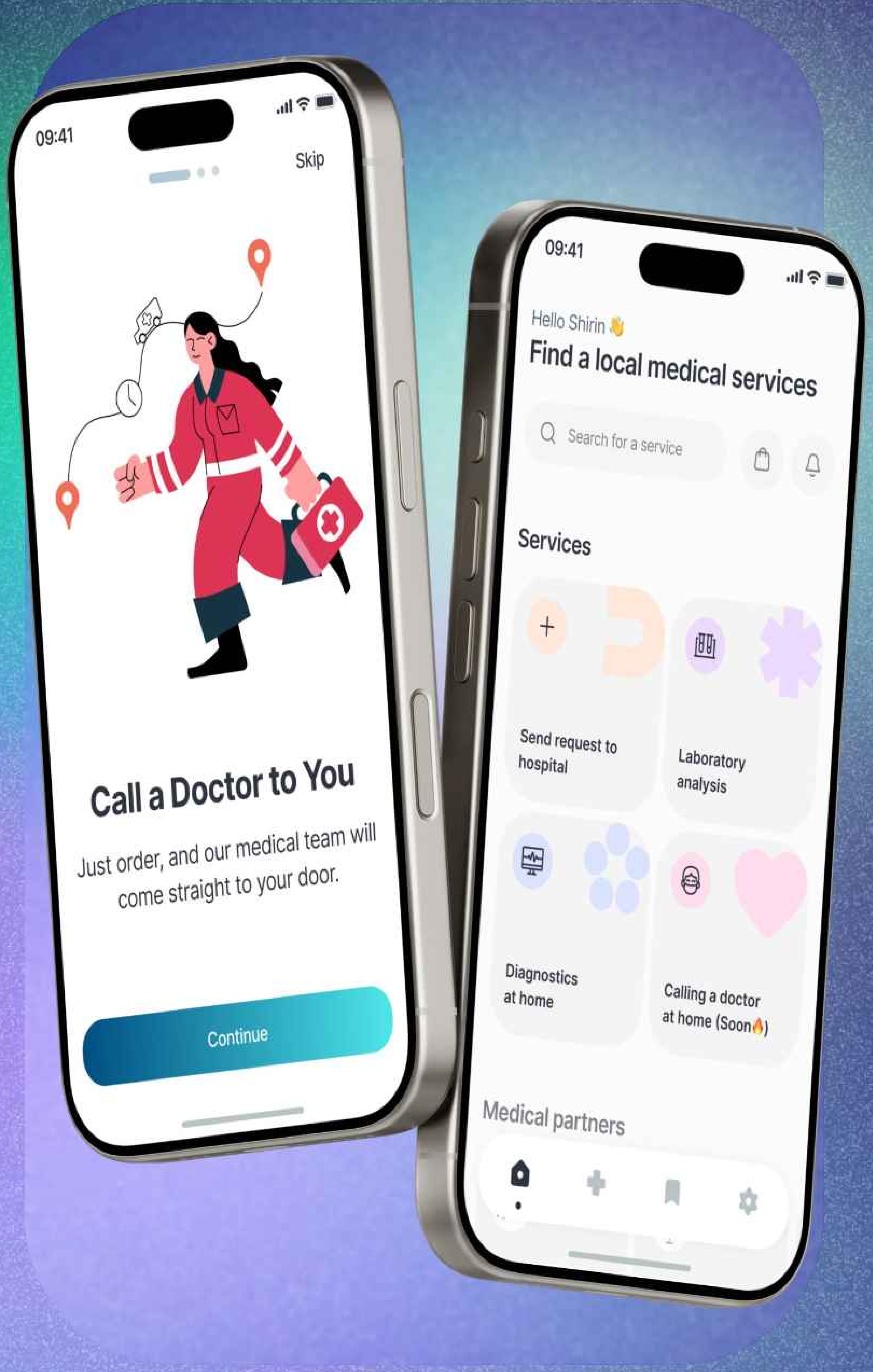
Healthcare at your Fingerprints

Meet iMed, a platform designed to make accessing healthcare simpler, faster, and more personalized.



Healthtech startup

The Challenge in Home Healthcare

Finding the right medical services can be overwhelming and time-consuming. Many people struggle with long wait times, limited choices, and the hassle of visiting multiple clinics.

70%

Prefer health care at home

10%

Have access to home healthcare

1.2 bn

People lack access to essential health services

2.9 hr

People lose 2.9 hours for round trip to hospital

1.2 hr

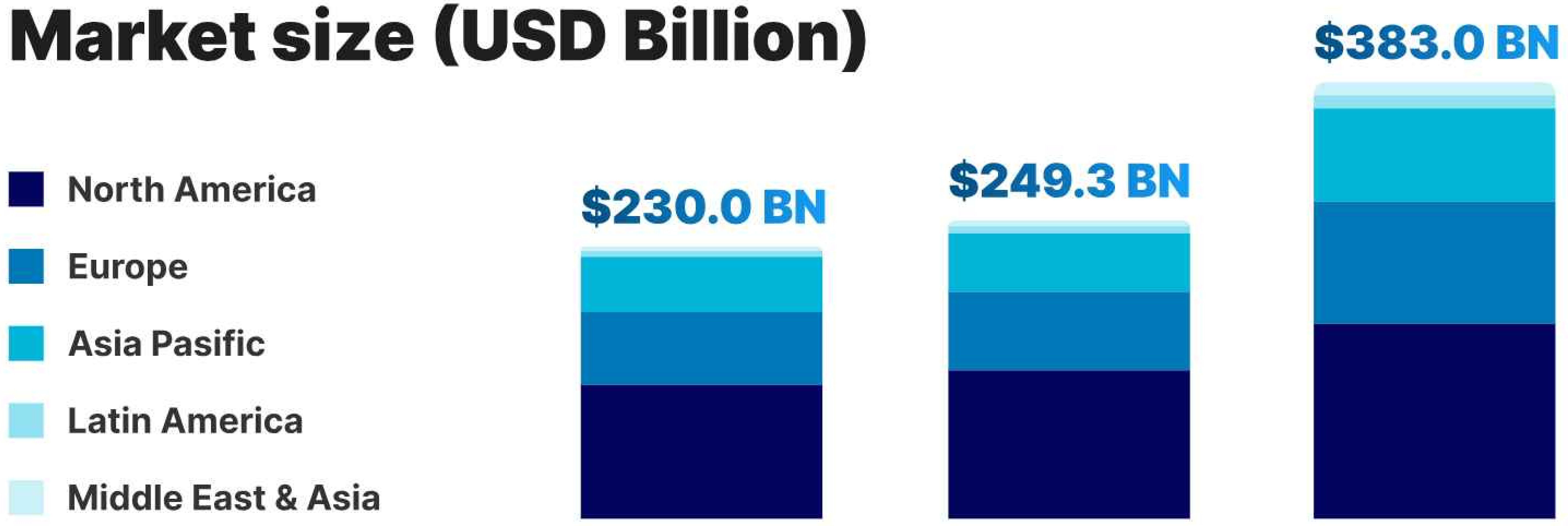
Averagely, lost on a waiting in-clinic

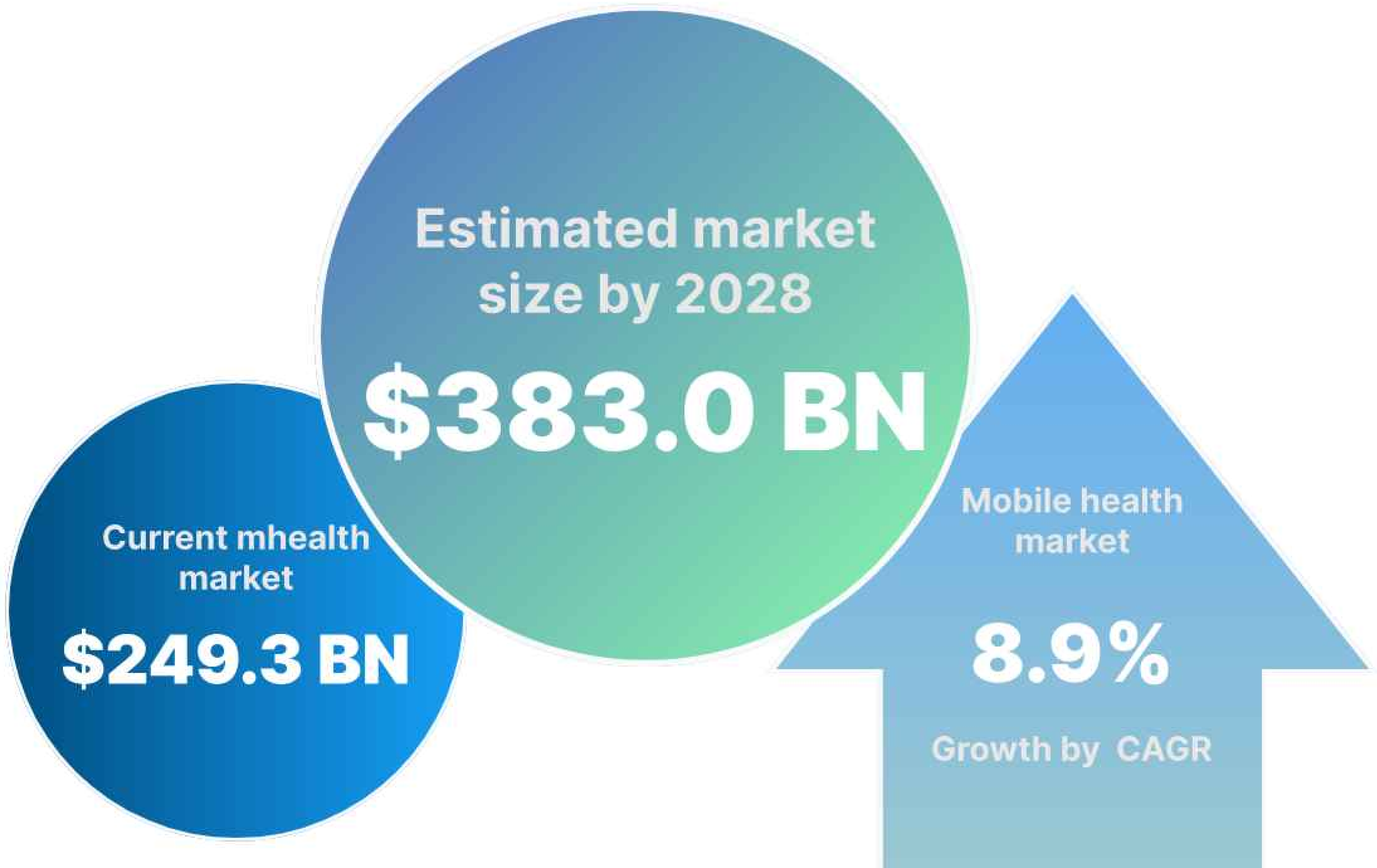
Market Potential

The global home healthcare market is projected to reach $383.0 billion by 2028 with CAGR of 7.0% from 2023 to 2028.

- Increasing demand for home-based healthcare services due to aging populations, chronic disease prevalence, privacy issues and accessibility problems.
- Rapid adoption of telehealth and mobile health technologies.
- Target demographics: elderly individuals, chronic patients, busy professionals, families, people with disabilities, and bedridden patients.

Market size (USD Billion)

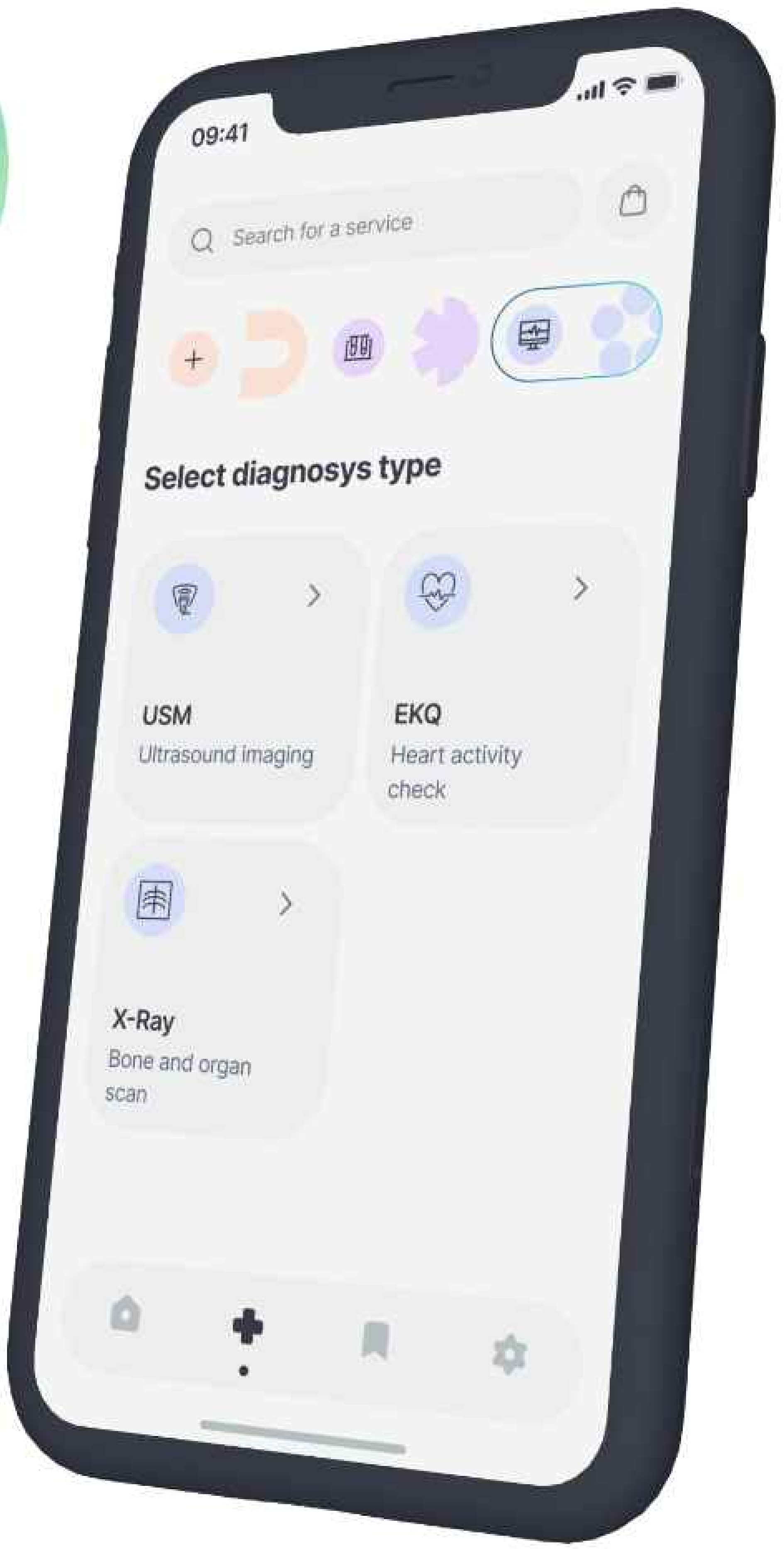




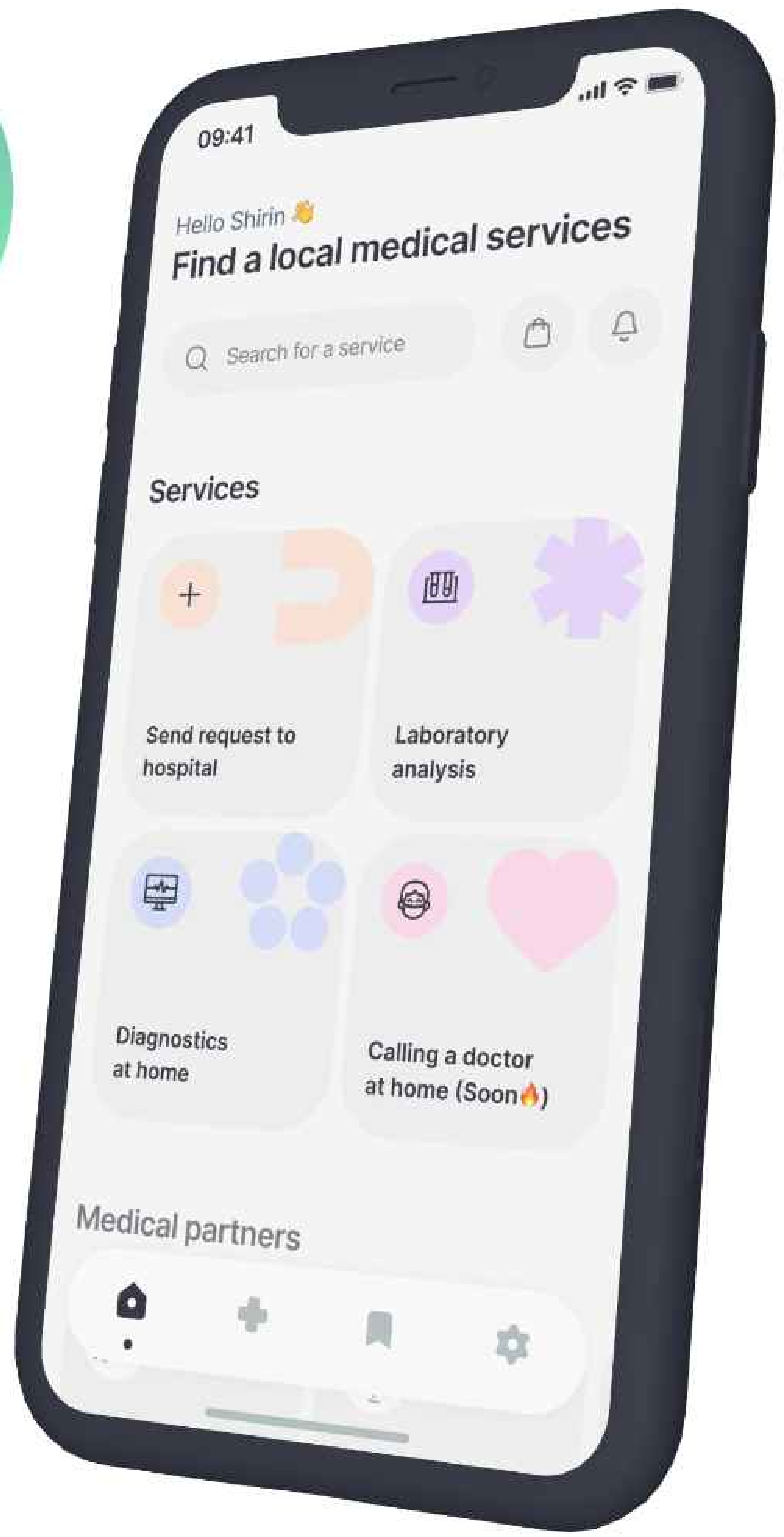
Our Solution

iMed is a platform that seamlessly connects patients with a variety of healthcare service providers and doctors, offering on-demand medical consultations, diagnostics, laboratory analysis, tele-health, nursing and home care services - all delivered conveniently at home

Secure payment and insurance integration



Rating and filtering options



Real-time tracking of healthcare providers.

Our Product

Our app connects users with healthcare professionals and hospitals for calling a doctor and diagnostic services, laboratory analysis, telehealth, and patient care at home.

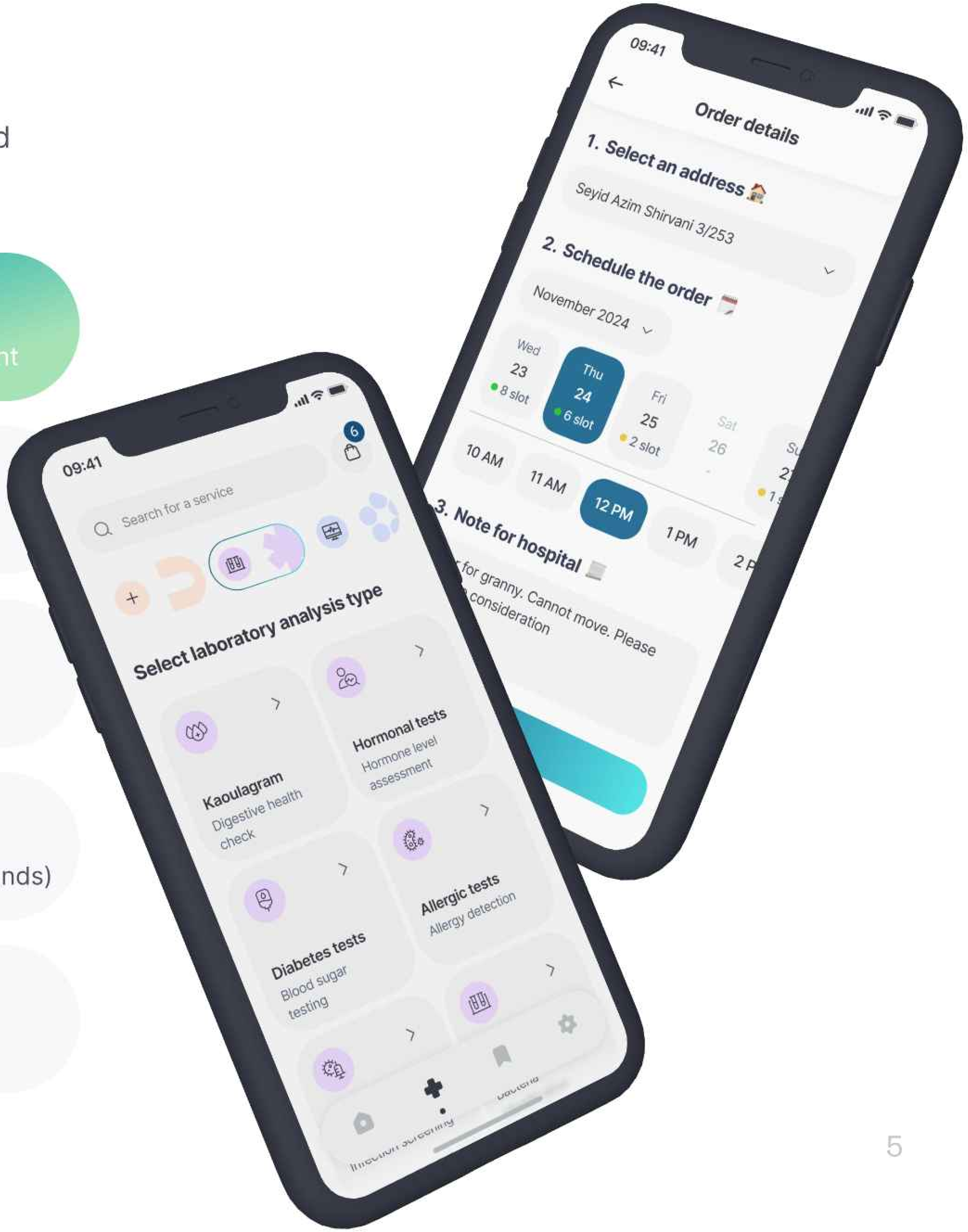
Home Patinet Care
Nursing care, physiotherapy, post-operative care, and chronic disease management

Delivery to Home
Delivery of medicine and medical supplies

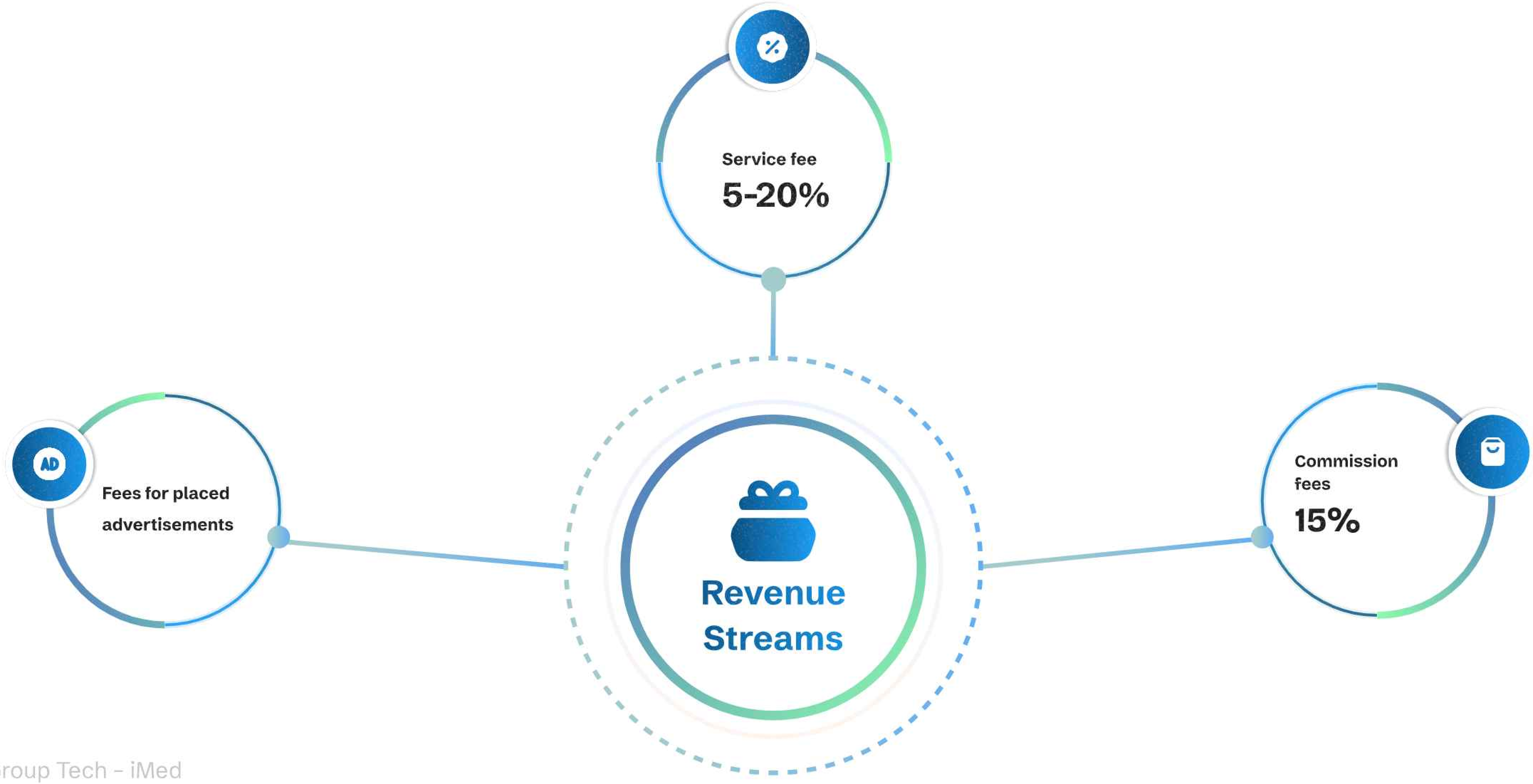
Laboratory Analysis at Home
Blood tests, urine tests, and other diagnostic analyses conducted at home

Diagnostic Services at Home
In person consultation with the doctor at home, Portable imaging (X-rays, Ultrasounds)

Telehealth
Virtual consultations with doctors and specialists



Business model



Key Competitors

Feature	iMed	Private Home Healthcare Providers
Home Healthcare (Doctor & Nurse Visits)	✅	✅
Telemedicine & Online Consultations	✅	❌
Diagnostics & Lab Tests at Home	✅	✅
Real-Time Tracking of Healthcare Providers	✅	✅
Integrated Insurance Coverage	✅	❌
Comprehensive Service Offering (Consultations, Labs, Home Care in One App)	✅	❌
Scalability & Regional Expansion (GCC Market Focus)	✅	❌

Early Traction

Key findings from Guerilla testing include a 90% user satisfaction rate, a 30% increase in feature engagement.

Successful app development and beta testing.

Initial partnerships with healthcare providers.

We have secured initial partnerships with numerous healthcare providers in **Azerbaijan** as **City Hospital, Kapaz Hospital, Inci Laboratories, Sunlab Laboratory.**

We've received positive feedback and testimonials from medical experts, praising our app's innovation and potential to enhance patient care.

Positive feedback and testimonials from medical experts.

Launch

July 2025

2025

Expand domestically

- **Adding features like Premium subscription and Gamification**
- **Integration with wearable health devices.**
- **AI-driven predictive analytics for personalized care.**

2026

2026

Expand to Saudi Arabia

Go-to-Market Strategy

Phase 1
Launch
(Q3 2025)

Launch in Baku with 3-5 strategic hospital & insurance partnerships.

Target corporate professionals, elderly patients, and chronic disease patients.

Ensure compliance with Ministry of Health regulations.

Phase 2
Domestic Expansion
(Q3-Q4 2025)

Expand operations to domestically

Partner with employers and corporate wellness programs for B2B services.

Phase 3
Monetization & Scale
(2026)

Introduce Premium AI-driven personalized analytics, gamification and other features.

Phase 4
International Expansion
(2026)

Expand to Saudi Arabia

Team

Founder & CSO

Karim Aliyev

Having a solid background in business management, as a successful entrepreneur, he has built and scaled businesses to over one million dollars in turnover. Karim has proven his ability to innovate, drive growth and team leading. His previous startup experience, which culminated in a successful exit, showcases his strategic foresight. A visionary, his forward-looking approach and business acumen play a critical role in driving the startup's innovative strategies and ensuring long-term success.

CEO

Farhad Abas

Holds a Master of Laws in International Commerce from the University of Lausanne, Switzerland. Experienced in legal affairs, international relations, business research, and executive governance, he is well-equipped to lead the startup through complex business landscapes. Fluent in English and proficient in French, he leverages his global perspective and deep understanding of governance to guide the startup's strategic direction. Farhad's leadership is defined by his ability to combine legal expertise with a deep understanding of governance, ensuring the startup is well-positioned for growth.

CTO

Zaur Aliyev

Plays a vital role in moving forward the technological ecosystem of the tech-based startup. Holding a project management PMI certification, he manages complex tech projects effectively and ensures that they are delivered in a timely manner and within the framework. His technical credentials, including certifications in VMware Infrastructure Virtualization, EMC Backup and Recovery, and HUAWEI BSS, ensure the app is robust, scalable, and secure. Zaur's ability to combine management strategies with technical knowledge is key to driving innovation and the startup's technological success in a competitive market.

COO

Zulfiyya Aliyeva

With a background in corporate banking and having passed the CFA Level 1 exam, she has a strong foundation in resource management and administrative operations. She holds a BA in Politics and Economics from the School of Oriental and African Studies (SOAS), University of London, which adds a global perspective to her business approach. She is also the founder of a clothing brand "Meshque", where she successfully led the company and earned the "Entrepreneurship" Award from the British Council and UK Embassy. Her detail-oriented vision and experience in process optimisation is a driven force for the startup's social responsibility, sustainable development and efficiency

CFO

Rasim Aliyev

Rasim has a substantial experience in both enterpreneurial and corporate world. He spent 11 years at EY working on financial consulting and leading multi-million deals across a dozen of industries. His cross-border corporate experience (Baku, Rotterdam, New York, London) including 100-hour workweeks, has prepared him to relentlessly run his own company and lead a large team to the bright future. Rasim holds BSc in International Business Administration and MSc in Finance and Investments from Erasmus University Rotterdam. He is a CFA, AFM Charterholder and Candidate Member of ASA (American Society of Appraisers).

Business Advisor

Abedalrhman Habashneh

Serial entrepreneur with over a decade of experience in strategic business development and product commercialization, he has played a key role in driving food safety innovation and securing numerous local and international awards in innovation and entrepreneurship. His expertise in technology-driven solutions, market strategy, and customer relationship management has solidified a leadership position in the industry, focused on innovation, sustainability, and growth.

Making a Difference

Accessible healthcare for vulnerable group of people

iMed's Social Impact: Enhancing Access, Reducing Costs, and Improving Quality of Life Through Innovative Home Care

iMed is seeking funding.

Let’s Talk

For partnership:

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For investment affairs:

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