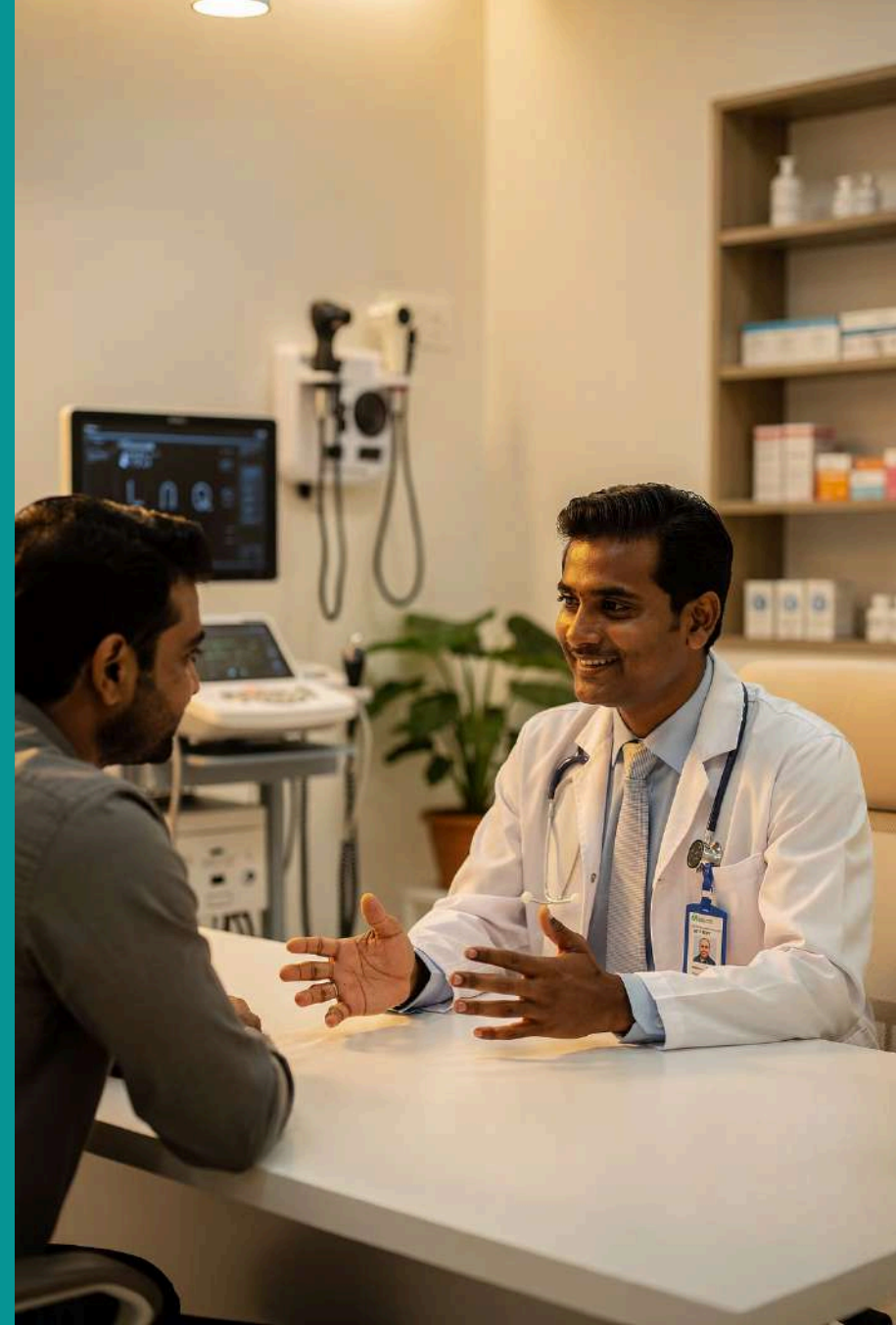


Nexura Scribe

The Ambient "Hinglish" Scribe for India's 1 Million Solo Clinics and Small Hospitals



THE VISION

Reclaiming 3 Hours a Day for 1 Million Indian Doctors

The Core Promise

We are building the **Ambient AI Operating Layer** for the Indian consultation room—transforming how medical documentation happens.

Imagine a world where doctors never type another note. Where conversations naturally become structured medical records in 30 seconds. Where patient care isn't interrupted by screen time.

That's the future Nexura Scribe is building. No typing. No data entry. Just conversation → structured medical records, instantly.

The Crisis of 'Clinical Friction'

Why the Backbone of Indian Healthcare is Breaking.

The Cognitive Load Crisis

Indian doctors are forced to be 'Data Entry Operators.' Seeing 50+ patients daily while manually documenting every symptom, diagnosis, and prescription creates Cognitive Fatigue—leading to a 15% increase in diagnostic errors and total professional burnout within the first 10 years of practice.

The 'Invisible' Revenue Leak

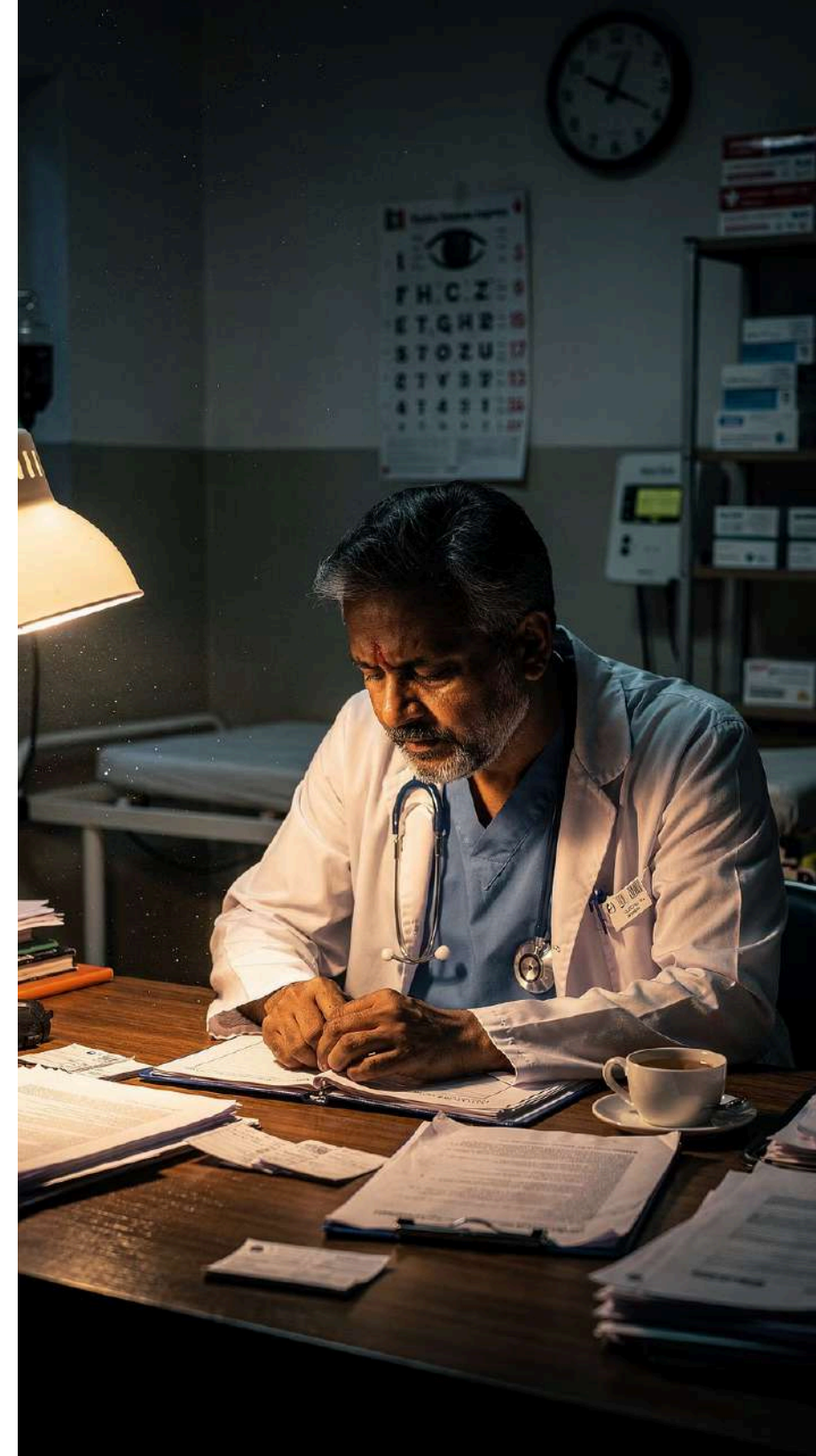
Incomplete or vague clinical notes are the #1 reason for insurance claim rejections in small hospitals. Small facilities lose 20-25% of their top-line revenue to 'Documentation Denials' and delayed TPA approvals. Paper-based systems are literally leaking cash.

The Digital Adoption Paradox

The Indian government (ABDM) is mandating digitization, but existing EMRs require a keyboard—the enemy of a high-volume Indian OPD. Doctors are forced to choose between Compliance (Digitization) and Throughput (Seeing Patients). Most choose throughput, staying non-compliant.

The Patient Trust Deficit

The 'Screen-First' consultation. When a doctor looks at a monitor to type, the patient feels unheard and rushed. Poor communication is the leading cause of low treatment adherence and patient churn in private clinics.



THE ANTIDOTE TO FRICTION

The Nexura ROI

Cognitive Offloading

By automating documentation, we reduce the doctor's mental workload by 80%, allowing for 'High-Presence' care and sharper clinical decision-making.

Revenue Assurance

Nexura generates 'Audit-Ready' structured SOAP notes that meet international coding standards, reducing claim rejections by 40% and accelerating the cash-flow cycle.

Zero-Friction Compliance

Nexura is the 'Invisible EMR.' It fulfills the digital mandate without the doctor ever touching a keyboard, unlocking 20% more patient capacity per day.

Trust Restoration

By returning the doctor's eyes to the patient, Nexura increases patient satisfaction scores (NPS). The instant WhatsApp Clinical Summary ensures the patient leaves with total clarity, not a scribbled slip.

Nexura Scribe: Zero Friction Documentation



Ambient Capture

A phone on the desk passively listens to doctor-patient conversations. Just one soft button to press, no workflow disruption.



Hinglish Engine

Proprietary fine-tuning handles Indian accents and code-switching between languages seamlessly.



Instant Output

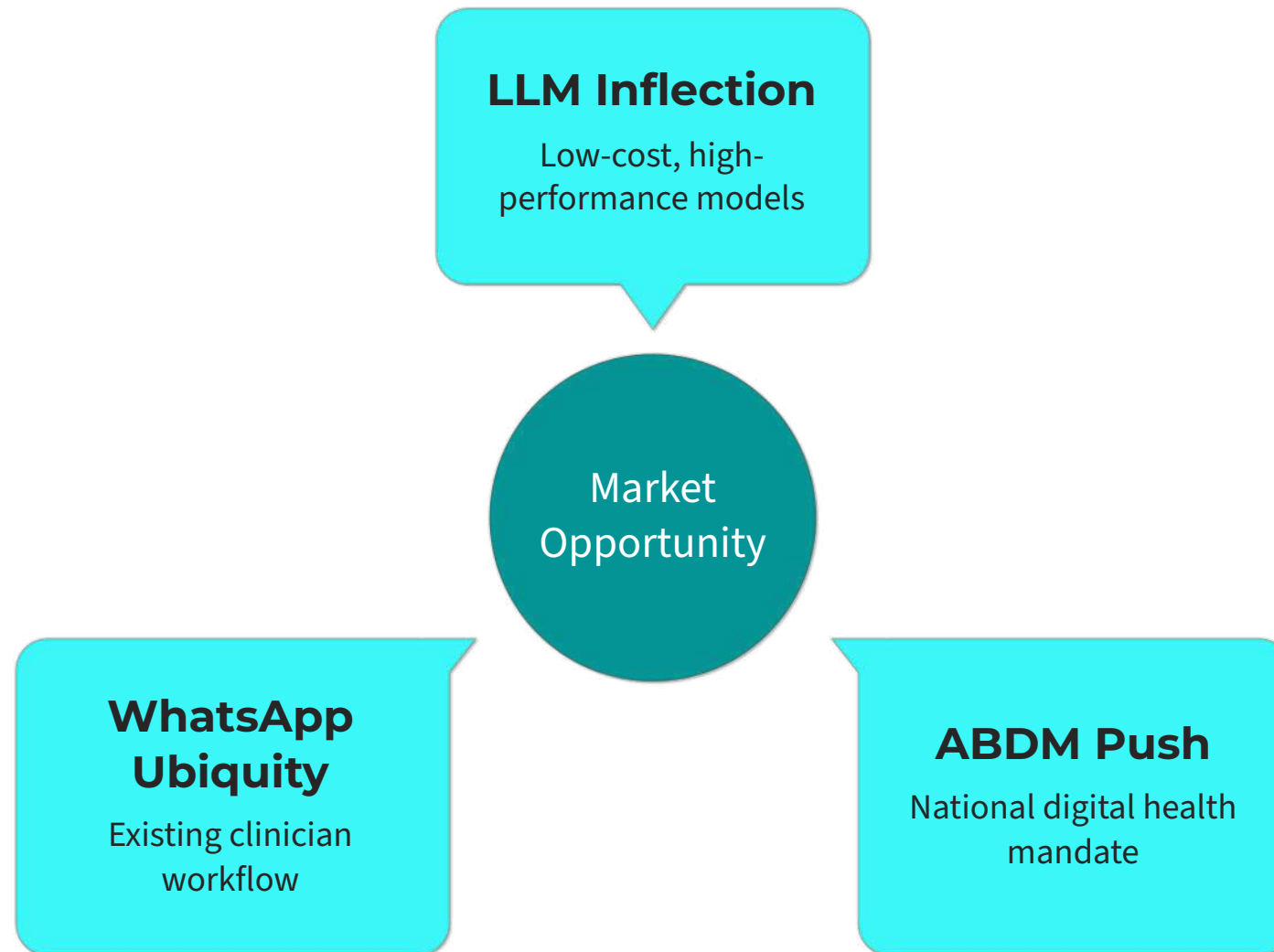
Generates structured SOAP notes, digital prescriptions, and WhatsApp summaries in under 30 seconds.



Zero Friction

Doctors change zero habits. They look at the patient, not the screen. The technology becomes invisible.

Why Now? The Perfect Storm



Three powerful forces are converging to make Nexura Scribe not just possible, but inevitable. High-performance LLMs like Llama 3 and Mistral now enable low-latency medical processing at 1/10th the cost of GPT-4. The Ayushman Bharat Digital Mission is making digital records mandatory, creating urgent demand for compliant solutions. And every clinic already uses WhatsApp for patient communication—we plug into that existing workflow rather than fighting it.

A \$1B+ Opportunity in Indian Healthcare

\$564M

Total Addressable Market

1.3M Doctors × ₹36k/year = ₹4,680 Cr
TAM

\$434M

Serviceable Market

1M Private Solo Clinics & Small
Hospitals = ₹3,600 Cr SAM

India's massive primary care market represents an unprecedented opportunity. With over 1 million private solo clinics and small hospitals struggling with documentation, the market is both large and underserved.

Our initial focus on high-volume specialties—general practitioners, pediatricians, and gynecologists—represents the fastest path to revenue. These doctors see the most patients and feel the documentation burden most acutely.

\$17.4M

3-Year Target

10% of High-Volume Specialties =
₹144 Cr ARR Target

Product Roadmap: From MVP to Market Leader

1 Current Status

Core "Hinglish" ASR and Medical Parser **MVP complete**. Technology validated with initial testing.

2 T-Minus 60 Days

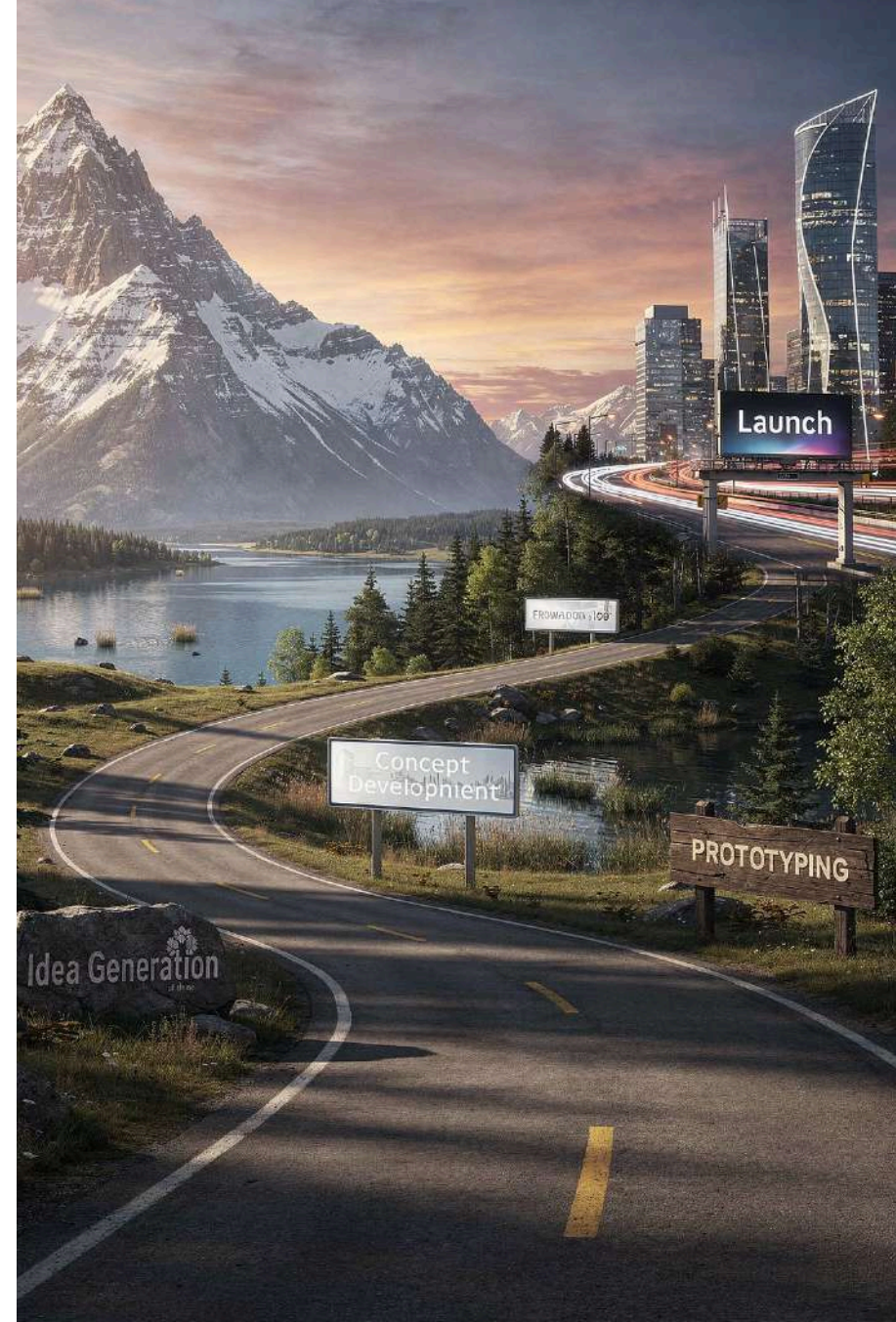
MVP Launch featuring Android App + WhatsApp Bot integration. Ready for real-world deployment.

3 Day 90

Pilot program with 20 high-volume clinics. LOIs currently in discussion with early adopters.

4 Day 180

Integration partnerships with 3 major EMR/Pharmacy platforms to expand distribution reach.



Strategic Moat & Flywheel



Hinglish Clinical Parser

Specialized NLP layer built for Indian code-switching and medical shorthand. No global model understands 'Dolo 650 TDS' or 'BP normal hai'—ours does.

The Data Flywheel

First-mover advantage in capturing anonymized Indian clinical dialogues. Every consultation makes the model smarter, creating a compounding accuracy moat.

Workflow Lock-in

Deep integration with WhatsApp and major EMR APIs makes Nexura 'invisible' and indispensable. Switching cost increases with every consultation logged.

Connectivity Optimized

Built for India's 4G/5G/Fiber infrastructure with low-latency streaming. Edge-cloud hybrid ensures instant results even on patchy clinic Wi-Fi.

Business Model & Go-To-Market Strategy



The Trojan Horse GTM

Pricing: ₹2,999/month per doctor (SaaS model). High margin, predictable recurring revenue stream.

Distribution Strategy: Partnering with Pharma Reps (MRs) and Diagnostic Labs as distribution agents. They already visit every clinic weekly—we leverage their existing relationships.



The Adoption Hook

Free Trial Strategy: "First 50 consultations free" creates habit formation in just 3 days. Once doctors experience the time savings, they won't go back.

Network Effects: Doctors share WhatsApp summaries with patients, creating viral awareness. Patients request their doctors adopt Nexura Scribe.



Competitive Advantage: The Wedge Strategy

Vs. US Scribes (Abridge/Nabla)

Global solutions fail on Indian accents and "Hinglish" code-switching. They don't understand "Dolo 650 TDS" or "BP normal hai, sugar bhi theek hai."

Nexura Scribe was built from the ground up for the Indian consultation room, not adapted from Western markets.

Vs. Indian EMRs (HealthPlix/Practo)

Existing EMRs are "Data Entry" tools—they still require doctors to type. Nexura Scribe is a "Data Capture" agent that sits *on top* of them.

We're not replacing EMRs; we're making them effortless to use through ambient capture.

WHO WE ARE

The Team

Founder & CEO

Tech + MBA background.
Expertise in scaling AI systems
and product strategy.

Co-Founder (To Be Hired)

MBA Healthcare profile. Will lead
Strategy, Operations, and Go-To-
Market execution.

Advisors

Practicing doctors from Tier 1 &
Tier 2 cities providing clinical
validation and domain
expertise.

Skin in the Game

Founders and partners
committed with ₹10 Lacs in
capital to align interests and
demonstrate conviction.

The Ask: Join Us in Transforming Indian Healthcare

Raising

\$420,000 (approx. ₹3.5 Crore)
Pre-Seed Round

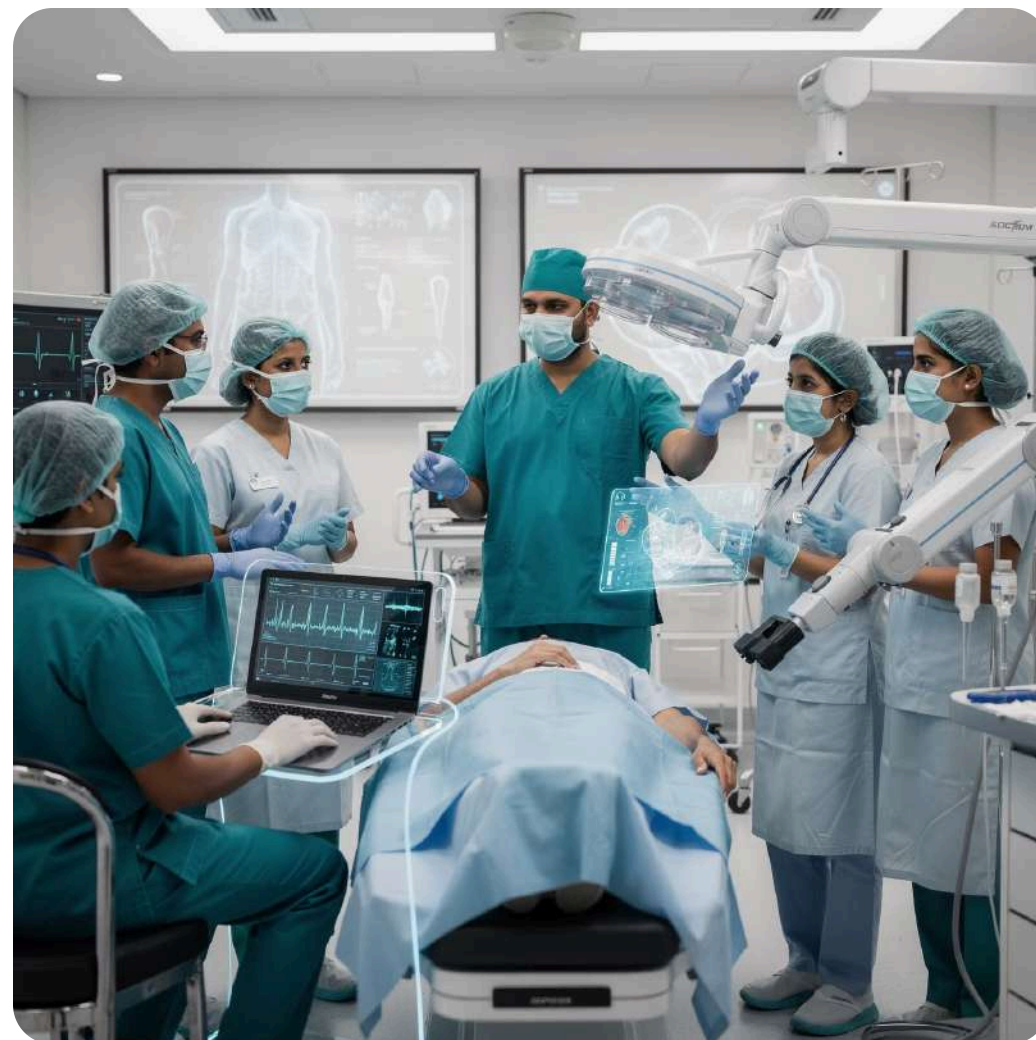
18-month runway to reach key milestones

Allocation

- 60% Engineering (AI/Mobile Development)
- 30% GTM/Sales Pilots
- 10% Compliance/Operations

18-Month Milestone

Reach **500 paid clinics** and process **1M consultations**



"Healthcare in India is human—but documentation is mechanical. **Nexura Scribe** automates the mechanical so doctors can focus on the human."