth can address this problem.

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Technological aspect

Technological factors that can impact telehealth platforms:

• Internet infrastructure, especially in rural areas, can be limited, hindering access to telehealth.

• Ensuring that these devices have the necessary technical capabilities (cameras and microphones) to conduct video consultations is crucial.

• Strong cybersecurity measures are vital to protect patient data privacy and build trust in telehealth platforms. Compliance with data privacy regulations is essential.

• Telehealth platforms must be able to handle increasing numbers of users and integrate seamlessly with existing healthcare IT systems to ensure seamless data exchange between providers.

• Some telehealth platforms may lack functionality that would improve the virtual consultation experience, such as remote examination capabilities or integration with diagnostic tools.

• Both patients and healthcare providers need to have the digital literacy skills necessary to navigate and use telehealth platforms effectively. Training programs can fill this gap.

• Available technical support is critical to address any technical issues patients or providers may encounter while using the Platforms.

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Environmental aspect

Although telehealth does not have a direct environmental impact on the platforms themselves, it can contribute to a more environmentally friendly healthcare system. Perhaps the biggest environmental factor to consider is the broader concept of **environmental sustainability**. Telehealth can play a role in promoting sustainability by:

- By enabling remote consultations, telehealth reduces the need for patients and providers to travel, potentially reducing carbon emissions.
- Telehealth can improve the allocation of health care resources by allowing specialists to consult remotely with patients in different locations, reducing unnecessary in-person visits.

Legal aspect

Legal factors play an important role in regulating and shaping the telehealth landscape in the Middle East. Below is a breakdown of some of the key legal considerations:

- Many Middle Eastern countries lack specific and comprehensive laws governing telehealth practices. It can create uncertainty for both providers and patients regarding licensure, liability, and standards of care.
- Middle Eastern countries need to adapt their existing data privacy laws to address the specific challenges of telehealth.
- The need for clear guidelines to ensure that patients receive care from qualified professionals regardless of location.
- Telehealth consultations raise questions about legal liability in malpractice cases. Clear legal frameworks are needed to address potential conflicts and ensure patient safety.

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(Estimating revenue and market share (return

Sources of income:

Amaly will generate revenue through:

Doctors and professionals processing fees for each one:

- Doctors (collecting 20% of doctor's examination reservations)
- Pharmacies (collecting 30% of the prescription dispensing)
- Patients and laboratories (collecting 25% of the procedure

Cost Analysis:

- Capital costs = application 750 thousand
- Establishment costs = record paper + feasibility study
  = 10,000 + 25,000 = 35,000 thousand pounds
- Fixed operating costs per month = doctors' salaries + marketing + chartered accountant + maintenance and updating of the application)
  = 67000 + 22000 + 3000 + 10000 = 102000 thousand pounds
- Variable operating costs per month = marketing (financing) expenses 50,000 thousand
- Total costs = capital + establishment + operating = 937,000 thousand pounds

Revenue Analysis:

Revenue = unit price * number of units
= 20% * Average statement 450 * Number of statements per month
60 = 5400
= 30% * average prescription 500 * 300 orders = 45,000
= 30% * average tests 500 * 15 requests = 2250
Total revenue = 51,750

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Profit analysis:

Break even point :

Achieving the break-even point from an average of 7 months to 24 months

Revenue forecast:_

Based on market size, pricing strategy and customer acquisition plans, we indicate strong potential to achieve expected profitability within a specified period of 2 to 5 years.

Recommendations and future outlook

The application works by seamlessly connecting patients, pharmacies and medical professionals through an integrated digital platform, improving accessibility, efficiency and patient outcomes.

The increased penetration of mobile devices and greater focus on telemedicine due to recent global health crises has created an ideal environment for our solution.

Makes this the perfect time to introduce our platform.

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Target market:

Ideal user for my hope :

- Patients suffering from certain conditions
- Busy professionals looking for convenient care

Needs :

- Finding health care options easily, especially in remote areas or with limited mobility.
- Searching for greater cost effectiveness of increased health care compared to traditional care.
- Desire for better communication and follow-up with doctors and access to medical records.
- Search for tools to monitor health conditions and adherence to treatment plans for chronic diseases.

**Market potential:*

Our target market includes healthcare providers, pharmacies and patients looking for a simpler healthcare experience. With global health spending expected to rise, there is great potential to create a platform that can reduce costs and improve quality of care.

** The competition:*

Our plan to win includes leveraging our platform's comprehensive integration and easy-to-use interface, coupled with strong marketing and strategic partnerships.

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**Business model:*

We will operate on a subscription-based model for healthcare providers and pharmacies, with the service offered free of charge to patients. Additional revenue sources will include data analysis services for medical research and targeted advertising for healthcare products.

**the team :*

Our key team members bring a combination of healthcare experience and entrepreneurial experience. Their collective vision and skills are critical in navigating the complex healthcare and technology landscape.

** Amaly Features:*

- An integrated medical community on the platform for both professionals and cases
- Travel reservation service from governorate to governorate
- A medical financing service that does not conflict with insurance for patients
- Effective installment methods for chronic diseases and operations
- Emergency service
- Providing care methods for the elderly
- Home nursing department (for difficult cases)
- A special section with complete confidentiality for diseases that are embarrassing for patients to know
- Adopting dental projects
- Ambulance service
- Focus on user experience and design improvements to ensure a smooth and user-friendly experience within the app.
- Emphasize the importance of HIPAA compliance and strong data security procedures as this builds trust with potential users and healthcare providers.

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**Appropriate marketing channels:*

Google / Marketing via Facebook and Instagram / Partnership with doctors, hospitals and laboratories

** Vision :*

Within five years, we aim to be the world's leading healthcare platform, synonymous with effective, patient-centered care. We envision a future where our platform not only simplifies healthcare management, but also contributes to better health outcomes through data-driven insights and patient empowerment.

Amaly financial feasibility study

**Amount of capital required for the project::*

The amount of money that my hope needs to start and to be able to be self-sufficient from its cash flows, during the year 2609000, which is equivalent to 56 thousand dollars, and the source of funding is self-efforts.

• Fixed operating costs per month = doctors' salaries + marketing + chartered accountant + maintenance and updating of the application messages WhatsApp)
= 67000 + 22000 + 3000 + 10000 + 1400 = 103400 thousand pounds

• Variable operating costs per month = marketing (financing) expenses 50,000 thousand

The amount of operational costs required within 12 months
= 152,000 * 12 = 1,824,000 Egyptian pounds, which is equivalent to 39 thousand dollars annually + capital and founding costs.

• Capital costs = application 750 thousand

• Establishment costs = record paper + feasibility study
= 10,000 + 25,000 = 35,000 thousand pounds

**Determine the optimal financing structure for the project:*

It is the right mix of debt and equity that reduces the cost of capital and increases the value of the project. Below is a breakdown of the main factors:
Project Cash Flow: Stable and predictable cash flow from your application can support the increased debt load and hence it comes
Borrow money from lenders such as banks, with interest payments and a fixed repayment schedule.
Then equity financing because Amly is a startup app that lacks a track record of debt. Established companies may have more debt financing options.
Equity financing means selling ownership shares in Amly to investors. This provides capital without any fixed repayment obligations but dilutes existing ownership and requires strong financial performance to satisfy investors.
Or debt financing: Debt financing can be attractive because interest expenses are tax-deductible, which may reduce the overall financing cost.

Amaly financial feasibility study

Calculate the Weighted Average Cost of Funds (WACC) for the Amly application

Calculating the weighted average cost of capital (WACC) for a mobile app startup is usually not recommended for two main reasons:
** Limited and Zero Debt Financing: ** Startups rely primarily on equity financing, making the debt (D) component of the WACC formula zero.
** Difficulty in estimating cost of equity (Re): ** Traditional methods for established companies may not apply to startups with a limited financial history and uncertain future.
Since startups typically do not have debt financing, the WACC formula will not provide a meaningful representation of the cost of capital. In addition, estimating the cost of equity for a startup company with minimal financial data is difficult.

Other financial metrics should be prioritized to assess feasibility.
Here are some of the most relevant metrics to consider:

Cost metrics:.

Service fee percentage:
Doctors = 20% * Average examination 450 * Number of examinations per month 60 = 5400
Pharmacies = 30% * average prescription 500 * 300 orders = 45,000
Tests = 30% * average tests 500 * 15 requests = 2250
Total revenue = 51,750

- Development cost

Capital costs = application 750 thousand
Establishment costs = log paper + feasibility study
= 10,000 + 25,000 = 35,000 thousand pounds

- Operational cost

Fixed operating costs per month = doctors' salaries + marketing + chartered accountant + maintenance and updating of the application)
= 67000 + 22000 + 3000 + 10000 = 102000 thousand pounds
Variable operating costs per month = marketing (financing) expenses 50,000 thousand

Amaly financial feasibility study

Profitability metrics:

- Break-even point.
- cash flow

Track your incoming and outgoing cash flow to make sure you have enough funds to run the business and develop new features. Hence, we need a Burn Turn measure, which is the rate at which Emily spends cash.

- It is a crucial measure for startup companies to manage their financial resources, especially those that are still in the growth stage and have not yet achieved significant profits, although it is not an independent measure of success. Because startups often prioritize growth over immediate profitability, their burn rate is usually negative, meaning they spend more money than they bring in.
- Focus on cash spending: It measures the difference between (revenues) for my money and (expenditures). It is basically how long Amali can continue to operate before running out of cash. Which highlights the urgent need to secure additional financing or achieve profitability.

There are two main ways to look at burn rate:

Burn turnover: All of a company's operating expenses, such as (salaries, rent, marketing costs, and development costs), regardless of any revenue generated.

Net Burn Turn: It is a hoped-for revenue stream and is calculated (monthly revenue _ total burn turn rate).

The importance of Burn turn rate

- Making informed financial decisions to achieve sustainable growth helps in prioritizing expenditures, improving resource allocation and planning for future financing needs.
- Track growth progress: Burn turn can be compared over time to assess the efficiency of spending habits and identify areas for improvement.
- Investors take Burn Turn into consideration when evaluating Amly's financial condition and potential for success.

Amaly financial feasibility study

• Calculate current values

Discount both positive (inflows) and negative (outflows) cash flows to their present value using the formula:
Present Value (PV) = Cash Flow / (1 + Discount Rate) ^ Time Period

• Calculate net present value (NPV)

Sum the present values of all future cash flows (positive and negative) and subtract the initial investment cost. This is the net present value (NPV) of my hope.

User metrics:

• User acquisition rate

Calculate the number of users at two different times per quarter and call the number of users at the beginning “the starting line” and the number at the end “the finish line.” Then subtract the number of basic users from the number of final users,
To find the percentage of growth rate = difference / 1000 * 100

• Discontinuation rate

This metric tracks the percentage of users who stop using your app during a specific period. A high discount rate can significantly impact your revenue potential.

• Active users

Monitoring Monthly Active Users (MAU) and Daily Active Users (DAU) shows user engagement.

• Active users

Positive reviews and ratings indicate user satisfaction, which is a valuable metric.

Amaly financial feasibility study

Revenue metrics:

•Market size:

Egypt has a population of more than 106,270 million, representing a vast potential user base for telehealth services. Internet penetration rate in Egypt reaches 60%
Total addressable market = 62.4 million people - 41.5 million = 20.9 million people in need of telehealth

•Revenue model: (Operating income and non-operating income)

Operating revenues:

- Service fee percentage:

Doctors = 20% * Average examination 450 * Number of examinations per month 60 = 5400
Pharmacies = 30% * average prescription 500 * 300 orders = 45,000
Tests = 30% * average tests 500 * 15 requests = 2250
Total revenue = 51,750

•Extra charge :
Additional fees for services, such as assistance in scheduling appointments, coordinating medication inventory, or booking hospitals from abroad.

- In-app purchases:

Access premium content or extended consultation times.

** Non-operating income: **

- Advertisements: Provide space within the app for healthcare-related advertisements from pharmaceutical companies, insurance providers, or other related businesses.
- Affiliate Marketing: The app can partner with other health-related companies and earn commissions by referring users to their services.
- If an app anonym zed user data and aggregates it to sell for research purposes, this could be considered non-operating revenue.
- Participation in conferences.

AMALY

FEASIBILITY STUDY OF AMALY APPLICATION