ZedBlox

Creating unbreakable cold chains in healthcare

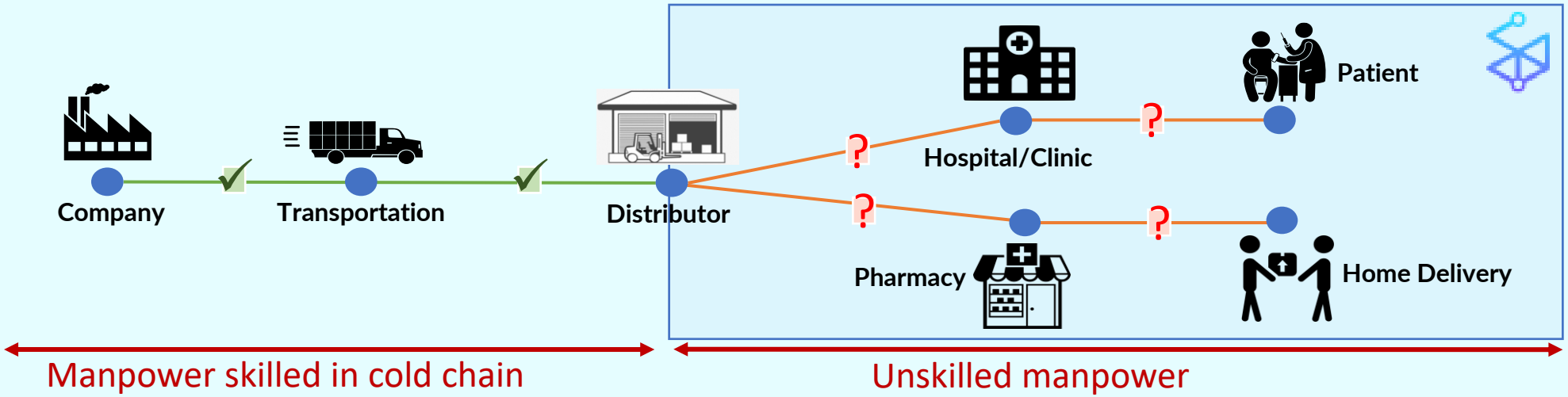
Co-founders: Rao Korupolu, Viraaj Somayajula

Website: https://www.zedblox.com



Problem

Medical Supply Chain



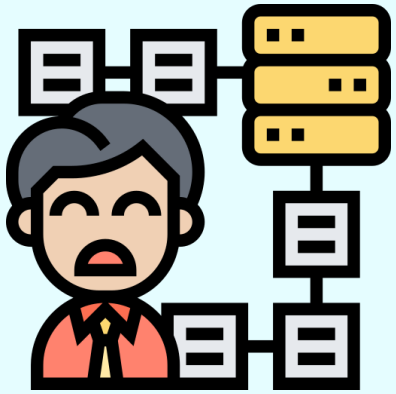
Simple Passive Box
(Current Solution)



\+

\+

Complex Process
(No monitoring)



=

Big Impact



No control or monitoring causes cargo damage



Patient Health Impacted



Product Wastage

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Solution - ZedBlox ActiPod

India Patent
Internet of things (IOT) based temperature controlled ultra portable tracked carrier with live monitoring & its method thereof

ActiPod
4 Liter



ActiPod
15 Liter

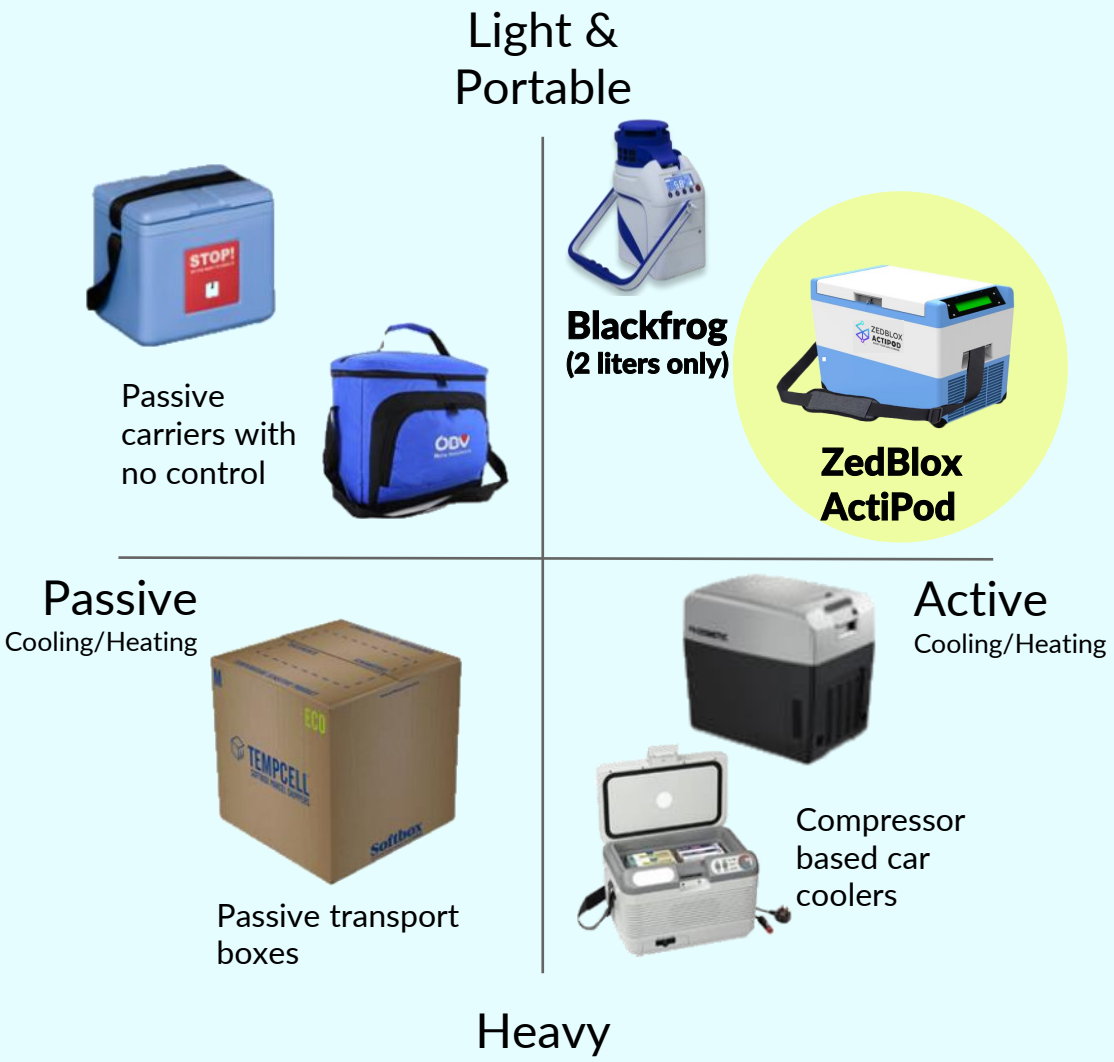


- Active Cooling/ Heating
- ISO 13485 Lab certified
- Easy to use Selectable temp
- No Infra costs
- Tracking & Monitoring
- Zero Wastage Quick ROI

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Icon source: http://www.flaticon.com

Competition



Differentiators

- 100% cargo integrity, 0% wastage
- Live tracking of GPS and Temperature
- Zero infrastructure other than power
- ISO 13485 – medical device certification

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Global Market

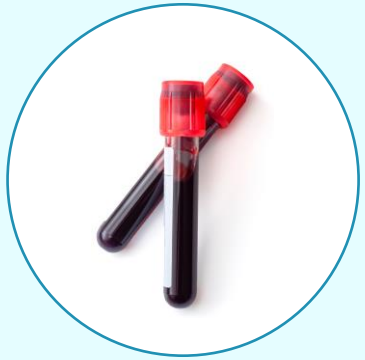
Segments

Pharma & Hospitals



₹90T, 5.7 %

Diagnostics

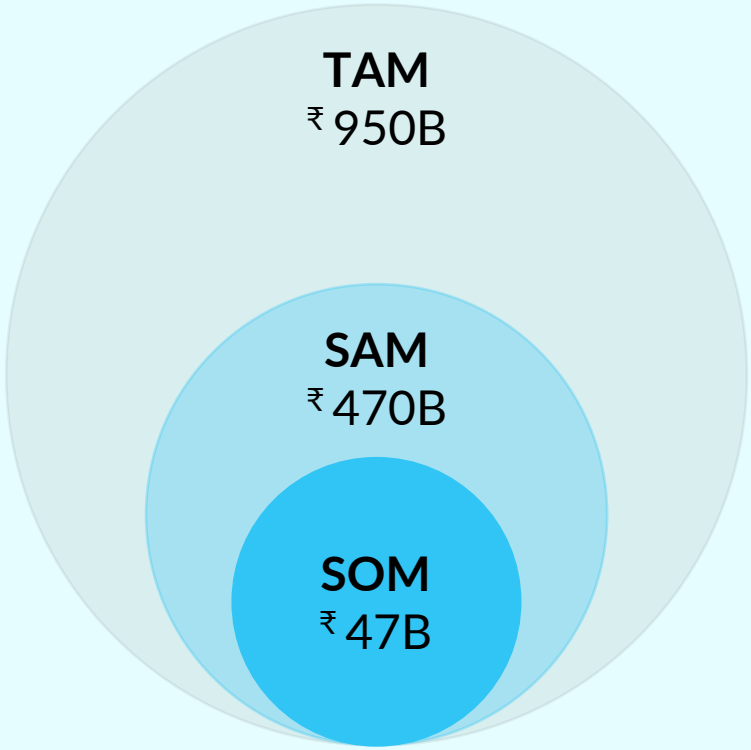


₹ 4.9T, 5.6 %

Vaccination



₹ 4.5T, 10.3%



Sources: https://www.statista.com for market sizes, ZedBlox estimation using customer survey data

Traction

60 Cumulative Units Sold

₹50 Lakhs Sales

55% Gross Margin achieved

Team & Org. Structure **in place**

V2 Product Development **progressing** well

Key Clients Acquired

Hospitals:

BLOSSOM Multi-speciality Hospitals

AMC Super Speciality Hospital

Pharma Distributors:

KUNAL PHARMA Distributors Pvt. Ltd

ims

Research Labs:

Government
CCMB-Lacones

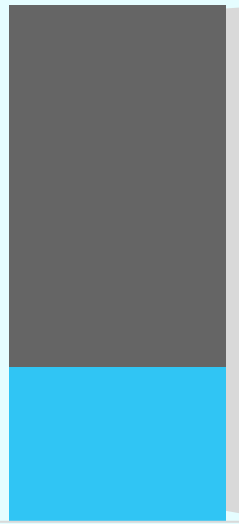
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Funding Ask

Total Funds Required

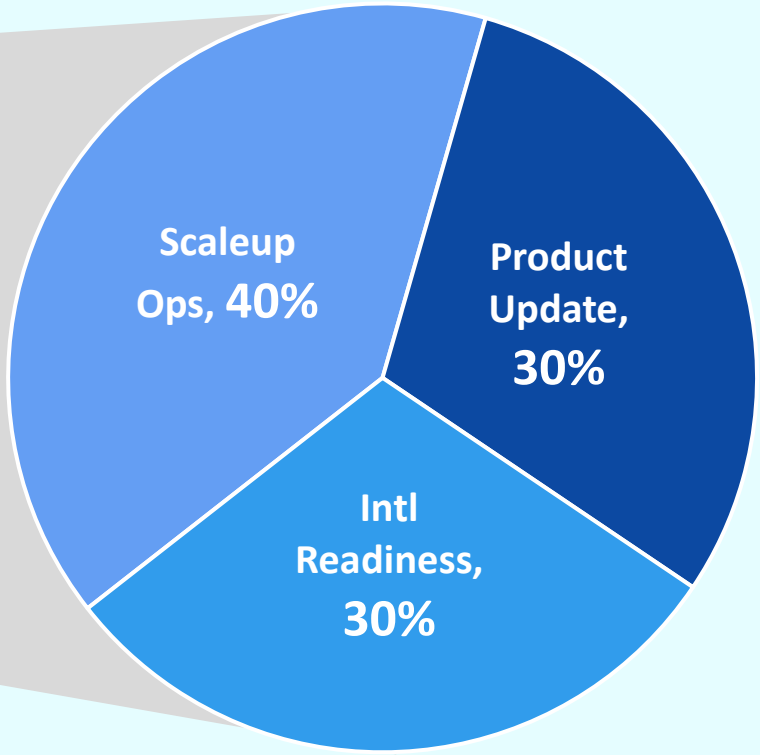
(18 months of operations)

₹ 7.50 Cr.



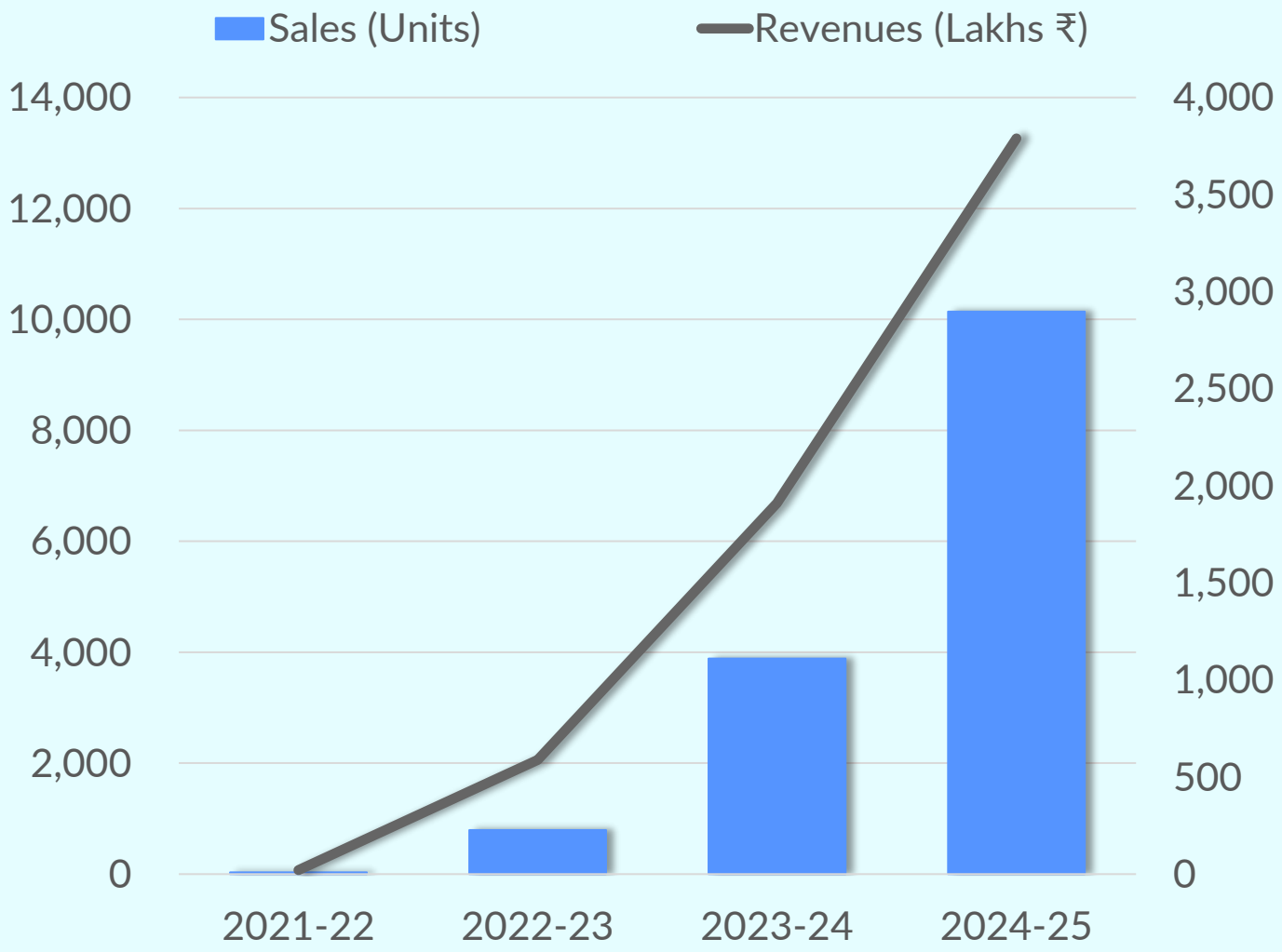
₹ 2.25 crores committed

Utilization %



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Expected Results



2022-23 to 2024-25 Scale up

Achieve **Break Even**

Expand to **2** Countries

Revenue increase **6.5x**

Units sold Increase **13x**

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ZedBlox Team



Rao Korupolu
CEO, Co-Founder
MBA, ISB

Microsoft ORACLE



Viraaj Somayajula
CTO, Co-Founder
BE, IIT Roorkee

NVIDIA

Core Team



Ravi Shankar
BizDev

Serial Entrepreneur



Seetarama Rao
Sales

Sales Veteran in Pharma



Venky Madugula
Manufacturing

Refrigeration Veteran

Accelerator

iit STARTUPS

Mentor
Tarun
Bhargava

Business Mentor

T. Srinivas
CFO, Bharat Biotech

Scientific Advisors

Scientists
CCMB, Atal Incubation Center

ZEDBLOX





Transport products safely. Always.

Use ZedBlox.

Rao Korupolu | CEO

rkorupolu@zedblox.com

+91 986 689 3527

https://www.zedblox.com

ZedBlox Financials – Unit Economics

Unit Economics	2022-23	2023-24	2024-25
Life time revenue	76,470	53,376	44,428
BOM Cost (weighted)	35,500	23,075	18,460
Production Cost	14,901	5,314	2,490
Sales Cost	18,722	10,043	5,916
Marketing Cost	12,270	6,659	4,271
Overhead	3,386	3,142	2,414
Profit	-8,309	5,143	10,876
Profit%	-11%	10%	24%

Unit Economics	2022-23	2023-24	2024-25
LTV (per unit)	76,470	53,376	44,428
CAC (per unit)	30,992	16,702	10,187

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Business Model

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Raw material



Korea



US



China



Japan

Assembly



Hyderabad

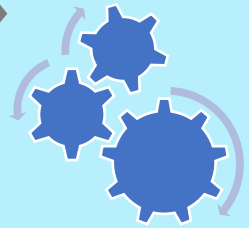


Hyderabad



Bangalore

Final Assembly



Hyderabad



ActiPod 4L



ActiPod 15L

Go To Market

Neotech Devices

BLUE STAR

abcpharma

(Sri Lanka)

Konexaa

(Indonesia)

End Customers/ Leads

BLOSSOM HOME CARE

AMC Super Speciality Hospital

ims

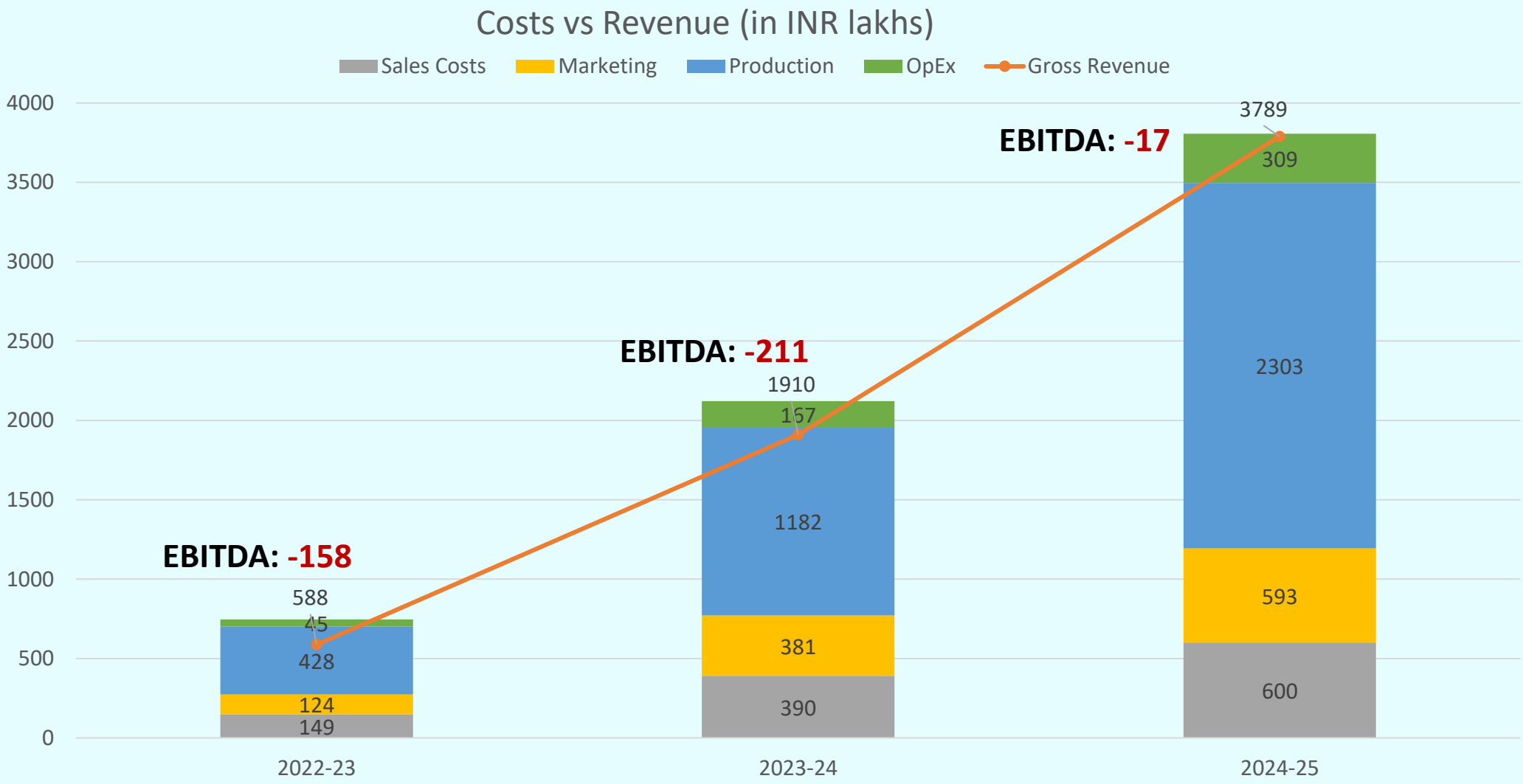
GLAND

Dr Lal PathLabs

Roche

Overall strategy is to leverage partners to achieve scale flexibility and manage CapEx

ZedBlox Financials – Costs & Margins



Go To Market

Beachhead Use Cases

- Quality Control
- Research



Visionaries Segments

- Hospitals for differentiated services
- Production line Sample transport for quality control in Pharma Companies
- Sample transportation in Research Labs

Mainstream Segments

- Intra and Inter hospital branch transfer
- Doctor clinics
- Short and medium haul of products in big Pharma Cos
- Clinical Trials

- Diagnostic Labs
- Veterinarians
- Blood Banks
- General Pharma Distribution
- Specialized Biologicals transportation
- Vaccine Programs

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Customer Profiles

BLOSSOM HOME CARE

HQ: Bengaluru, KA

Operates 29 ActiPod 15L units
PO for 23 units
Commitment for 70 more

- Hospital group with multiple branches that led in private Covid 19 vaccination camps in Karnataka and Tamilnadu
- Expanded into providing diagnostic services to rural areas. Awarded pilot govt contract for 10 districts in Karnataka due to differentiated offering including ActiPod
- Visionary promoter in adopting latest technologies from startups

"ActiPod is very useful in keeping vaccines and tissue samples safe from temperature damage"

Laboratory for conservation of endangered species

HQ: Hyderabad, TS

Operates 1 4L unit
Quoted for 5 4L units and 1 15L unit
PO process blocked on GEM registration

- Lab that is part of CCMB, involved in research and storage of biological and tissue samples for conservation of endangered species
- Transport fecal and tissue samples from zoos at -10 C low temperature to arrest bacterial growth and tissue damage for conservation research
- Device had been used in Telangana, Maharashtra, Assam and Madhya Pradesh

"ActiPod is critical for us to stabilize collected wildlife fecal samples at sub-zero during transport to main research lab. This ensures accurate results for research"

AMC Super Speciality Hospital

HQ: Tiruppur, TN

Operates 1 15L unit
No requirement for more units

- Prominent hospital that conducted many private Covid Vaccination camps in Tamilnadu, in competition with Blossom

"ActiPod works well in keeping the right temperature for vaccines during transport"

ims

HQ: Mumbai, MH

Operates 1 4L unit as paid pilot
Scope for broader partnership

- 30 years in the business of providing last mile cold chain services to Pharma companies and hospitals

"ActiPod 4L provides us an option to extend the reach of delivering cold chain products with quality and provide differentiated services"

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Customers/Opportunities

BLOSSOM HOME CARE

- Vaccine and Govt rural diagnostic camps in KA and TN
- Uses ActiPod to differentiate from competition

AMC Super Speciality Hospital

- Conduct private Covid Vaccination camps
- Transport temperature sensitive products to field

Laboratory for conservation of endangered species

- Used to safely collect field tissue samples of endangered species safely from zoos and forests
- Transport samples at low temperature to arrest bacterial growth for conservation research

BLUE STAR

- Reseller of our devices to healthcare segment
- Happy to work with a Make in India mfger since Chinese products are of bad quality

Roche

- Roche is committed to safely deliver medicines to point of treatment
- ActiPod provides tracking and transparency till point of treatment irrespective of transporter

GLAND

- Gland Pharma operates multiple factory locations
- ActiPod provides effective, cheaper and flexible delivery mechanism for Inter-factory shipments of temperature sensitive intermediary products

Dr Lal PathLabs

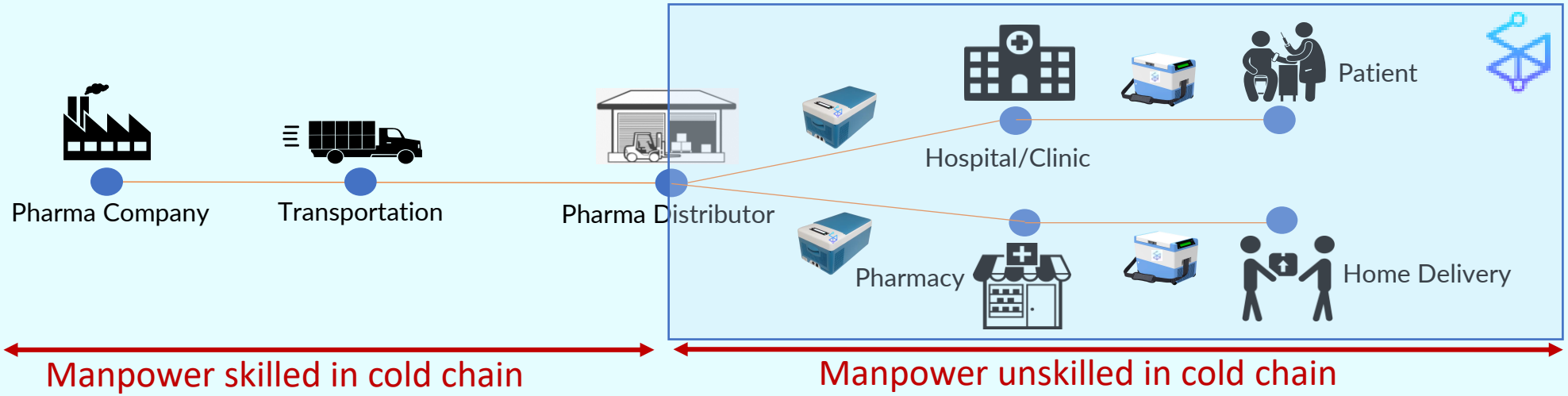
- Transport diagnostic health samples from home and clinics

Central and state government health programs

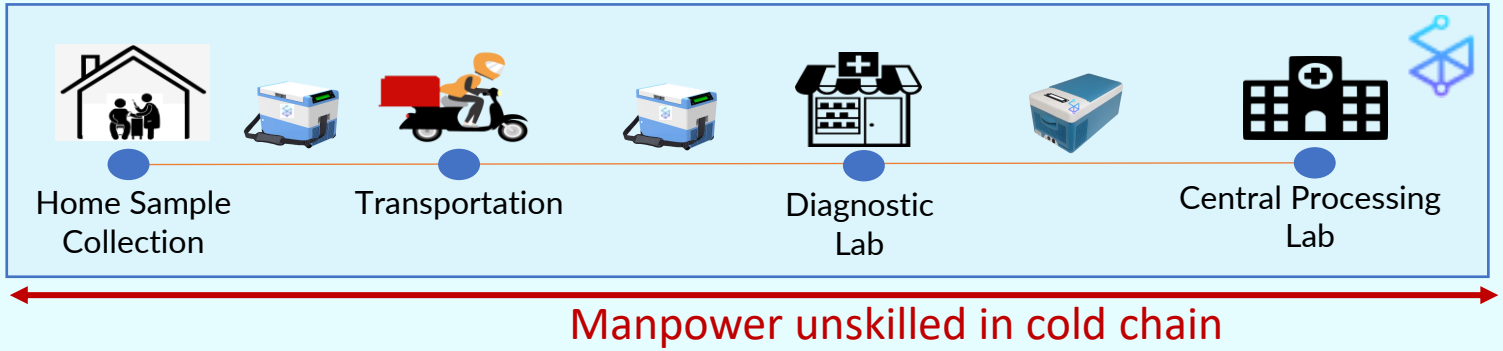
- Deliver equitable and effective healthcare to citizens even in remote areas

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Pharma Supply Chain

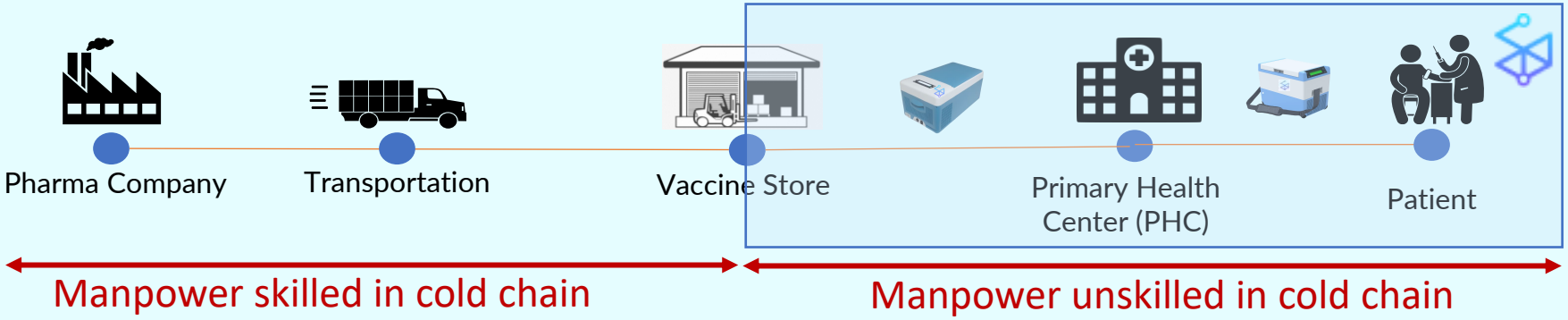


Diagnostic Supply Chain



Uneven level of cold chain skills and infra causes breaks in cold chain and puts patient health at risk. ActiPod eliminates that risk.

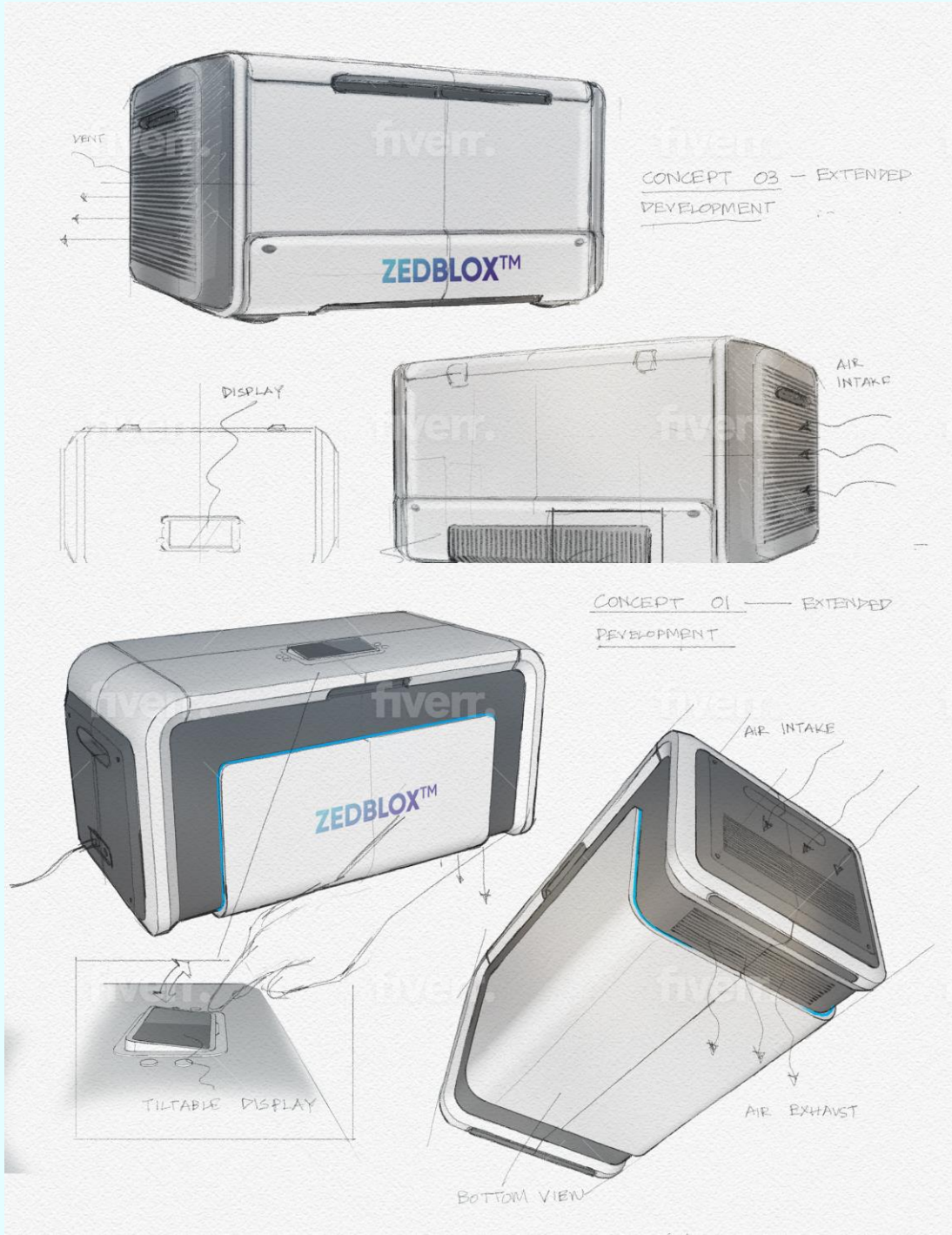
Vaccine Supply Chain



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Product Update (In progress)

- Goals
  - Appealing, ZedBlox iconic design
  - Incorporate feedback from existing customers
  - Reduce cost of container by 50%
  - Reduce weight by at least 2 KG
  - Improve thermal performance
  - Improve manufacturing and service efficiency
  - Opportunity for patenting



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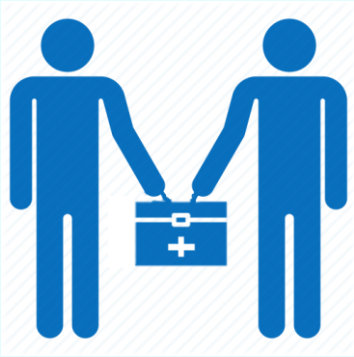
Sales Model & Status

- Launch in India, revv the product and launch for World
- Partner with strong player in a new market, build credibility, build knowledge
  - Do direct sales till partner is ramped up
  - ZedBlox team switches to channel management and key accounts
- Service
  - In talks with national and local service partners
  - ZedBlox providing service right now
- Current Status
  - Sales Director on board - May 1, 2022
  - Building sales team in Hyderabad (South), Mumbai (West), Delhi (North)
  - CAC – ₹31,000
  - Neotech Devices – Private Pharma channel partner for India, ABC Pharma – Sri Lanka (on hold)

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Pain Areas - Cold chain failures during transit

Pharma distribution





100K patients at risk in India if cold chain fails. **$30B** globally wasted or damaged every year

Source: Pharma distributor leads and estimated conservative 5% wastage due to last mile cold chain issues

Image source: iconfinder.com

Home sample collection





100K samples in India Damaged daily resulting in wrong diagnosis

Source: https://www.edelresearch.com/showreportpdf-36374/HEALTHCARE_-_DIAGNOSTICS_-_SECTOR_UPDATE-APR-17-EDEL and estimated temp damage 5% from our leads

Vaccine programs





1.3M mothers and children in India get ineffective vaccines yearly.

Source: India Govt Universal Immunization Plan document and estimated conservative 5% wastage due to last mile cold chain issues

Passive Carriers



8° C

2° C

0° C

-15° C



2.Passive carriers have no temperature monitoring

3.Sub-zero ice packs put products at risk

4. Vials in zip locked bags incur temperature excursions



1. Ice packs are frozen to sub-zero temperature

No control or monitoring causes cargo damage

Product wastage, impacts health

High infra costs, very technical

Need expensive reefer Trucks

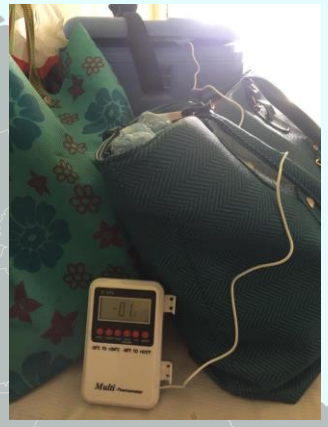
Single use boxes and gel packs cause environment damage

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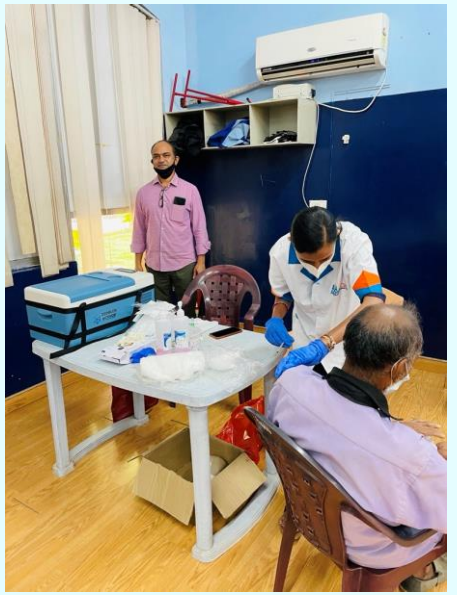
In Pics























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ZedBlox ActiPod variants

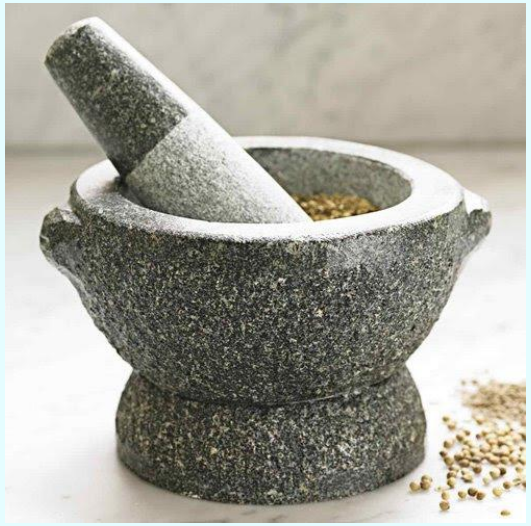
Feature	Standard Variant (w/ USB)	Power Variant	Elite Variant (w/Bluetooth) (Proposed)
Available Capacities	15 Ltr	15 Ltr, 4 Ltr	15 Ltr
Customizability	Upto 100 Ltr	Upto 100 Ltr	Upto 100 Ltr
Intelligent temperature control	✓	✓	✓
Intelligent battery mgmt.	✓	✓	✓
Temperature Monitoring using medical grade sensors	✓	✓	✓
GPS		✓	Using mobile app
Remote live monitoring		✓	Using mobile app
Data access	Via USB, using mobile app	From cloud	Via Bluetooth, using mobile app
Weight	8.5 kgs	7.5 kgs, 6 kgs	7.5 kgs
AMC Options	Silver	Platinum, Gold, Silver	Gold, Silver

ActiPod Standard series

Capability	Description
Available Models	ZA15SCU1 (15 liters); ZA04SCU1 (4 liters, development in progress)
Customizability	Upto 50 liters
Intelligent temperature control	ZedBlox proprietary, patented technology provides power efficient, accurate temperature control
Intelligent battery mgmt.	ZedBlox proprietary system optimizes battery operation on a single charge
Temperature Monitoring using medical grade sensors	ZedBlox uses global standard, high quality temperature sensors approved for medical applications
GPS	This model does not have GPS location tracking
Remote live monitoring	This model does not have remote live monitoring
Data access	Temperature data can be download using USB port and accompanying desktop software for checking temperature compliance
Weight	9 kgs, 7 kgs
AMC Options available	Silver

ActiPod Power series

Capability	Description
Available Models	ZA15SCC1 (15 liters); ZA04SCC1 (4 liters)
Customizability	Upto 50 liters
Intelligent temperature control	ZedBlox proprietary, patented technology provides power efficient, accurate temperature control
Intelligent battery mgmt.	ZedBlox proprietary system optimizes battery operation on a single charge and provides diagnostic information to the cloud server
Temperature Monitoring using medical grade sensors	ZedBlox uses global standard, high quality temperature sensors approved for medical applications
GPS	Provides live GPS location for remote tracking using cloud application
Remote live monitoring	Provides live data to cloud application so that main office can be assured of device performance and temperature adherence. Alerts are sent to registered mobile or email in case of issues. ZedBlox will automatically trigger service tickets in case it is a device issue without customer having to report them.
Data access	Temperature data is instantly available through the cloud application and can be downloaded anytime remotely
Weight	8 kgs, 6.5 kgs, lighter and more powerful than Standard series
AMC Options available	Platinum, Gold, Silver



Evolution

