



Medpeople
Empowering healthcare

Europe's First Healthcare Marketplace.

Currently serving 6500 Clinicians 1200 Clinics

KEY TEAM MEMBERS



CEO and Co-founder
Kave Soutani

Experienced & visionary leader.
18 years of managing ups and downs of Startups. Strong desire to create impact.



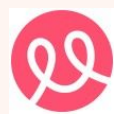
CFO
Pär Kempe

Passionate CFO. Broad international experience as CFO and CEO in companies as Avalanche Studios, Eniro and Tele2. Strong merits in funding, M&A and IPOs



Head of Sales
Emmy Christenson

Driven in sales with a background in consulting nursing. Experienced within health tech and B2B sales.



Head of Product
Alina Beck

Competent and Versatile Developer.
With 11 years in developing complex applications and leading distributed teams.



Fully established in Sweden



€3,2M revenue 2022



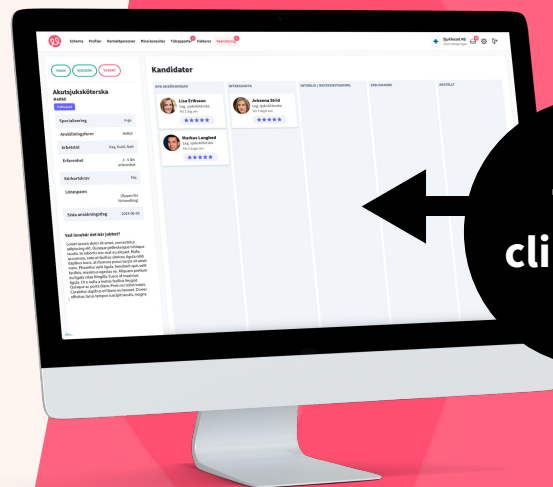
EBITDA positive 2022



38% revenue growth in 2022



Fully managed B2B,
SaaS Marketplace

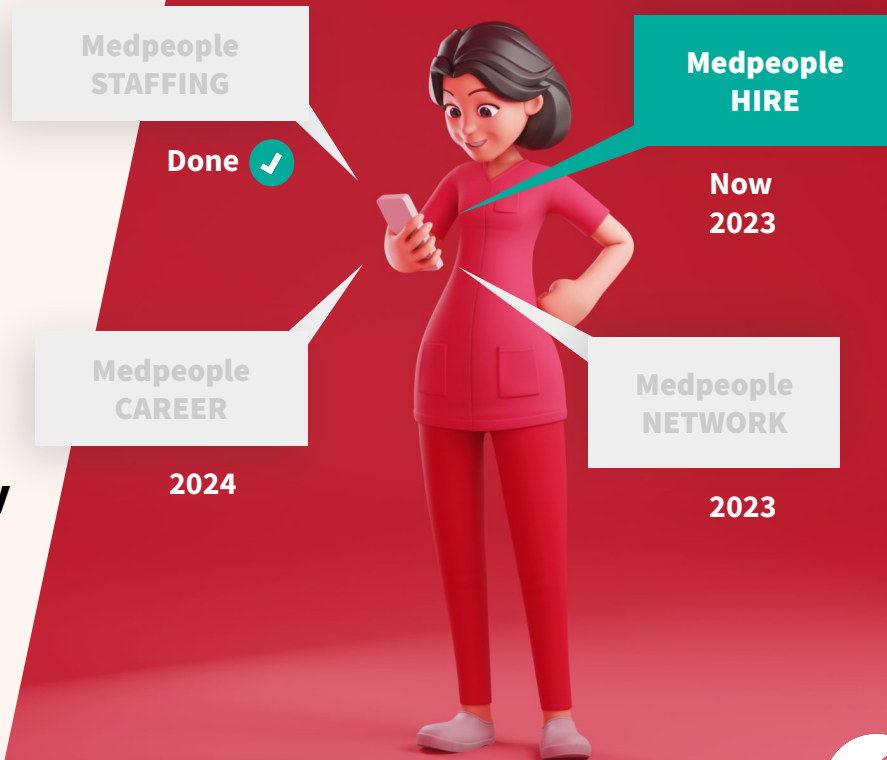


7000
clinicians



Medpeople is not a Staffing company or Recruiting agency

Medpeople is a marketplace technology



There's a growing problem and no tools to address it

4

million

Healthcare personnel
short in EU & US **today**

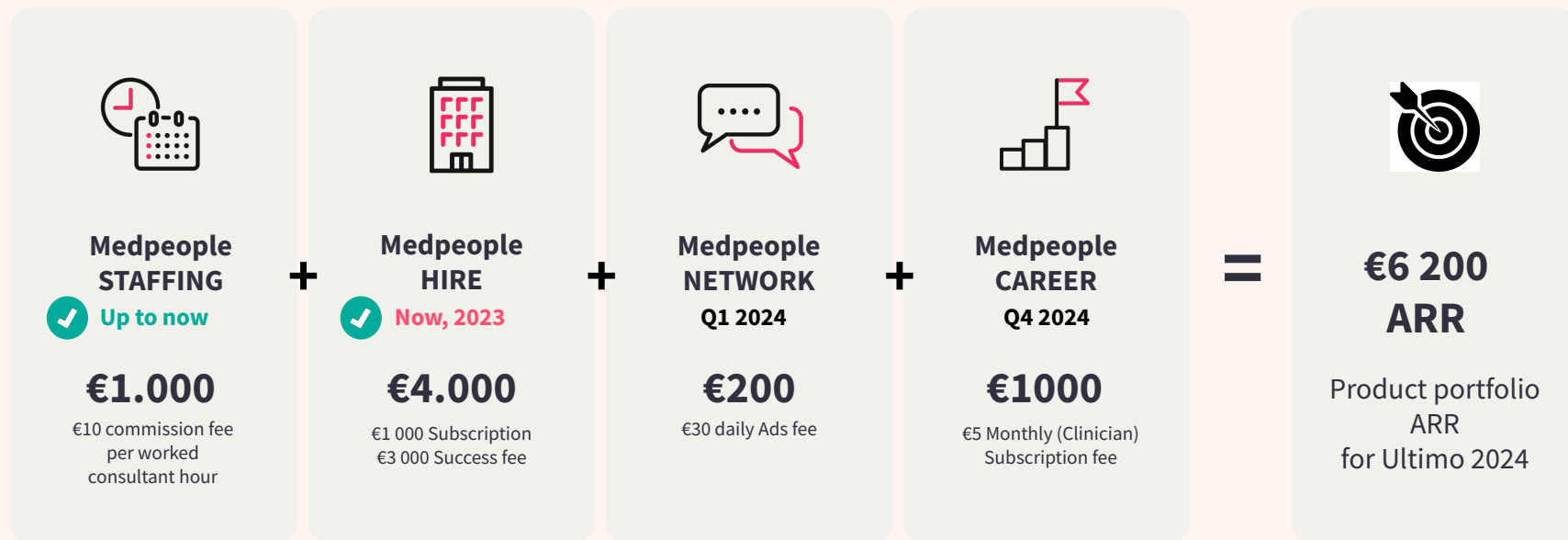
8

million

Healthcare personnel
short by **2030**



We **make money by helping** our customers

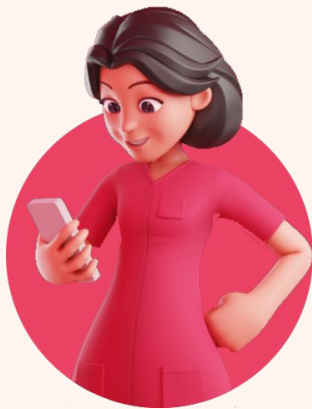


Annual recurring revenue per clinic

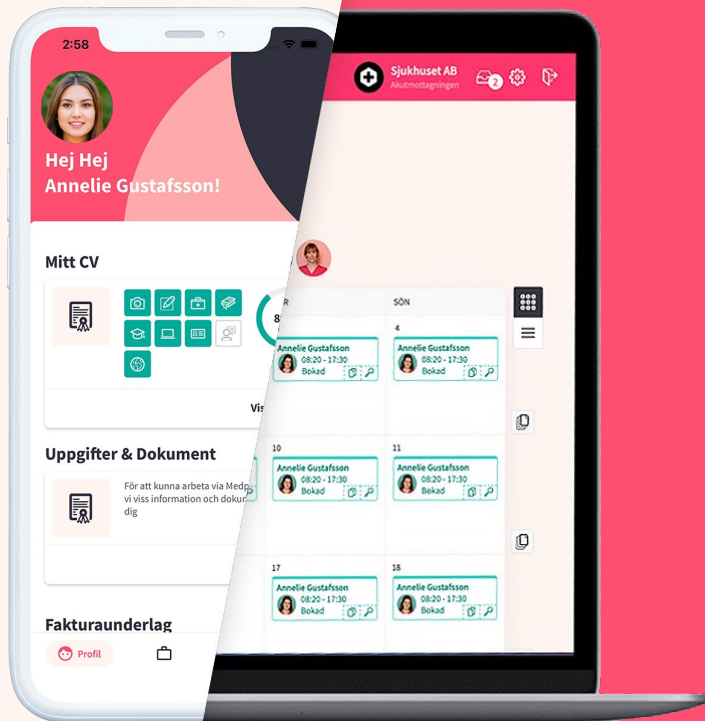
Marketplace recurring revenue



OUR CUSTOMERS



CLINICIANS



CLINICS





.. want to build a career, just like me and you!

- **Find your dream job**, the modern way.
- **Consulting** on your terms.
- **Networking** with colleagues and classmates.
- **Smart tools** to help build your career.



.. desperate need of staff and time

- **Faster staffing** solutions.
- **Recruiting tools** that deliver better matches.
- **Healthcare community** to expand your network and awareness.
- **HR Assistance** to help improve your workplace.





One spot for your career and business needs = low churn

At Medpeople we build long lasting customer relationships creating loyalty and stickiness



Lifelong customer relationship



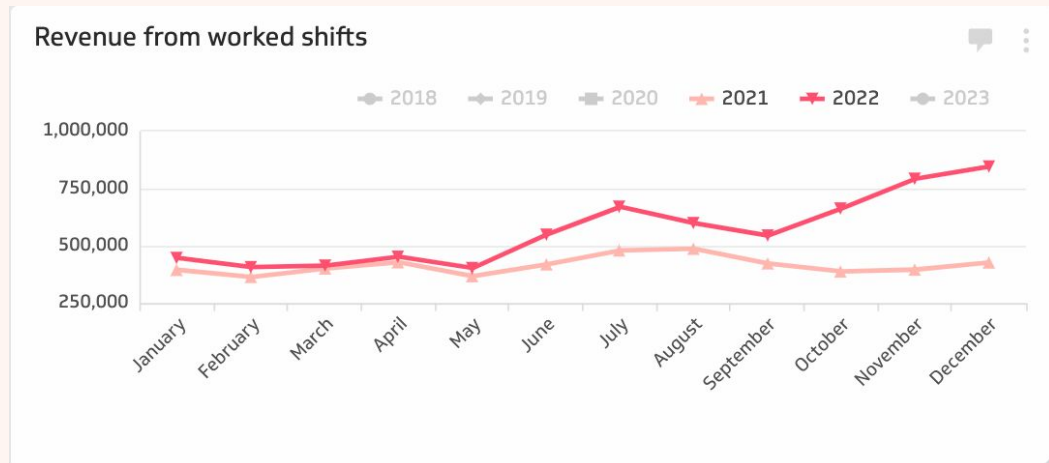
A healthcare marketplace

1. **Loyal user base**, 25% frequently active
2. **Scalable platform**
3. **2-3 times more** revenue per **sales**

Designed for the future clinician/clinic



Medpeople results 2022



Revenue growth 2021 vs 2022

+38%

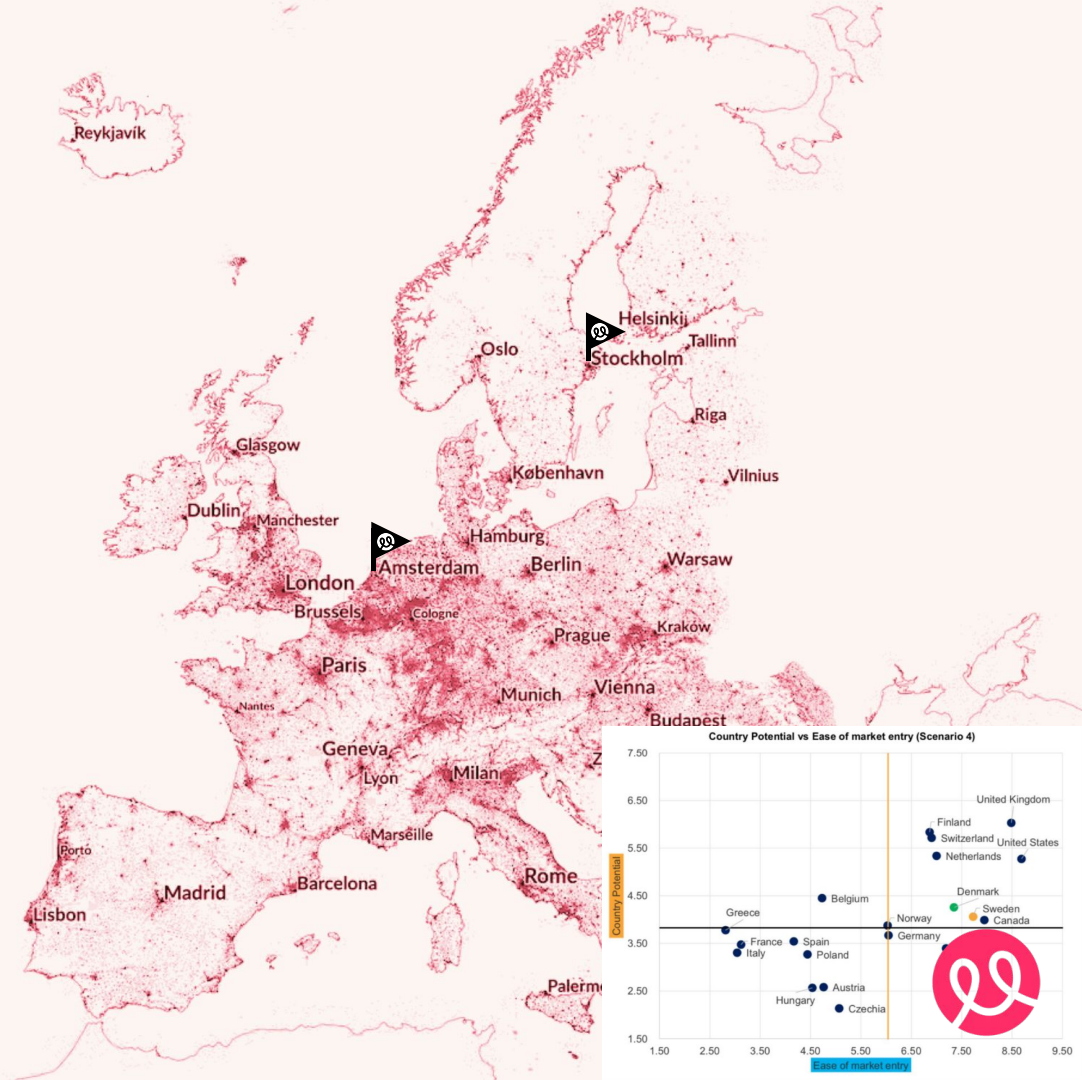


EBITDA positive 2022

Expansion

- High **density** population areas
- High **private sector**
- High **digital maturity**

We're primed and ready to be the first mover



Market size.

€23Bn

Healthcare Staffing and
Recruitment market in
Western Europe

>15%









Change jobs
each year

> €100M

Revenue in 4 years



COMPETITIVE ADVANTAGE = MARKETPLACE

Competitors	Medpeople	Doximity	Medwing	Incredible Health	Zorgwerk
Staffing	✓	✓	✓		✓
Recruitment/Job Ads	✓	✓	✓	✓	
Commercial ads	✓	✓			
Professional Networking	✓	✓			
Career building tools	✓			✓	
HR tools for caregivers	✓				
Main audience	All healthcare professionals	Doctors	All healthcare professionals	Nurses	All healthcare professionals
Market			   		

Medpeople builds long lasting customer relationships by providing a comprehensive suite of tools for clinicians and clinics



- **€8M revenue**
- Users > 14k
- Medpeople Network phase 2 (Q1)
- UK Expansion (Q3/Q4)
- Medpeople Career produkt Launch (Q4)

2023

2024

2025

- **€3,4M revenue**

- Users 7k
- Medpeople HIRE Launch (Q1)
- Medpeople Network phase 1 Launch (Q4)
- The Netherlands Expansion (Q4/Q1 2024)

€2M Rase

- **€25M revenue**

- Users > 40k
- Further market expansion evaluation
- Medpeople product Expansion



FOUNDING TEAM



Herman Nilsson

Senior developer with 14 years of experience in frontend and design in gaming and fintech companies

Emil Bjurström

Senior developer with 16 years of experience in backend and database architecture in gaming and sales companies

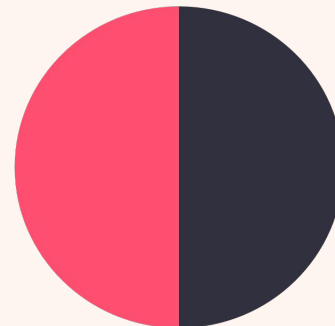
Niclas Nilsson

Head of public sector and quality assurance. With 18 years in sales and marketing

Kave Sultani CEO

Change driven leader. With 18+ years of managing teams and 8 years as an entrepreneur, Desire to create impact.

CAP TABLE NOW



● Founders ● Investors

The Ask!

€500k

to take Medpeople to the Netherlands





Financial Brief and Expansion Plan



Q1/2024

Q3-4/2024

Stepwise international expansion

Various KPIs (kEUR)	A 2020	A 2021	A 2022	F 2023	F 2024
REVENUES	2 038	2 275	3 166	3 464	8 089
YoY Growth (%)		12%	39%	9%*	134%
EBITDA	-752	-98	19	43	338
Gross profit			518	605	2 556
Gross margin (%)			16,4%	17,5%	31,6%
Userbase					
Clinicians (000')			6,3	7,1	14,4
YoY Growth (%)				13%	103%
Clinics (000')			1,2	1,3	2,2
YoY Growth (%)				8%	73%



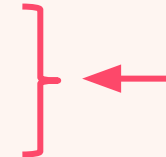
Strong historical growth



Substantially improved EBITDA



Broaden portfolio increase GM



Building user base

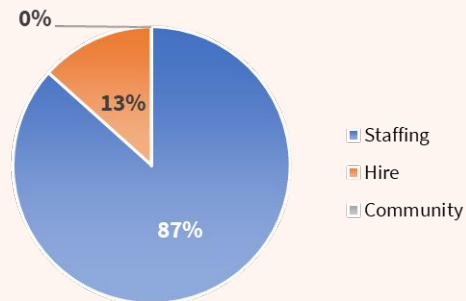
*Lower growth pace 2023 due to Staffing savings restriction in Region Stockholm.



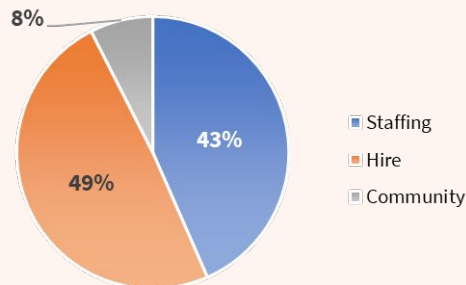
PRODUCT CONTRIBUTION kEUR	2022	2023	2024
Gross Profit - Total	518	605	2 556
Gross Margin (%) - Total	16,4%	17,5%	31,6%
 <i>Gross Profit - Staffing</i>	 518	 525	 1 110
<i>Gross Margin - Staffing (%)</i>	<i>16,4%</i>	<i>15,8%</i>	<i>17,3%</i>
 <i>Gross Profit - Hire</i>		 81	 1 254
<i>Gross Margin - Hire (%)</i>	<i>N/A</i>	<i>86,0%</i>	<i>85,6%</i>
 <i>Gross Profit - Community</i>			 191
<i>Gross Margin - Community (%)</i>	<i>N/A</i>	<i>N/A</i>	<i>100,0%</i>
 Share of Gross Profit			
<i>Staffing</i>	<i>100,0%</i>	<i>86,6%</i>	<i>43,4%</i>
<i>Hire</i>	<i>N/A</i>	<i>13,4%</i>	<i>49,1%</i>
<i>Community</i>	<i>N/A</i>	<i>0,0%</i>	<i>7,5%</i>
	100,0%	100,0%	100,0%

Broaden portfolio increase gross margin substantially

Gross Profit - share per Product 2023



Gross Profit - share per Product 2024



International expansion

COUNTRY SPECIFIC INFO

	Sweden	Netherlands	UK
Population:	10 400 000	17 500 000	67 300 000
- Self employment rate in relation to total employment	10,6%	15,8%	15,2%
Doctors:	42 000	65 000	200 000
- % in relation to population	0,40%	0,37%	0,30%
- doctors/1 000 inhabitants	4,0	3,7	3,0
Nurses	119 000	190 000	540 000
- % in relation to population	1,1%	1,1%	0,8%
- nurses/1 000 inhabitants	11,44	10,86	8,02
No of Clinics:	6 000	10 000	40 000
- % in relation to population	0,06%	0,06%	0,06%
- clinics/1 000 inhabitants	0,6	0,6	0,6

MARKET PENETRATION

Registered Clinicians

	A 2022	E 2023	E 2024	E 2025
Sweden	3,9%	4,3%	6,8%	13,3%
Netherlands			1,1%	3,4%
UK			0,0%	1,4%

Registered Clinics

	A 2022	E 2023	E 2024	E 2025
Sweden	19,7%	20,9%	30,0%	37,3%
Netherlands	0,0%	0,0%	2,9%	12,4%
UK	0,0%	0,0%	0,1%	4,4%

NETHERLANDS - EXPANSION

Planned entry/country set-up date:	Q 1/2024
Planned Product launch:	Q 2/2024
Product mix and launches:	Staffing, Hire and Community from the start
First revenues:	Q 2/2024



UK - EXPANSION

Planned entry/country set-up date:	Q 3/2024
Planned Product launch:	Q 3-Q 4/2024
Product mix and launches:	Staffing, Hire and Community from the start
First revenues:	Q4 2024



Funding – planned use of funds (step 1 – to NL)

MARKETING TO BUILD TO BUILD COMMUNITY AND TO SCALE USER BASE

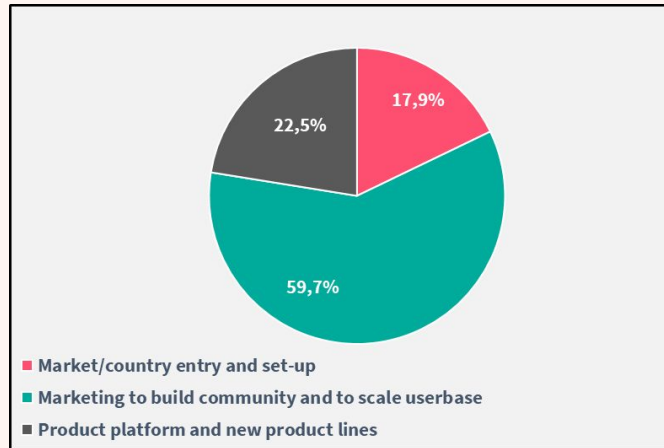
- Increased *investments in mainly digital marketing* and active, *strong presence in selective social media*
- Focus on *building a large user base of people within the healthcare sector*, primary nurses and doctors. The target is to build a Medpeople community that will be the natural choice for the target group.
- Continue to build a strong sales and customer/user support team per market.
- Automated digital onboarding

PRODUCT PLATFORM & NEW PRODUCT LINES

- Continue to build a *well designed, profitable and easy – to – use product portfolio* developed in close cooperation with customers and users.
- Continue to build a strong experienced development team with successful launches as merits.
- Local adoptions to when entering to a new market, initially Netherlands

MARKET/COUNTRY ENTRY AND SET-UP

- International expansion, initially to NL





Medpeople

Empowering healthcare

Kave Soultani

kave@medpeople.se

+46 704-553386