

sofía

the problem

MARKET SIZE

The Health Care market in Mexico is ~\$65 Billion USD

with a 50/50 split between public and private spend.

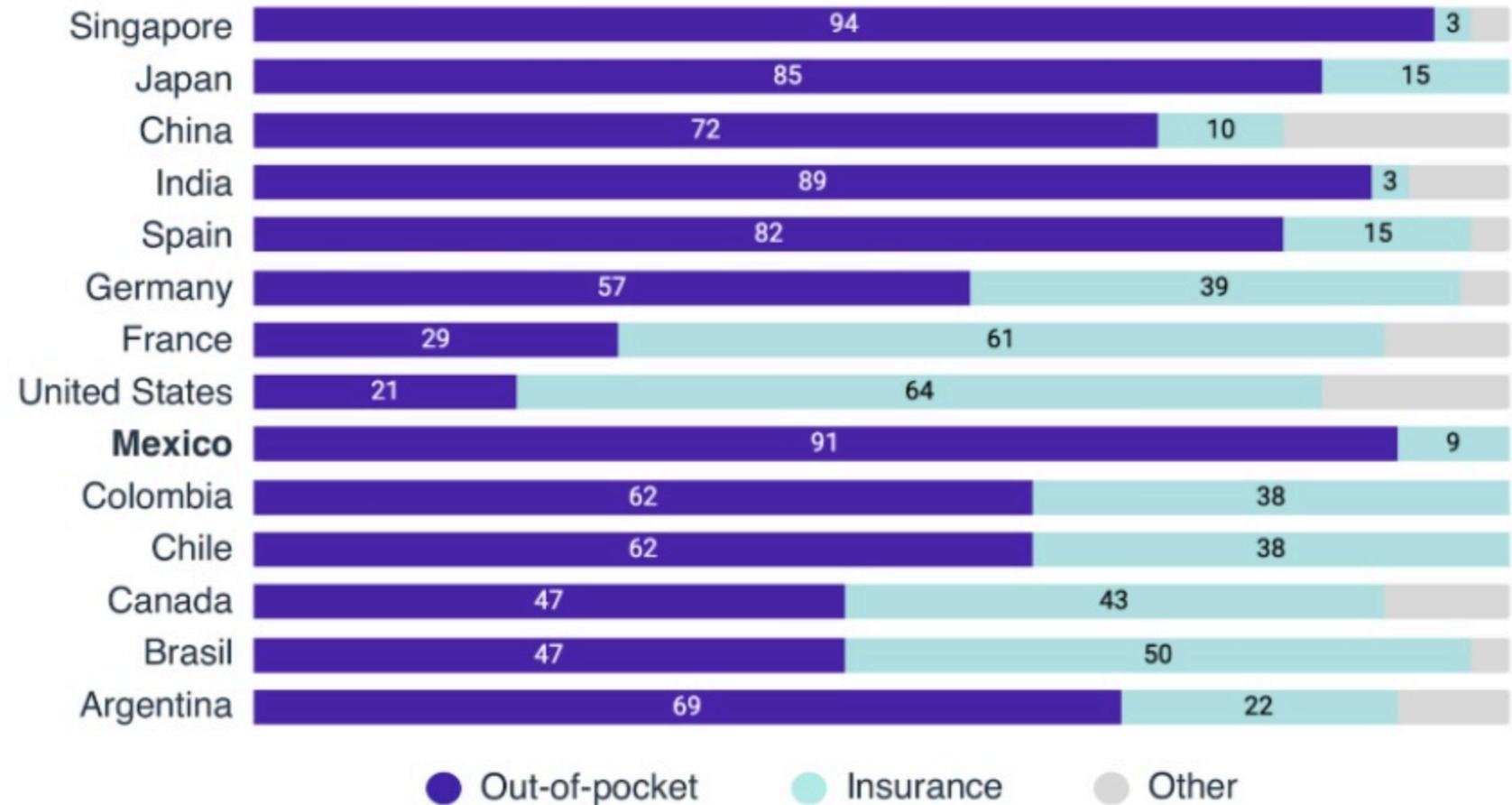


**\$65 Billion
USD**

PRIVATE HEALTH SPEND SPLIT

Only 9% of private health spend goes through insurance.

Private Health Spend by Country

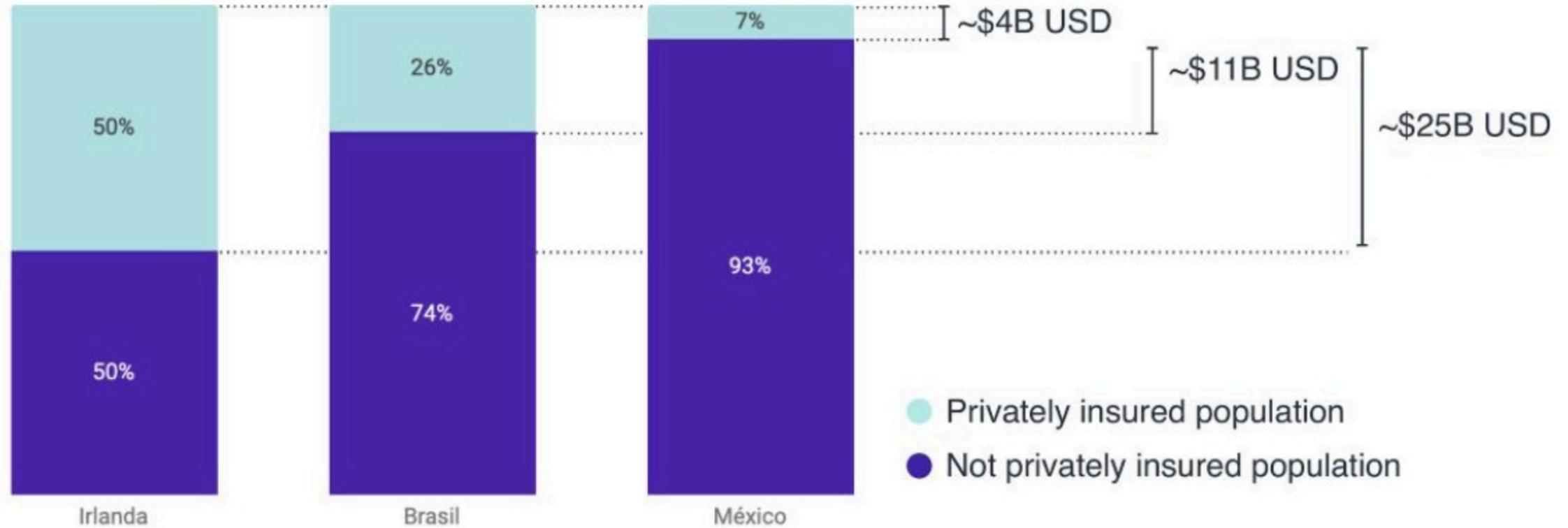


Source: Asociación Mexicana de Instituciones de Seguros

MARKET PENETRATION

There is a \$11B to \$25B latent market to be captured.

Private health insurance penetration



Sources: Agência Nacional de Saúde Suplementar, Asociación Mexicana de Instituciones de Seguros, Private Health Insurance in the European Union Report

WHY PENETRATION IS LOW

Cost, distribution, and trust are hampering market penetration.

A national survey asked:

Would you be willing to buy insurance on top of your public coverage?

58%
said yes!

Then followed up:

Why don't you have insurance?

It's too expensive.

40%

I don't know how they work or how to acquire them.

20%

I haven't been offered one.

9%

I don't trust insurance companies.

4%

It's all about:

- 💰 Cost
- 👉 Distribution
- 📖 Understanding and Trust

Source: Encuesta Nacional de Inclusión Financiera 2015, INEGI

● our solution ●

VALUE PROPOSITION

Sofía's product is a health plan that facilitates access to care and covers health expenses through insurance.



Simple

Our app offers a delightful digital experience to find care and manage their insurance coverage.



Close to our users

We will have no intermediaries; we are in direct contact with our users throughout their whole medical journey.



Complete

Our insurance plan includes coverage for preventive care, primary care, and major health issues.

CARE DELIVERY PARTNERS



Closed group of doctors to provide care.

Video consult doctors are in payroll, secondary care are fee for service.



Closed group of healthcare providers

MEDICAL STRATEGY

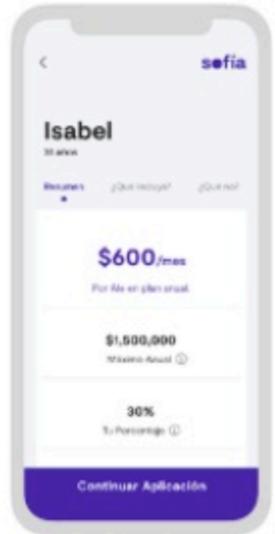
- Prioritize high value care organizations **over** brand driven providers
- Focus on measuring medical outcomes **over** quantifying medical supplies
- Episode based care **over** accumulation of fees for services
- Highly standardized procedures **over** ad hoc medical care

Progressively
moving away
from the
status quo

A suitable insurance product for Mexico's growing middle class

- **Primary Care**
Preventive Care, Video and Primary Consultations with co-payments
- **Secondary Care**
Consultations with specialists, drugs, lab tests and hospitalization, with co-insurance
- **Annual Premium**
\$300-\$500 USD /per person
- **Sum Insured**
\$50k-\$75k USD

CUSTOMER JOURNEY



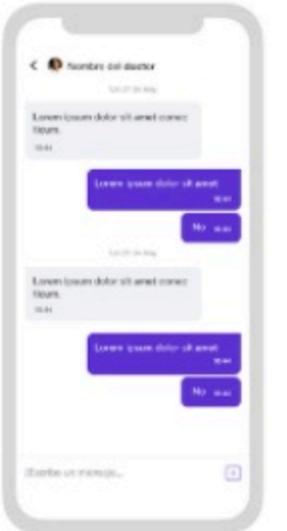
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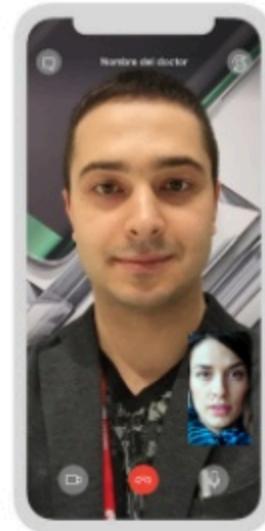
FIND CARE



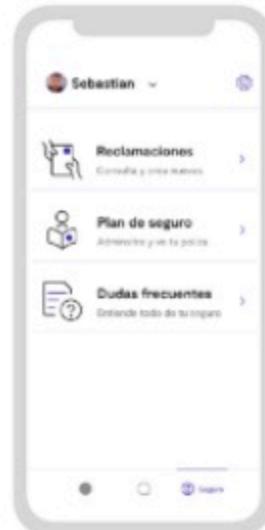
ASSISTANT



VIDEOCONSULTS



REVIEW
INSURANCE PLAN
AND CLAIMS



Direct to consumer distribution

Incumbents

- Agent dependent structure
- The broker owns the customer relationship

Sales:

- Yearly cost structure
- Intrusive sales behavior

Marketing:

- Generic Messaging
- Massive Broadcast
- Unquantifiable effect

Highly dependent on market demand, without (really) creating any additional market.

Sofía

- Direct to Consumer Model
- Sofía owns the customer relationship

Sales:

- One-off cost structure
- Responsive sales behavior

Marketing:

- Tailored content
- Digital Native
- Data driven

Educating our prospects, expanding the market size.

● our backers

INVESTORS

We are currently backed by world renowned investors.

Ribbit Capital

CAVALRY
VENTURES



Kaszek
VENTURES