



ONTACAD

Ontacad Pitch Deck

The simplest way to get software shopping and training

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Problem

- **User guides for medical software and equipment are expensive, time-consuming and ineffective.**
- **Scientific/medical software providers spend too much time/money on after-sales service.**

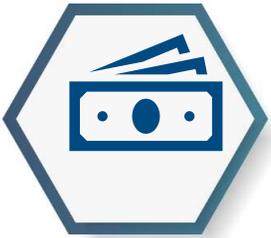


Solution



Ontacad is the first SaaS for medical software and equipment providers

- **to offer online shopping, online training, and fast support**
- **to convert the user guides for equipment to video tutorials**



Reduce Cost



Save Time



Improve Performance



Increase Revenue

Product



ONTACAD HOME COMMUNITY PROVIDERS LOGIN / REGISTER

Drug Discovery Made Easy for Everyone

Get access to free and paid scientific software and training to save your time and efforts and to accelerate innovation.

Sign Up For Early Access

Category	By Price	MOE	ACD/ChemSketch	ChemDoodle
Chemical Structure Protein Structure	Min: \$0, Max: \$100,000 Apply	Molecular Operating Environment (MOE) View Add to cart \$2500.00	ACD/ChemSketch View Add to cart \$0.00	ChemDoodle 2D View Add to cart \$750.00

How It Works?

Scientific software providers will offer their

- ✓ products
- ✓ training materials
- ✓ fast support

to help their customers be satisfied and more productive



Market Size (Worldwide)



\$550 Billion

\$180 Billion

\$20 Billion

**Global Scientific/Medical
Instruments and Software
Market Size 2020**

**Scientific/Medical
Instruments and Software
in the US Market Size 2020**

**Scientific Instruments
and Software Market in
the US Market Size 2020**

Total Market

Total Available Market

Total Addressable Market

The global SaaS market expected to grow at a **CAGR** of over **22%** during the forecast period (**2020-2027**). (source:Technavio, ResearchAndMarkets)

Competition



←
Online Learning Platforms

→
Medical Equipment Marketplace



LuxshopSoft



amazon



↓
Software Marketplace

Business Model



Monthly subscription services positioned initially for small business
(2-10 employees)



Go To Market



➤ Using Market Channels:



Paid Advertisement

Strategic Partnership

Guest Blogging

➤ Target Market (B2B market)

2020 Q4



Universities

2021 Q1



Industries

2021 Q2



Hospitals

2021 Q3



Businesses

Progress

- **Our technology has been protected under “U.S patent pending”.**
- **Strong tech and customer pipeline.**
- **150 clients and highly favorable customer feedback.**
- **5 Strategic partnerships with organizations.**



Our Team



Mr. Medhat Ahmed
Co-Founder and CEO of Ontacad

- ✓ CEO/ CTO of Skillsuper®
- ✓ Researcher and data scientist



Ms. Hanady Elgamal
Co-Founder and COO of Ontacad

- ✓ COO/ CMO of Skillsuper®
- ✓ Product and risk manager

Experience



London-based Edtech Startup



Al Rajhi Hospital



Pharmaceutical Industries

Financial

We are looking for your support and mentorship
to go to the next level

\$100K

Initial Investment

- Registration of IP (a utility patent and trademark)
- Customer development
- Early marketing efforts



Contact Us

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**Thank
You!!**

A decorative graphic with the words "Thank You!!" in a gold, 3D, serif font. The text is adorned with red and green floral and leaf-like decorations, giving it a festive appearance.

Competitive Advantages



First to The market

For first SaaS for scientific software providers



Strong Intellectual Property

Ontacad technology has been protected under “U.S patent pending”



Strong Team

Our team has complementary skills and experience to lead our startup innovation



Design & Brand

A memorable name to gain share of mind



Time Reduction

Through Ontacad, users can access scientific tools 3x faster than any other solutions



Ease of Use

Simple and friendly customer interface