

Project Apollo

GROWTH STAGE INVESTMENT OPPORTUNITY

Looking to raise £10m new capital for a growth stage healthtech company focusing on specialist virtual outpatient care – currently Project Apollo is offering an end to end clinical service via their digital platform.



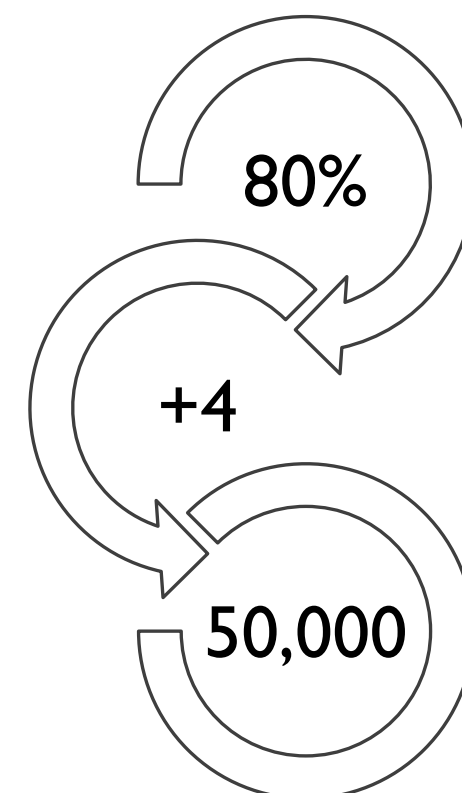
Company Background

- A healthtech company delivering specialist outpatient services using digital platform to NHS Trusts, founded by experts in the field with current run rate revenue of c.£4-5m
- Won the HSJ Partnership Awards against other contestants including Palantir, Johnson & Johnson and NHS England.”



Opportunity

- By 2022, 1 in 4 people will be on a waiting list in England – waiting times to see specialists are growing globally.
- The company provides a digital platform that expedites outpatient referrals to Consultants, and allows Consultants to work virtually and more effectively.
- Key metrics delivered:



Up to 80% reduced hospital appointments

New major contracts won in <12months covering 8 specialities

Safe delivery of healthcare, none of their 50,000+ patients have been involved in a significant clinical incident



Headquarters: UK



Sector: Healthtech



Investment Required: £10m



Market

- NHS UK Outpatient Market size: c.100m outpatient attendances at a cost of c.£10bn+ to the NHS
- Targeting c.2% of total UK outpatient activity to use Project Apollo’s Platform
- Significant opportunity to expand both in the UK and internationally with further product development and market penetration



USP

- Up to 3x more efficient compared to traditional clients for patients seen per hour
- Faster – 21 hours average time to first assessment from referral vs. 13 weeks in NHS
- Utilising consultant micro time – platform can be used anytime on any device

Investment Highlights

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Investment Required

- Looking to raise £10m to increase sales and marketing within the NHS sector, to develop additional software products and to facilitate international expansion.

Use of Funds



UK and NHS expansion - Capitalise on market dynamics, interest, and continue rapid growth to expand outpatient service to reach profitable scale.

Investing to upgrade their platform to cope with rapid expansion, as well as new products and services. Part of this will involve unlocking the wealth of clinical and operational data that the platform captures.

Global expansion – existing interest from abroad in the companies' services. Part of this funding will be used to develop a detailed case for international expansion and collaboration.

Within 2 years, Project Apollo has gone from 2 to 9 NHS trusts contracted, with a further pipeline of additional Trusts and currently in discussion with potential international opportunities.

Financials

- Summary of key financial metrics based on actuals from previous years and projected for the next four years

	2018	2019	2020	2021	2022	2023	2024	2025	2026
	Actual	Actual	Actual	Actual	Budget	Proj'	Proj'	Proj'	Proj'
Total Revenue	0.7	1.4	1.7	2.2	6.9	24.7	68.8	129.9	193.4
Gross margin %	73%	63%	69%	62%	59%	73%	76%	76%	76%
EBTIDA	(0.3)	(1.3)	(3.1)	(5.8)	(9.8)	(2.1)	19.9	52.0	83.4

Awards & Recognition



Included in Department for International Trade's playbook