



Moving Wheels, Saving Lives

An affordable emergency medical service (EMS) provider for rural people in Bangladesh

[www.safewheel.xyz](http://www.safewheel.xyz)  
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It takes less than 30 minutes to deliver a pizza in the UK!



On the other hand, **105 million people** living in **68 thousand rural villages** of Bangladesh do not even get an Ambulance within hours when they face a medical emergency!

In the rural areas of Bangladesh, 1.2 million women become pregnant every year! 7.1 million people visit the emergency department of government hospitals. And millions of others face minor medical injuries that require treatment at their homes.



**1.2 Million**  
Pregnancies



**7.1 Million**  
Emergencies



**Over 1 Million**  
Household Treatments



All over rural Bangladesh, there are only 1200 ambulances to serve 105 million people! That's 1 ambulance for 88,000 people. Most of which is not properly working and below 7% has a nurse/paramedic on duty!



**1 Ambulance Serving  
88,000 People**





As a result,  
Villagers have to use  
local vehicle which is  
life threatening for  
patient transportation.



# Our Solution

INTRODUCING

# SAFEWHEEL

*Affordable Emergency Medical Service (EMS) for Rural Bangladesh*



The vehicles in the picture is our minimum viable product that we got from the local government division for free of cost to run the pilot. These cars will be replaced with our standard ones once we get funding



## **Our Mission**

Providing 24/7 affordable emergency medical services to the rural people.



## **Our Vision**

Reaching every rural doorsteps with affordable healthcare.



# \$2,730 USD

## Low-Cost Mini Ambulance



We came up with a simple and most affordable solution to this problem. We designed a mini ambulance by modifying local CNG auto rickshaw. With an average speed of 60 km/hours, this tricycle ambulance has all the basic medical equipment to save a life!

This ambulance cost only \$2,730 USD; that's 10 times cheaper than the regular ones. And its mini size allows us to reach the narrow village roads where regular ambulance can't!



Wheel Mechanism

Spring  
Suspension



## How We Work

With every ambulance there are three Emergency Medical Service teams. Each team contains one first aid trained driver and a trained paramedic. One team will be working in an 8 hours shift.



## Each Ambulance

Emergency Medical Team

Driver

Medical Assistant

Serving Total

15-20 Villages

Response Time

20 Minutes (Max)

# Our Services

We provide two types of Services with this Ambulance.

First one is “Pre-hospital medical transportation” where we take the patients to the hospital.

The second service is “Door-step basic emergency treatment” where we provide treatment right at the patient's home.

We also provide “Monthly Ambulance Subscription Package” for the rural hospitals that do not own any ambulance.



# 1 Pre-Hospital Medical Transportation

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Let's say Taslima Begum is expecting her first baby. When pregnancy cramp starts, in the current situation- she has to visit the hospital with a local vehicle. If she wants an ambulance, she'd have to wait for hours until an ambulance comes from far District City charging around 25-30 USD. With SafeWheel, now Salma can easily get an ambulance within 20 minutes charging only 7 Dollars for the service.



## 2 Door-step Basic Emergency Treatment

Here's Salma, had a minor injury in her hand. She doesn't require visiting hospital, but needs three stitches in the injured place. In the current situation, she has to visit a local medicine seller who doesn't have any academic knowledge. These "experts" charge a lot, and at times provide wrong treatment.

With SafeWheel, her treatment is just a call away. Our Paramedic will visit her home and provide treatment at a very affordable cost.



### 3. Ambulance Subscription Package for Hospitals



10,204

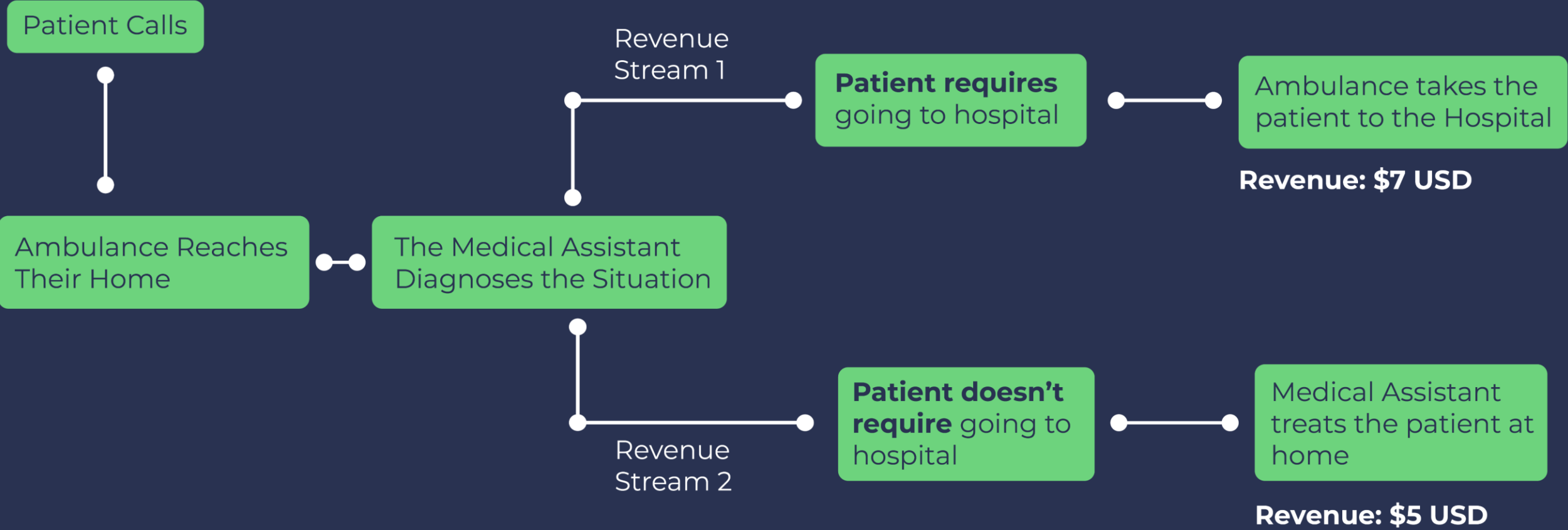
Number of Hospitals

88%

Without Ambulance

There are around 10 thousands hospitals in the rural area of Bangladesh and 88% of them do not own any ambulances. With a subscription fee of only \$100 USD, they can use our ambulance to transport their patients from Hospital to Patient's Home.

# Customer Journey Map



Every ambulance comes with separate phone number that belongs to the driver. Once we have a significant number of ambulances, we will be going for central call centers with emergency dial up.

# Monitoring & Quality Control

## GPS Tracking



- ▶ **Operation Efficiency**
- ▶ **Service Monitoring**
- ▶ **Database**

To ensure quality service and to monitor the drivers, we have tracking device in the ambulances. This allows our monitoring team to observe and smoothen the on-ground operation. Along with this, we are developing an Intranet mobile app for smoothening the account keeping and internal communication. Both of this generates tons of valuable data that can be used to take better business decisions and healthcare policy decision.



- ▶ **Efficient Accounts Keeping**
- ▶ **Internal Communication**
- ▶ **Valuable Data Generation**

**Intranet Mobile App  
For Ambulance Staff**

# Monthly Revenue Structure for One Ambulance

	Revenue Per Service	Expected Number of Service Monthly	Revenue Generated Monthly
Regular Ambulance Service	<b>\$7 USD</b>	<b>90</b>	<b>\$630 USD</b>
Doorstep Medical Treatment	<b>\$5 USD</b>	<b>150</b>	<b>\$750 USD</b>
Ambulance Subscription Fee from Hospital	<b>\$150 USD</b>	<b>3</b>	<b>\$450 USD</b>
		<b>Monthly Total Revenue:</b>	<b>\$1,830 USD</b>

# Monthly Cost Structure for One Ambulance

<b>Revenue</b>	<b>\$1,830</b>
Cost of Service	\$204
Fuel	\$ 91
Maintainance	\$ 60
Medicine & Equipment	\$ 53
<b>Gross Profit</b>	<b>\$1,626</b>
Gross Margin	88%
<b>Operating Cost</b>	<b>\$1,014</b>
Salary	\$ 888
Marketing	\$ 81
Miscellaneous	\$ 45
<b>Operating Profit</b>	<b>\$612</b>

# Unit Economics

# | Breakeven for one ambulance



**USD \$2,730**

Cost of Ambulance



**USD \$612**

Monthly Profit



**5 Months**

Breakeven period



**Safe**

**Affordable**

**Prompt**

**Safewheel provides affordable and fast Emergency Medical Service (EMS) to the rural community of Bangladesh on 24x7 basis.**

**Safewheel responds 3 times faster than the regular ambulance company, and charges 7 times cheaper!**

**Our promise is to reach the patient within 20 minutes after the call.**

**And most importantly Safewheel mini ambulance can reach almost any narrow village road anytime! Our trained medical assistant is always on board to serve the patient.**

# VALUE PROPOSITION

**Our customers** are the villagers. Irrespective of social class and economic background, whoever living in the village is our customer as there are no other better alternative than us in case of charge, response time and medical attention.

**To know more about our customer-** their thoughts, their feelings, their emotions - we have designed a two week long **“Empathising the Customer” program for our management employees and marketing officers.** This is a program where an employee lives two weeks in the village as a part of an assigned family. He/she then interact with them, be a part of the community. All of our Co-founders went through this program.

**Total TG Population: 105 million.**  
**Total Geographic Area: 68 thousand villages.**  
**Annual Market Size: 49 million USD.**



# Customer Relationship

# Safety Maintenance

With the collaborative efforts of engineers, doctors and industry experts we have designed a Standard Safety code.

Our monitoring team make sure the vehicle meets this standard. Failure to do so requires the vehicles to be sent to the facility where each ambulance is improved and tested again and sent to the operations after passing the safety criteria.



## Fitness of the Ambulance

We have a group of voluntary mechanical engineers paying monthly visit to the field of our operation. During the visit they test the vehicles and prepare a grading report.

We immediately send those vehicles to our partner workshops for fitness regaining.



# Strategic Partners

As we serve the rural community, we work together with the NGO, community organizations, religious organizations and local medical colleges and hospitals. Currently the Local government division is supporting us as operations partner. We also are a part of Hult Prize Foundation global network for mentorship, guidance and other support as we became champion in the Hult Prize Shanghai Regional Competitions. We also are a part of few startup networks in Bangladesh.



**Mohadevpur Upazila Parishad**  
**Local Government Division**  
People's Republic of Bangladesh

HULT  PRIZE

**YY GOSHTI**

 **LightCastle**  
*Partners*

# Marketing

Our biggest advantage as social enterprise is people. Almost everyone in the community works as our ambassador. Hence, the core of our marketing philosophy is word of mouth. We mainly target a few platforms where majority of the villages can be reached with minimum effort



## Village Activation

Villages activation includes village miking, puppet shows, and BTL activation in the village fairs.



## Institutional Marketing

We partner with religious institutions, educational institutions, and other local organizations and their spokesperson becomes our volunteer ambassador to that village as they have influence in the locality. We give the school students bag badges written our phone number.



## Marketing by our Staff

Our drivers and medical assistants are recruited from the villages where we operate. So people from that village know our employees and this works as our promotion.

# Safewheel So Far



**10** Ambulances

**1,203** Patients Served

# Safewheel So Far (cont.)



**12** Drivers

**8** Medical Assistants

**3** Operations Executive Employed

# Safewheel So Far



**180** Villages Reached

**Over \$6,000** Revenue Generated

# Meet Our Team



A trained first responder, experienced in business development, community organizing, charity organizing, HR management and facilitating.

**Rafiq Islam**

Chief Executive Officer



A business graduate, experienced in financial strategy, design thinking, project management, operations, and business development.

**Faysal Islam**

Chief of Business Development



An engineering graduate with years of experience in operations for both for-profit and non-profit organizations.

**Anas Hossain Makki**

Chief Operations Officer



A campaign designer, experienced in entrepreneurship, social business, marketing strategy and design.

**Mazbahul Islam**

Director of Marketing & Outreach



A computer engineer, experienced in app development, website development, and a part of a global tech network.

**Sadat Daniel**

Chief Technology & Innovation Officer

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Along with the core management team, we have a board of advisers consisting of experts from the industry, researchers, policy makers, healthcare professionals, NGO workers and business strategists.