

<b>500+ Medicines</b>	<b>4 Suppliers</b>	<b>25+ Orders</b>	<b>\$2B+ Market Size</b>
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## The Problem

Problem	Impact
Pharmacies call 10+ suppliers daily to find medicines	3-4 hours wasted per day
No price transparency across suppliers	Overpaying by 20-40%
Manual ordering via phone/WhatsApp	Errors, delays, no tracking
No verified supplier database in Yemen	Counterfeit risk

## Our Solution: MedLink Yemen

A B2B digital marketplace connecting pharmacies directly with verified medicine suppliers. Pharmacies browse, compare prices, and order medicines in minutes — not hours.

Feature	Benefit
Direct Ordering	Order from multiple suppliers in one platform
Price Comparison	Compare prices across all suppliers instantly
AI Assistant	Find alternatives, get recommendations
Demand Forecast	AI predicts monthly medicine needs
Expiry Alerts	Automated alerts for expiring stock
Supplier Ratings	Verified reviews from pharmacies

## Market Opportunity

Market Segment	Size	Our Target
Total Yemen Pharma Market	\$2.1B/year	5% = \$105M
Pharmacies in Yemen	8,000+	2,000 in Y1
Medicine Suppliers	200+	50 verified
Average Order Value	\$150-300	\$200 avg

## Business Model & Unit Economics

Revenue Stream	Rate	Per \$200 Order
Transaction Commission	2.5%	\$5.00
Supplier Subscription	\$100/month	Fixed
Premium Listing	\$50/month	Fixed
Data & Analytics	Custom	Variable

## Financial Projections (2026-2030)

Year	Pharmacies	Monthly Orders	GMV	Revenue (2.5%)
2026	200	1,000	\$200K	\$5K/mo
2027	800	8,000	\$1.6M	\$40K/mo
2028	2,000	30,000	\$6M	\$150K/mo
2029	5,000	100,000	\$20M	\$500K/mo
<b>2030</b>	<b>8,000+</b>	<b>250,000</b>	<b>\$50M</b>	<b>\$1.25M/mo</b>

## Founding Team

Name	Role	Background
Ahmed Al-Qadri	CEO & Founder	10+ years pharma distribution, ex-Sana'a Medical Supply
Mohammed Al-Hamdani	CTO	Full-stack engineer, 8 years fintech & health-tech

Fatima Al-Zubairi	COO	Supply chain expert, MBA, 7 years logistics
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## Investment Ask

Round	Seed Round
Amount Sought	<b>\$500,000 USD</b>
Valuation	\$3M Pre-Money
Use of Funds	40% Tech & Product   35% Sales & Marketing   25% Operations
Timeline	18 months to Series A
Target	2,000 pharmacies, \$1M ARR