



UDAWI

wish you well

# Unlimited Healthcare, Limited Cost

عناية صحية لامحدودة بتكلفة محدودة

A 2020 [KAUST's Taqadam](#) Accelerator Winner

# Problem

**+70%**



**of KSA population**  
DO NOT HAVE  
health insurance  
(25 million people)

**SR39 Bil\***



**Spent**  
**as Out Of Pocket**  
at extremely high prices  
compared to prices  
of insurance companies

**THOUSANDS**



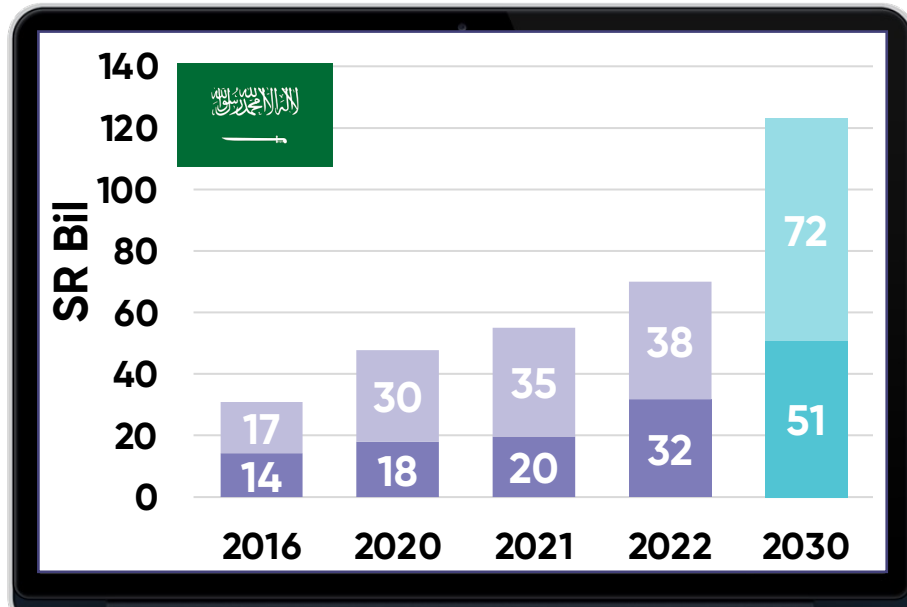
**of medium & small**  
**healthcare providers**  
are cashflow-tight due  
to insurance settlement process  
Up to 6 month, and 15% rejection

# Market Size

## On Out Of Pocket (OOP) Healthcare



■ OOP\*
 ■ Insurance



**25 million**  
people

Use MoH & public hospitals  
or pay Out Of Pocket (OOP)  
for speed and convenience



+6,000 Providers

**+19%** bigger than insurance  
in Saudi in 2022

Can you guess total with "cash bank notes"?

\*POS only transactions.

# Solution



**1**

**Enabled OOP payers to access +2,000 providers locations**

at the same heavily discounted prices offered to giant insurance companies with a live, fully integrated back & front-end provider & user system



**2**

**Ensured users will always pay the discounted prices**

as we collect payment then we pay providers



**3**

**We pay providers monthly**

and instantly via split payment –( in the future)

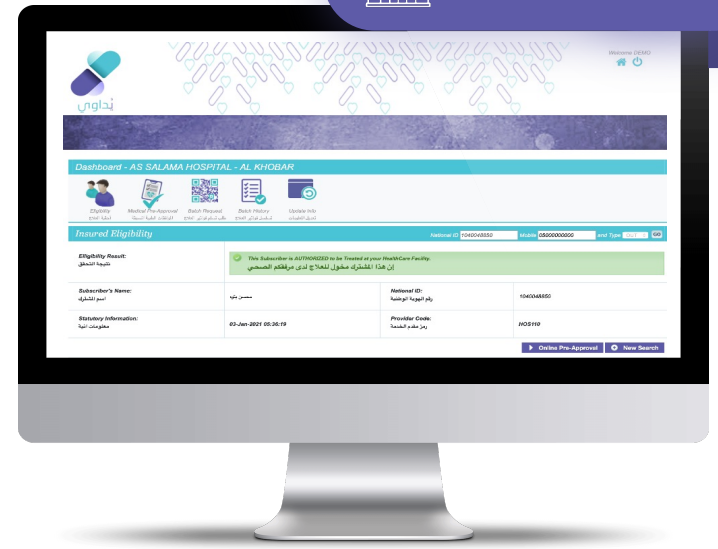


# Product

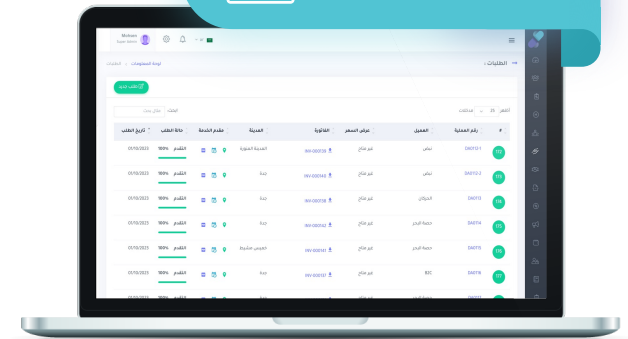
User Portal



Hospital Portal



Business Portal



# Relief



942 outlets  
125 cities



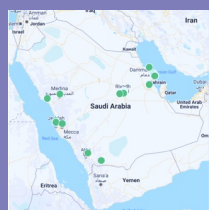
651 outlets  
67 cities



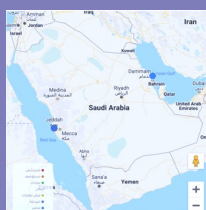
293 outlets  
40 cities



138 outlets  
27 cities



113 outlets  
20 cities



40 outlets  
20 cities

## Big Savings on Treatment



Pregnancy

~~SR 10K-15K~~

**SR 4K-6K**

**↓60%**



Dental

~~SR 2K-3K~~

**SR 1K-1,5K**

**↓50%**



# Revenue Streams & Products



**B2C**

**UDAWI Basic**

Subscription

**10-30%**  
commission from providers



(new)

**B2B**

**UDAWI Business**

SME & Enterprise

**15-30%**  
commission from providers

# Traction

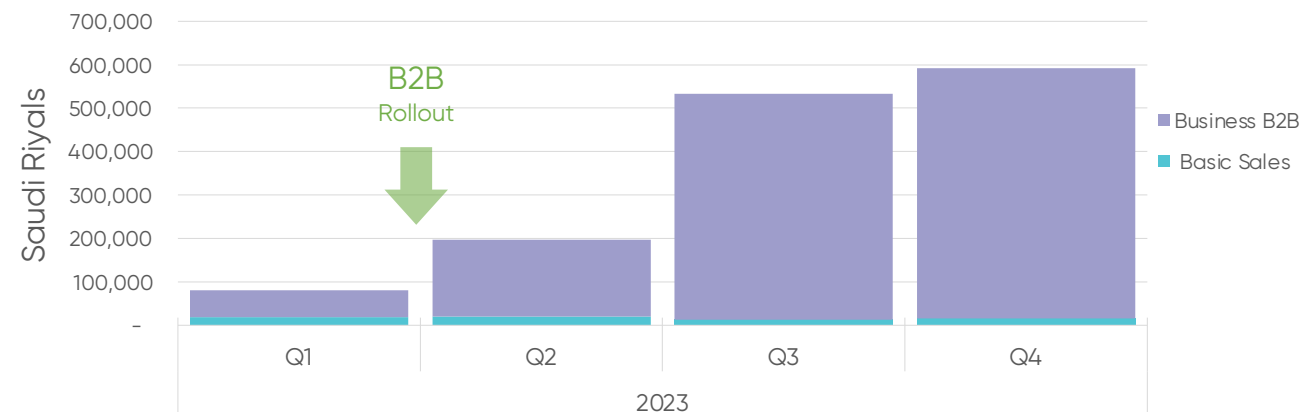
+22  
B2B Clients

+3000  
Checkup

+120K  
B2C Subscriber

+11,500  
Transactions

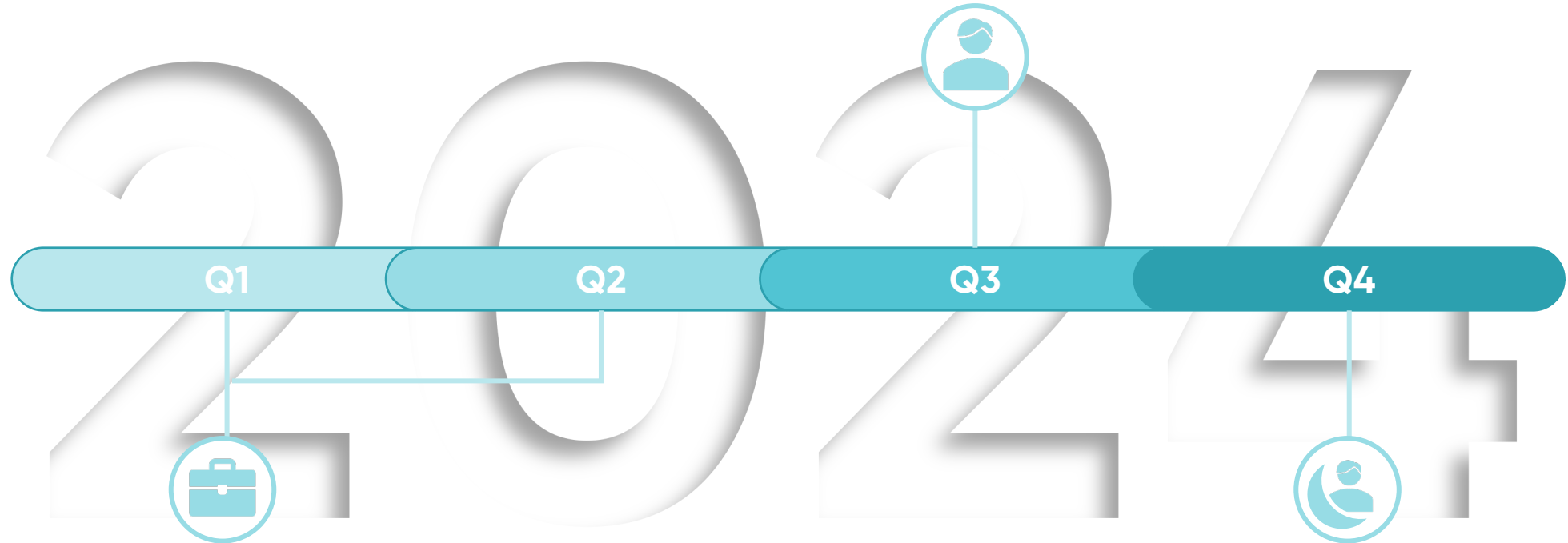
1.4M SAR  
2023 Sales



# Roadmap



Restructure **UDAWI Basic**  
2,000 paid member



Scale **UDAWI Business**  
Onboarding: 50 clients  
Checks: 10,000

New product launch  
**UDAWI Care**  
400 subscriber PMF



# The Ask



## Deliverables:

5 million SAR sales in 2024

# The Team



**Mohsen Batwa**  
Co-founder, CEO & Board Member

17+ years in technology and project management



**Adam AlGhamdi**  
Chief Business Development Officer

14+ years in marketing, sales and product/business development



**Mahmoud Azzazi**  
Senior Web Developer

+14 years in full stack web development



**Ali Sheneamer**  
Investor, Advisor & Board Member

25+ years in marketing and startup experience





Let's connect



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