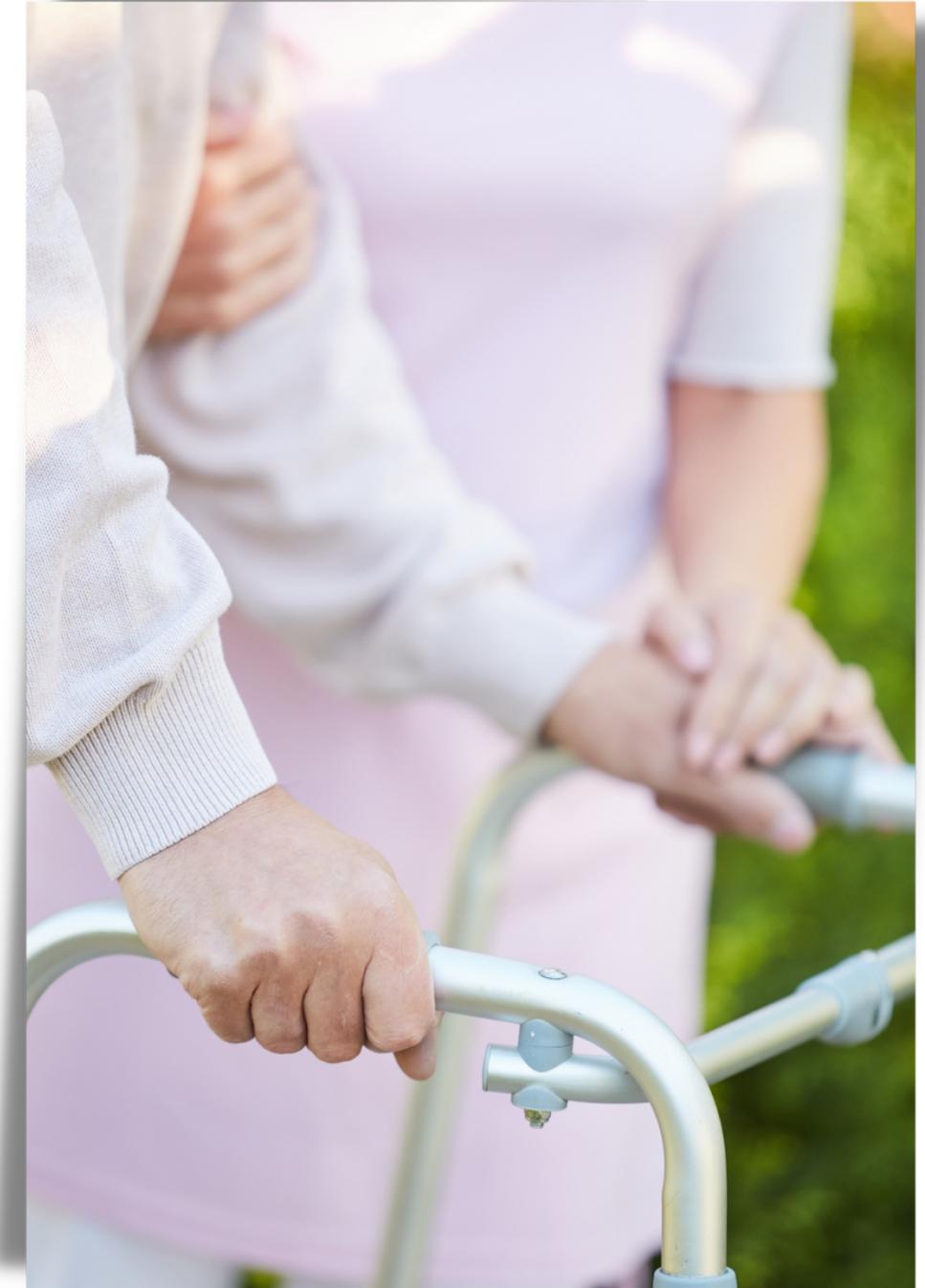




## “ WELCOME TO CUREASURE

People are just as extraordinary as they believe themselves to be. On this premise, I founded CUREASURE in 2022, with the aim to improve the quality of life of the citizens by providing high-quality services that exceed industry standards. Having a glimpse of the ongoing situation predominantly, found ample of families who are economically sound but do not have proper manpower decorously. So taking the ball game in mind, have come up with the thought to give medical caregiving services to the nation which will help society immensely in a long run. CUREASURE is a startup with an objective to address the medical need of the people covering all sections of people both in rural and metros. The subsequent years have been a roller-coaster of highs and lows, success and failures. I feel blessed to be able to contribute to this concept and shape this exciting new era in India.



## MISSION

Cureasure mission is to improve the quality of life of our clients by providing high-quality services that exceed industry standards. It will also empower home care providers to deliver superior care. It doesn't add a lot of fluff, but more so, emphasizes who we help and what we help with.

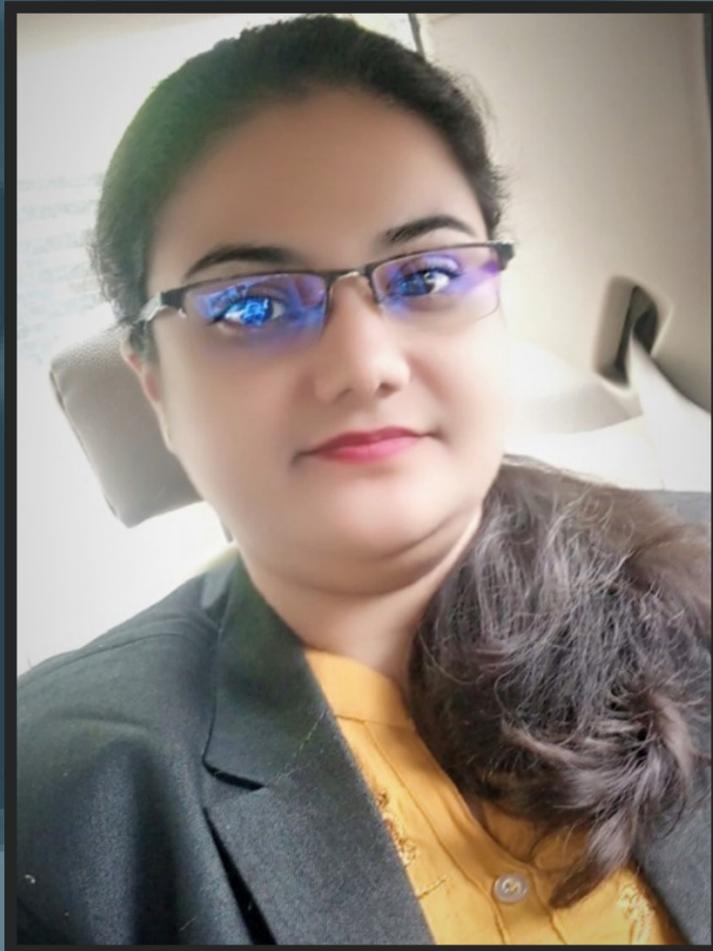


## VISSION

Cureasure is to foster a deep understanding throughout our platform and in the communities we serve that what we do is “big.” We envision a platform where people are changed by the gratification and humility that come when truly connecting with and caring for people during their most vulnerable times of need. This deep understanding will keep us grounded and engender the desire for excellence that we seek in each and every decision we make and interaction we have.

“

*Doctors diagnose, nurses heal, and caregivers make sense of it all.” – Brett H. Lewis*



**FOUNDER/MD/CEO**

**BASED AT GUWAHATI, ASSAM  
10+YEARS OF EXPERIENCE INTO CORPORATE  
SEGMENT B2B AS WELL B2C. WELL VERSED  
IN CLIENT INTERACTION WITH AN EXTENSIVE  
KNOWLEDGE OF GRAPHIC DESIGNING.**

**PAPIA  
CHAKRABORTY**

“ OUR SERVICES

01

**NURSE**

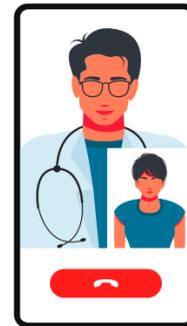
We will provide qualified nurses and trained attendants who will look after your loved one to suit your medical condition. Our nurses have years of experience in their jobs, ranging from managing medical equipment, supervising and handling medical equipment.



02

**DOCTOR ON CALL**

We will provide Doctor on call facilities for our patients from PAN India right from the comfort of their couch.



## MEDICINE AT DOORSTEP

We will deliver medicine at customers doorstep at their convenience.

## CAREGIVER

The trained caregiver who is a human link between a person and medical help, when near and dear ones are absent - is the core of our offering'

## AMBULANCE

In the critical moment , we will provide ambulance to patients doorstep for helping them to reach the hospital on time thus saving ones life.

## DIAGONISTIC

We will provide In-house diagnostic facilities to our customer.

## MEDICAL EQUIPMENT

We will Sell/Rent medical equipment's to customers doorstep at their convenience.

## HOSPITAL BED ON DEMAND

Bed management is the ability for a healthcare facility or system to have real-time operational awareness of the status of all of its available . In such scenario we can make avail bed for customer On-demand.

03



05



06



08



04



07



## PROBLEMS

1. ANY MEDICAL EMERGENCY OCCURS WHO WILL TAKE CARE IF THE PERSON IS ALONE AT HOME.
2. PERSON STUCKED WITH HIS WORK AND HAVE HIS PATIENT IN HOSPITAL UNABLE TO COPE WITH THE TIME.
3. WOMAN IS PREGNANT; FAMILIES STAY OUT OF STATION. HUSBAND WANTS TO BE THERE BUT UNABLE TO COPE WITH THE DAILY BUSY SCHEDULE.
4. NEED AMBULANCE ON AN IMMEDIATE BASIS.
5. NEED ANY MEDICINE ON ANY IMMEDIATE BASIS.
6. NEED BED IN AN HOSPITAL ON ANY IMMEDIATE BASIS

## SOLUTIONS

- WE ARE PROVIDING NURSE SERVICE ON DEMAND
- WE ARE PROVIDING PROFESSIONAL CAREGIVER SERVICE ON DEMAND FROM SOURCE TO DESTINATION.
- WE ARE PROVIDING DOCTOR AT HOME ON EMERGENCY
- WE ARE PROVIDING 24/7 SERVICE AT PATIENT DOORSTEP
- WE ARE COMMITTED TO CARE FOR PATIENT
- WE WILL PROVIDE BED FOR THE PATIENT ON ANY IMMEDIATE BASIS.

## COMPETITORS

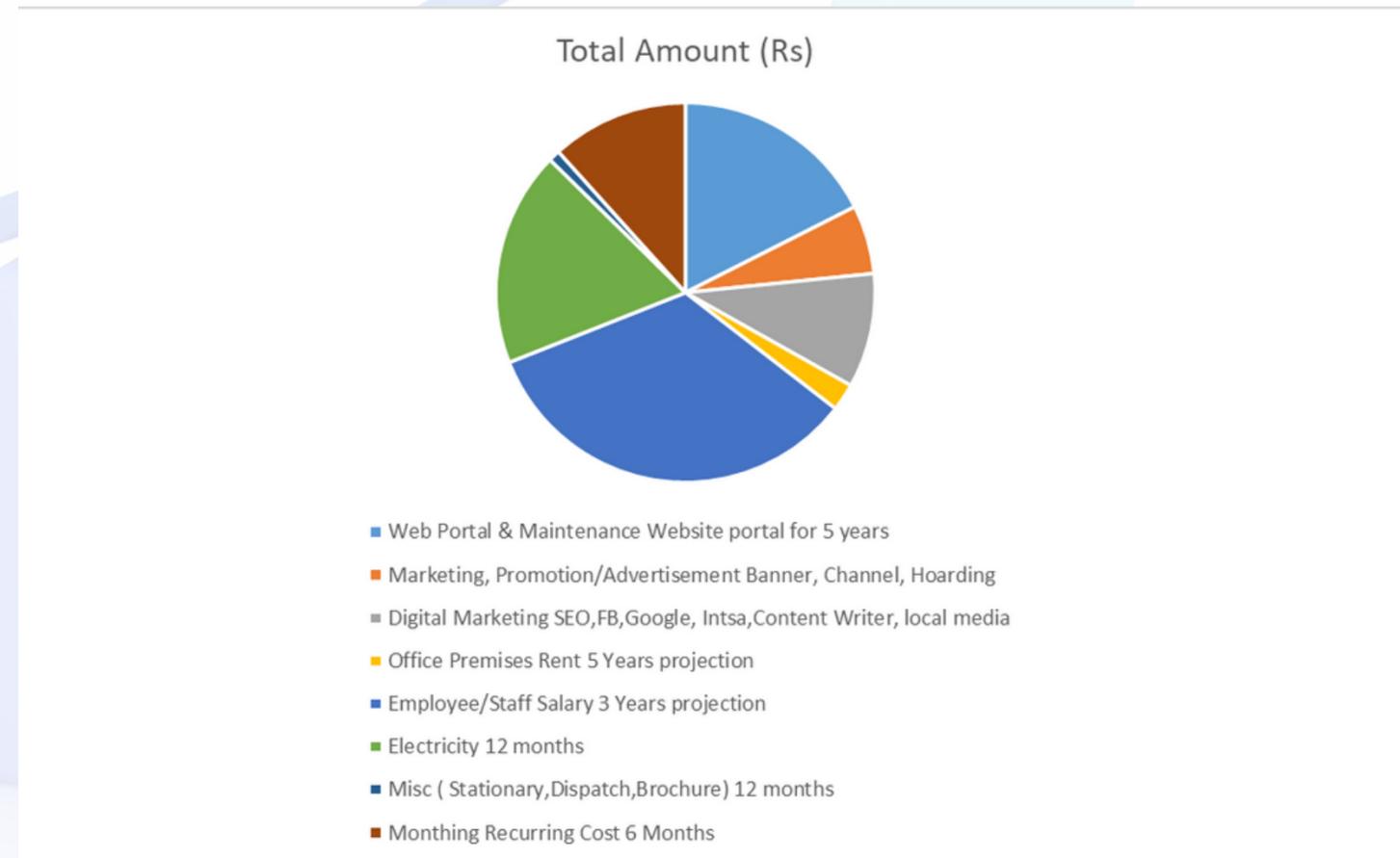
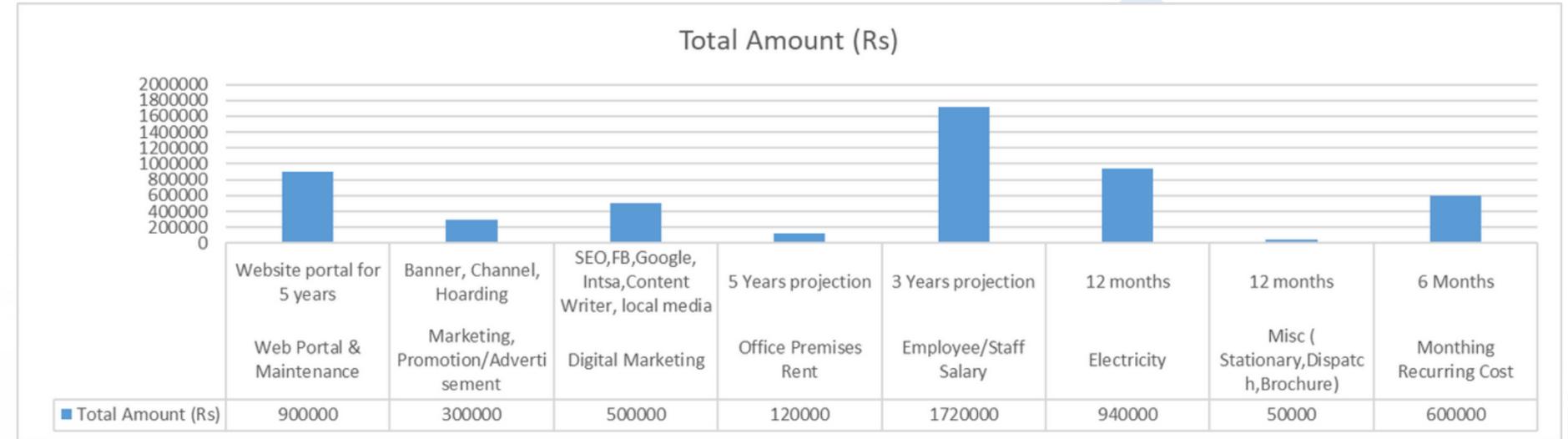
## USP

- **Practo**
  - **Care On Call**
  - **Hoxom Healthcare**
  - **Nightingale home healthcare**
- We can provide hospital bed on demand with an immediate basis as per customer requirement across India.
  - We will be showing the waiting list for the upcoming number or the on going number in sequence so that, the patient can be aware of there position for the doctor consultation service.

## Revenue Model For 5 Years

Representation in Bar Diagram

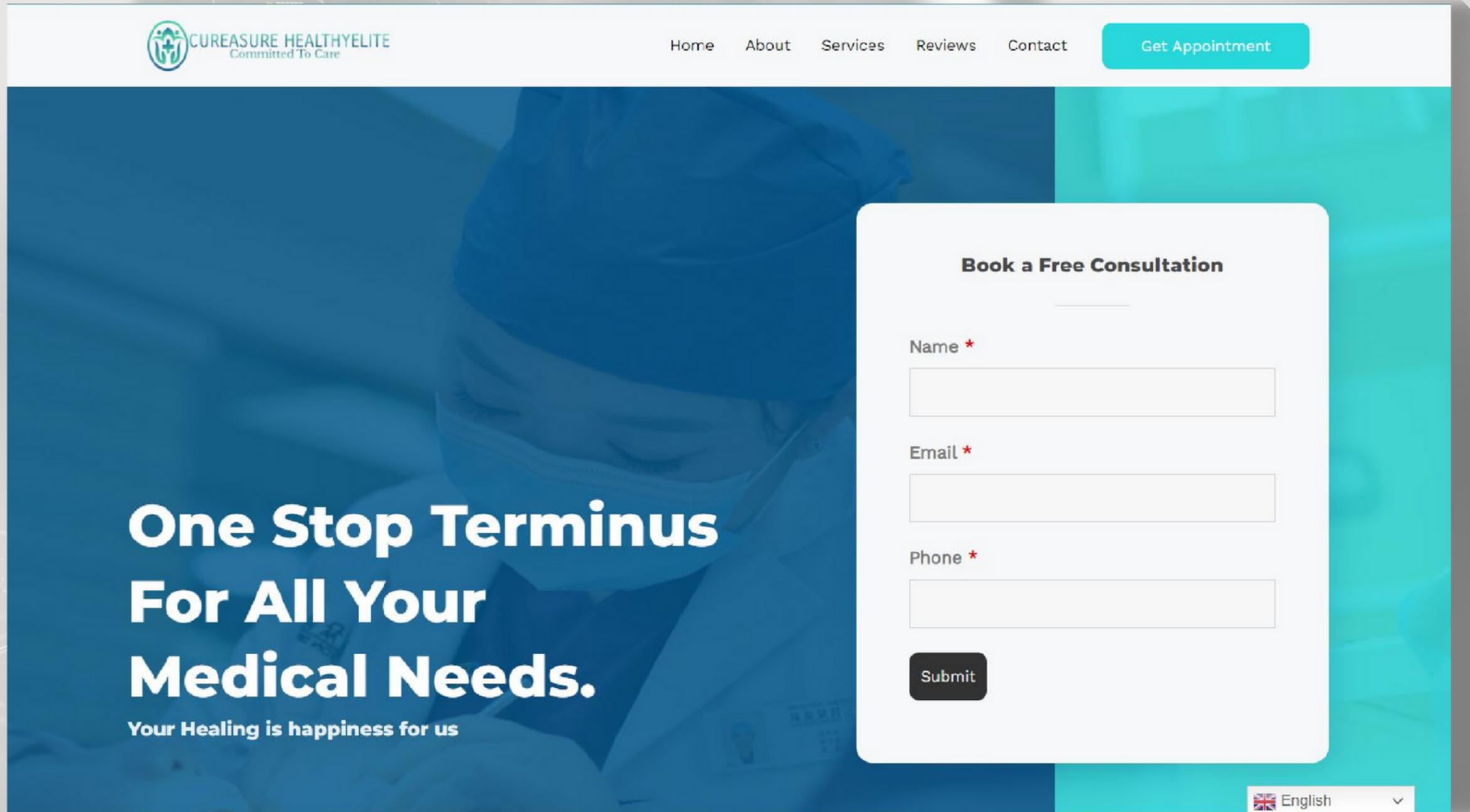
SI	Particulars	Activity	Total Amount (Rs)
1	Web Portal & Maintenance	Website portal for 5 years	900000
2	Marketing, Promotion/Advertisement	Banner, Channel, Hoarding	300000
3	Digital Marketing	SEO,FB,Google, Intsa,Content Writer, local media	500000
4	Office Premises Rent	5 Years projection	120000
5	Employee/Staff Salary	3 Years projection	1720000
6	Electricity	12 months	940000
8	Misc ( Stationary,Dispatch, Brochure)	12 months	50000
9	Monthing Recurring Cost	6 Months	600000
			5130000



Representation in Pie Chart

# BUSINESS MODEL

**Cureasure Business Model  
is APP and WEB based.**



The screenshot displays the Cureasure HealthyLite website interface. At the top left is the logo and tagline 'CUREASURE HEALTHYLITE Committed To Care'. The navigation menu includes 'Home', 'About', 'Services', 'Reviews', and 'Contact', with a prominent teal 'Get Appointment' button. The main content area features a dark blue background with a white text overlay: 'One Stop Terminus For All Your Medical Needs.' and the tagline 'Your Healing is happiness for us'. On the right side, a white 'Book a Free Consultation' form is overlaid, containing input fields for 'Name \*', 'Email \*', and 'Phone \*', and a 'Submit' button. A language dropdown menu at the bottom right shows 'English' with a downward arrow.

“

## CONTACT US

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**support@cureasure.com**

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Assam, India 781005.



One Stop Terminus For All Your Medical Needs



*Thank you*

