



A healthy start
for every child



Luis Almeida Fernandes



Mafalda Castelão



The world is missing doctors

% over age of 70 in Portugal

4% in 1960

30% in 2080

Doctors per 1k population

5.6 in Portugal

0.2 in Kenya

Healthcare costs

12% of GDP in Portugal

19% of GDP in USA

Projected shortage of **50-100 thousand** doctors in the US

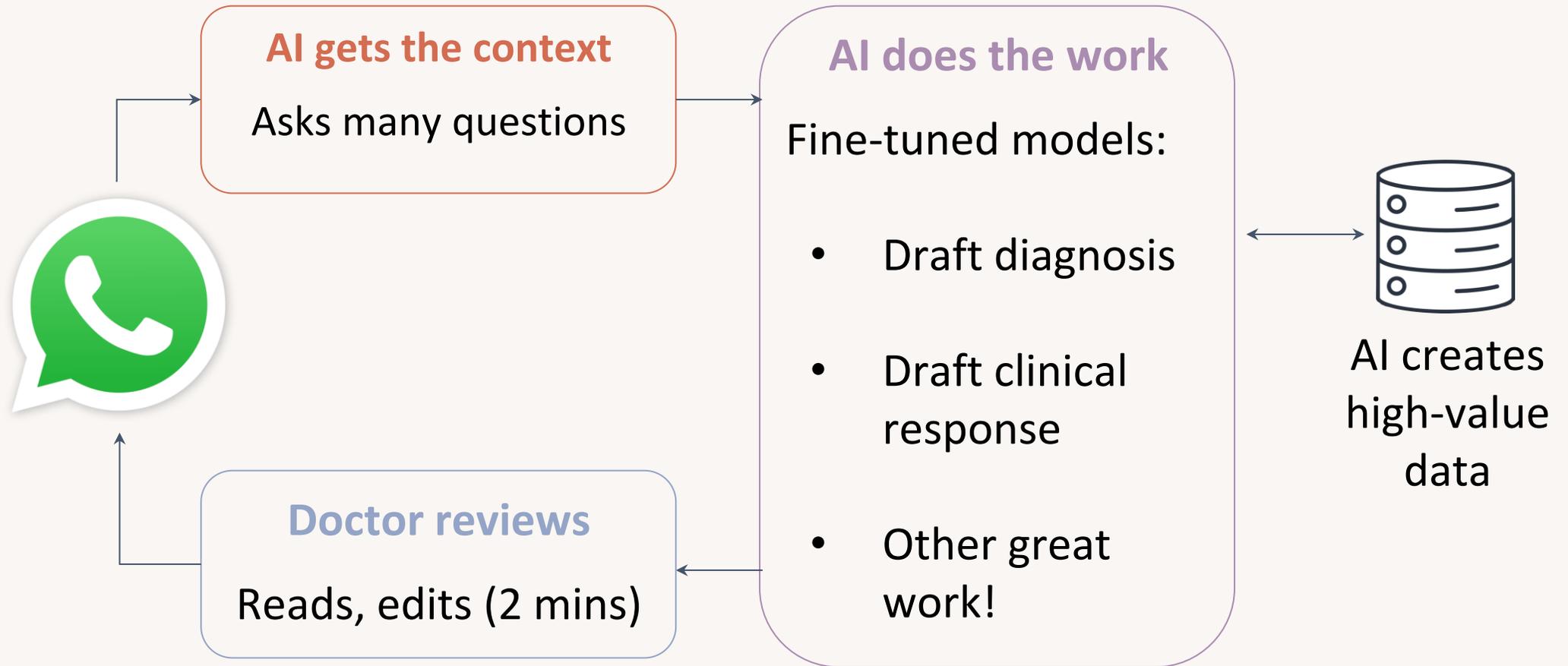
So how do we help?

Multiply doctors by 10x

Deep, trust-based relationships

Perfect knowledge of your health

We make it work with great AI (realtime)



For the doctor, the work is fast and easy



AI asks questions

AI prepares drafts

Then doctor is called

Gives input to the AI

Sends to patient

We seek tasteful ✨ opportunities to engage

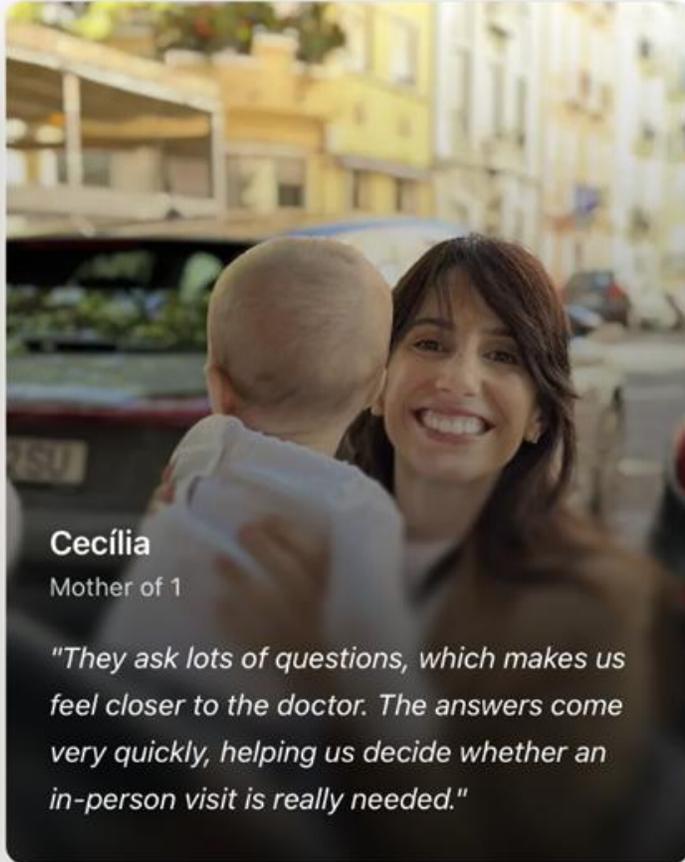
“Hi Ana, this is Dr. Sofia. I saw that you reached out while we were closed. Can I still help?”

“Hi Ana, this is Dr. Mafalda. We haven’t spoken since Afonso had the gastroenteritis, on the 13th. How are you doing?”

“Hi Ana, this is Dr. Mafalda. I saw that you spoke with Dr. Rodrigo on Tuesday. How is everything going with Afonso?”



Families love it



Cecília
Mother of 1

"They ask lots of questions, which makes us feel closer to the doctor. The answers come very quickly, helping us decide whether an in-person visit is really needed."

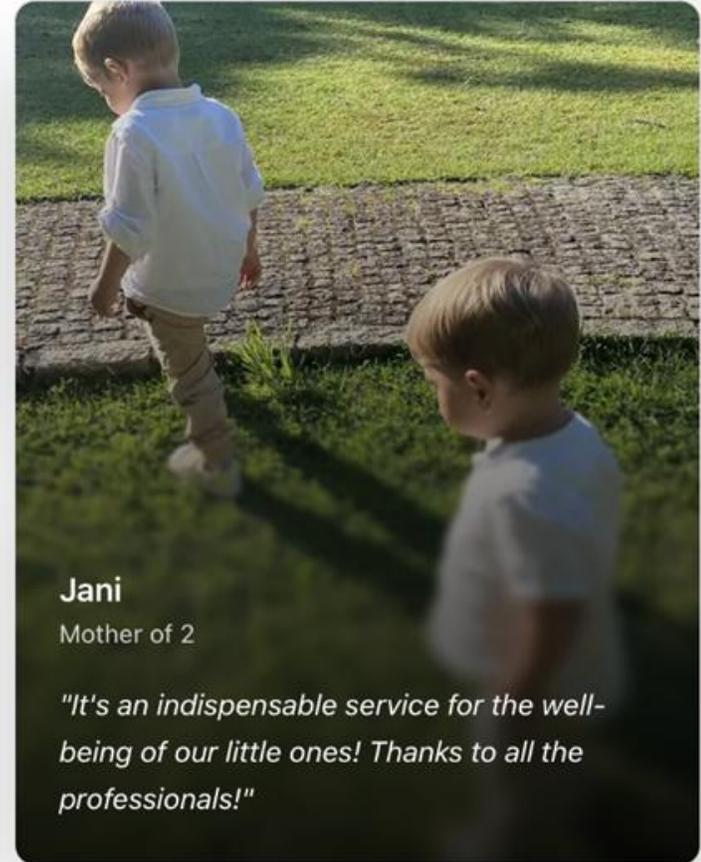


Marta
Mother of 2

"We were able to discuss other factors that hadn't been considered before, which allowed Dr. Pierre to give a better assessment and diagnosis than I previously received when I saw another doctor in person."

Patrícia
Mother of 2

"I was able to clear up my doubts and get the guidance I needed. This way, I didn't have to rely on the public health service and avoided travel."



Jani
Mother of 2

"It's an indispensable service for the well-being of our little ones! Thanks to all the professionals!"

Carla
mother of 2

"Usawa saved me from the discomfort for my child who always finishes the visit crying."

Patrícia
Mother of 1

"I loved the care and they gave me a trip to the doctor. It is much better! It makes our lives better."

We have the best pediatricians (25 total)



Inês Carneiro

Subspecialized in travel medicine and **sleep medicine**



Miguel Paiva Pereira

Subspecialized in pediatric **intensive care**



Rita Valsassina

Subspecialized in pediatric **infectious diseases**



Rodrigo Sousa

Focused in **emergency medicine**, Member of Board of Pediatric Society



Sofia Fernandes

Subspecialized in **diabetes and child obesity**



Joana Rios

Subspecialized in intensive care and **emergency care**

Quality and SCALE

Scale

Docs do 15 consultations / hour

Satisfaction

User rating 9.7 out of 10

Impact

72% avoid in-person visits

Value prop for insurers / public systems

- **Delight customers** / almost all families rate us 10/10 (9.7 average)
- **Build a connection** / families have their “family pediatrician”, most talk to us 2x per month
- **Lower medical cost** / 72% of consultations avoid unnecessary expensive in-person visits
- **Quality and safety** / clinical studies with Nova Med School + Infarmed green-light with Complear
- **Keep admin costs low** / flat fee euro per member per month, or shared savings

We are moving fast

2024

- Built the tech
- 15 doctors
- 5 pilot schools

2025

- 150 consultations / month
- 1.000 children
- 3 clinical studies
- Funding Ageas Foundation
- Won largest social innovation award in Europe
- Won NTT Data Global eAwards

TODAY

- 1.500 consultations / month
- 10.000 children
- Launching geriatric care
- Working with Médis (largest health insurer in Portugal)
- Expanding internationally

What next?

Geriatric + family doctors

All of Portugal + Spain? + enter USA (with help from Cuatrecasas)

Impact: 10.000 lives today, 100.000 lives in 2026, 1M in 2027 ...



 **sawwa**

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