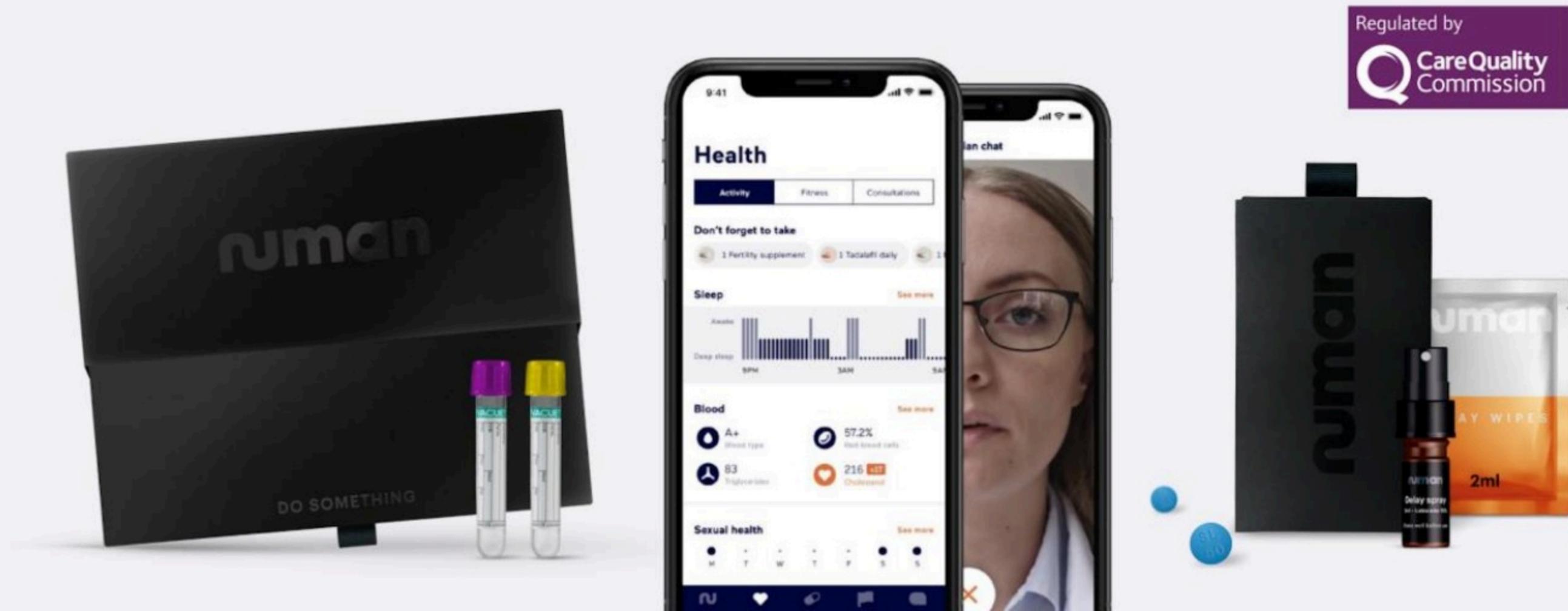
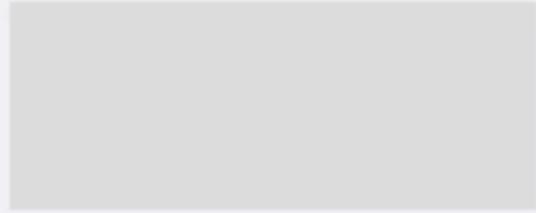


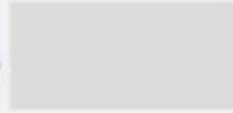
Numan is a **digital clinic** built for men.

We launched in the UK in February 2019 treating Erectile Dysfunction, Hair Loss & Premature Ejaculation

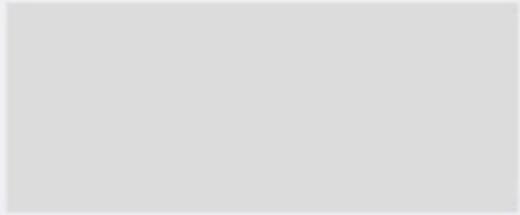




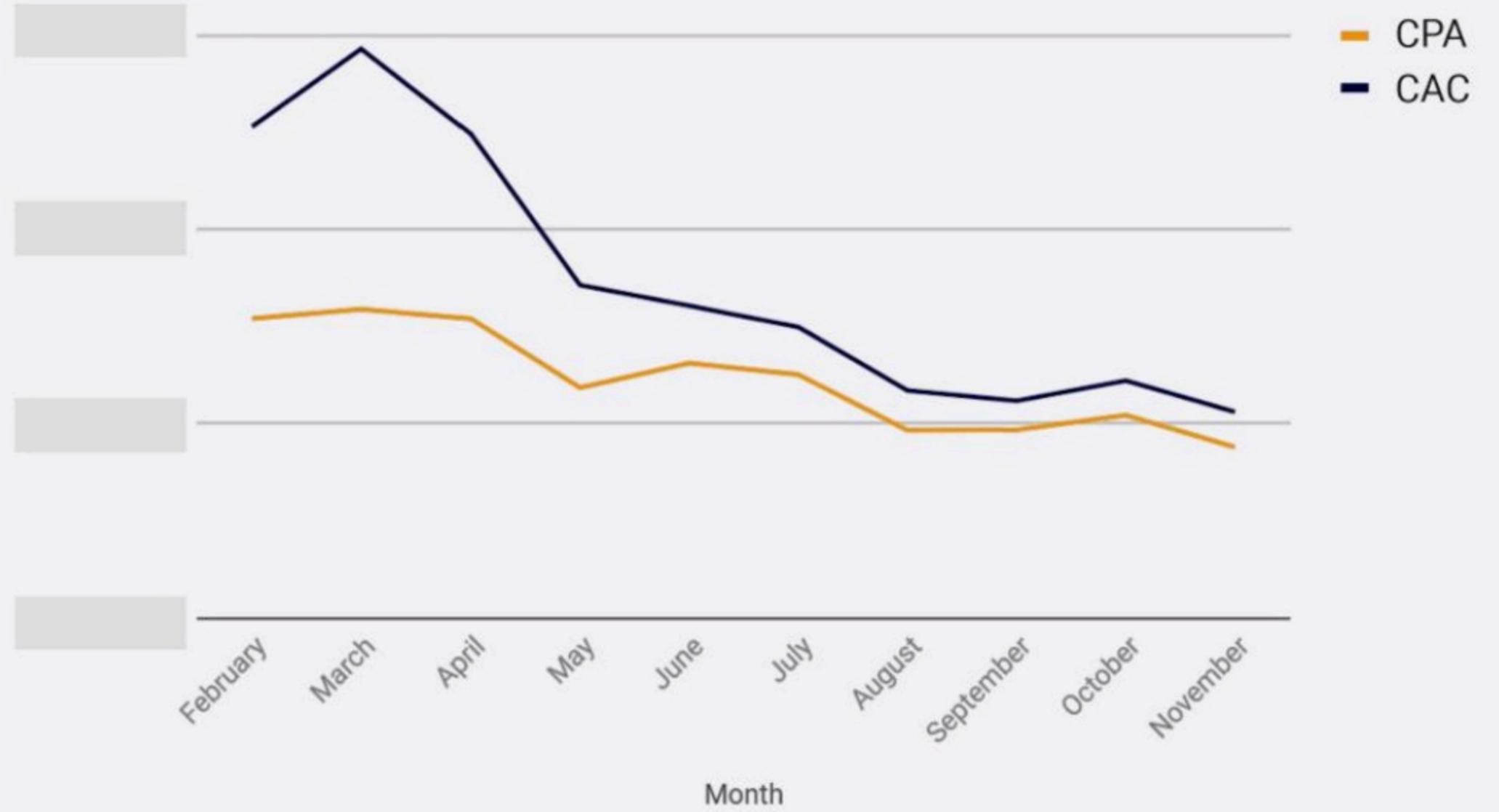
revenue increase in the last
6 months, with stable
GMII



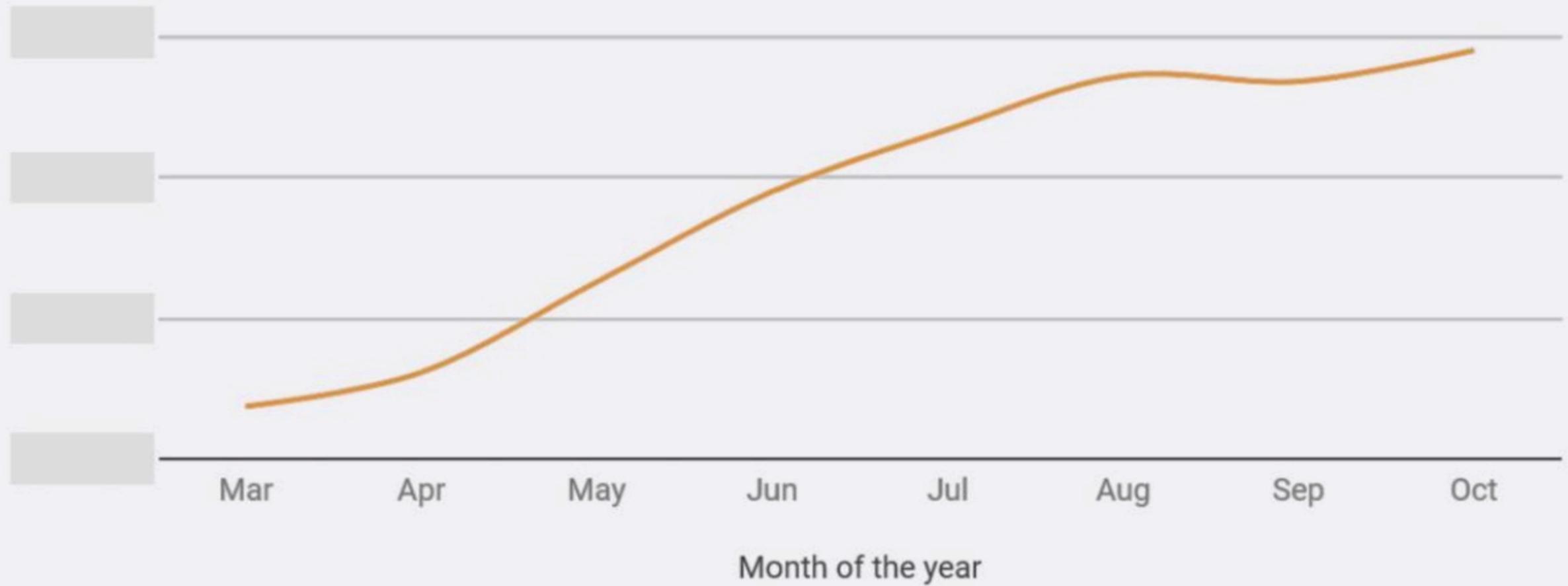
February
March
April
May
June
July
August
September
October
November



reduction in CAC



conversion increase since
launching in March



Growing **fast** in a **capital-efficient** way

EBITDA Monthly revenue



18 months after launch we achieved:

12M LTV/CAC of [REDACTED]

[REDACTED]-month payback

£ [REDACTED] M ARR

[REDACTED] paying members

We operate a **no-winner-takes-all** market where Numan is the startup with **momentum**, and incumbents are **bloated**

Public health (NHS)	Private clinics	Online pharmacy	Telemedicine 1.0	Funded horizontal startups	Funded vertical startups
<p>Free, but long-wait times, repeat visits required, and limited prescribing</p>	<p>High-quality (not always), but also high friction and cost</p> <p>Not accessible</p>	<p>Bloated large incumbents who rely on offline presence, but can't innovate or grow efficiently</p> <p>Smaller players are fragmented and lack scale and depth</p>	<p>Focused on acute care and hampered from the breadth of service it needs to provide</p>	<p>Focused on distribution of generics + building a millennial, health & beauty brand</p> <p>Lack depth of proposition</p> <p>Numan is the only CQC-registered player in the UK</p>	<p>Hard to scale multiple brands</p> <p>Difficult to create extend relationship</p>

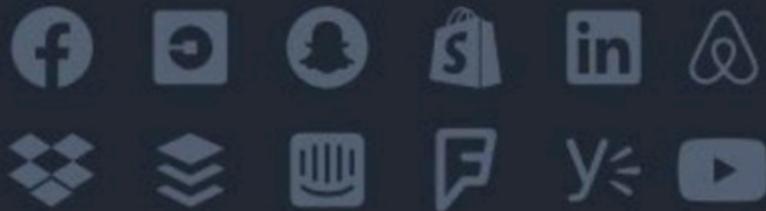
Expanding into further conditions



Building towards a platform that connects patients with stakeholders
for the development and distribution of new products

Summary

- We're creating a new **patient-led** experience around healthcare, using **taboo male health** issues as the **beachhead**
- With a **superior economic model** enabled by technology
- A solid foundation around the team, product and supply
- And an engine that can scale **sustainable growth**
- We're in the perfect position to capture the **multi-billion** opportunity in **consumer healthcare** in Europe



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