

MedRadar

Connecting patients & pharmacies



The pharmacies marketplace

MEDICAMENTE COLEGIUL FARMACIȘTILOR HORĂȚIU MIREȘAN

Bolnavi disperați că nu își găsesc tratamentele. "Am mers prin 6-7 farmacii și tot degeaba"

Mirabela ȘERBĂNESCU Luni, 14 Octombrie 2024, 00:00 2340 1



APMGR COLEGIUL FARMACIȘTILOR CONSTANȚA CRIZA MEDICAMENTE DANIEL BRAN HORĂȚIU MIREȘAN

Criză în farmaciile constănțene? Nu există medicamente originale, dar nici generice

Mirabela ȘERBĂNESCU Vineri, 09 Mai 2025, 12:23 5081





Romanian patients reports medicine access difficulties

1

Unbalanced pharmacy access

- ~60 of rural population **don't have easy access to pharmacy**

+

2

Wrong healthcare system setup

- No centralized & public stock information system

=

3

Self-inflicted effects

- **Delayed treatment initiation / low treatment adherence**
- Increased spending of public healthcare system



Two dreamers took the challenge ...



Cristian Radulescu – Co-Founder & CEO

20+ years of pharmaceutical senior positions across Europe.

Re-developed Romania's largest healthcare measurement platform - securing partnerships with over 5,000 pharmacies.

Deep knowledge of European healthcare systems backed by operational and strategic expertise.



The Business School
for the World®



Daniel Gorgan – Co-Founder & CTO

Senior Software Architect and Engineering Leader with **20+ years of experience building scalable backend systems**, leading cross-functional teams, and delivering high-performance digital products across e-commerce, logistics, and SaaS.

Deep full-stack expertise and product-minded execution to fast-moving environments.



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— VIRTUTE ET SAPIENTIA



Symfony



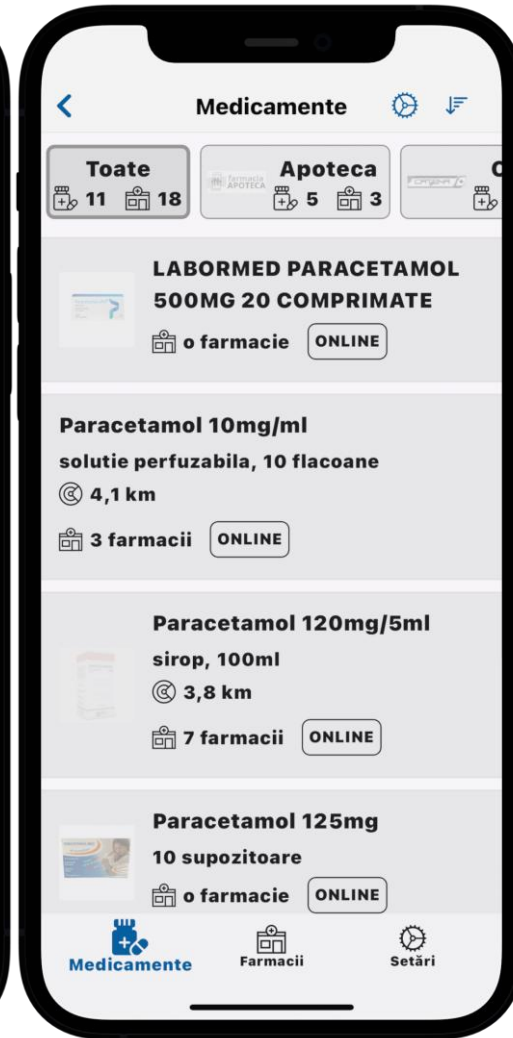
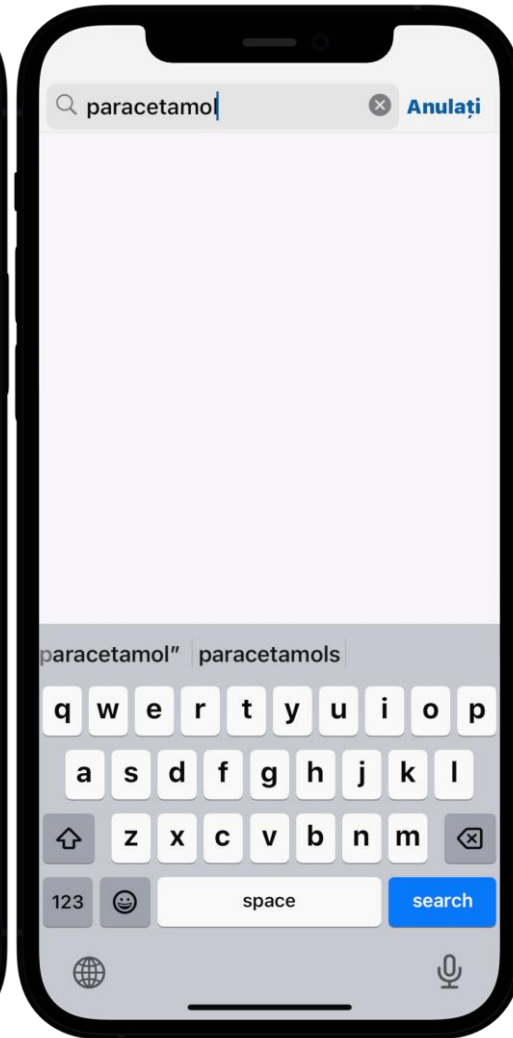
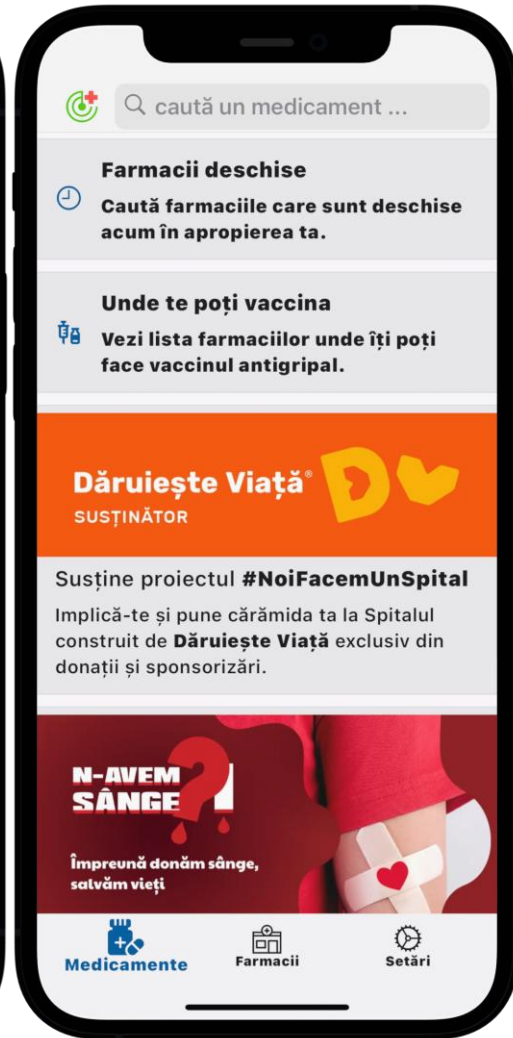
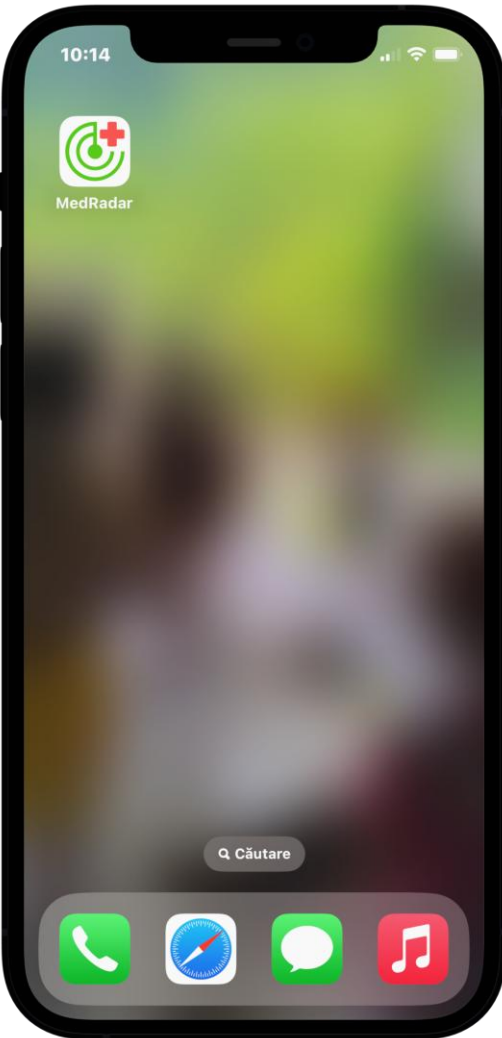
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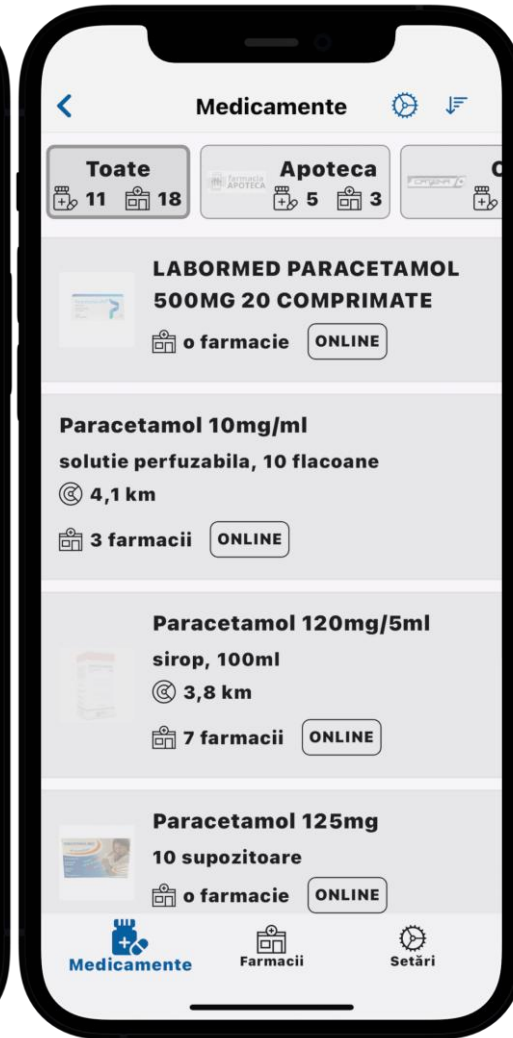
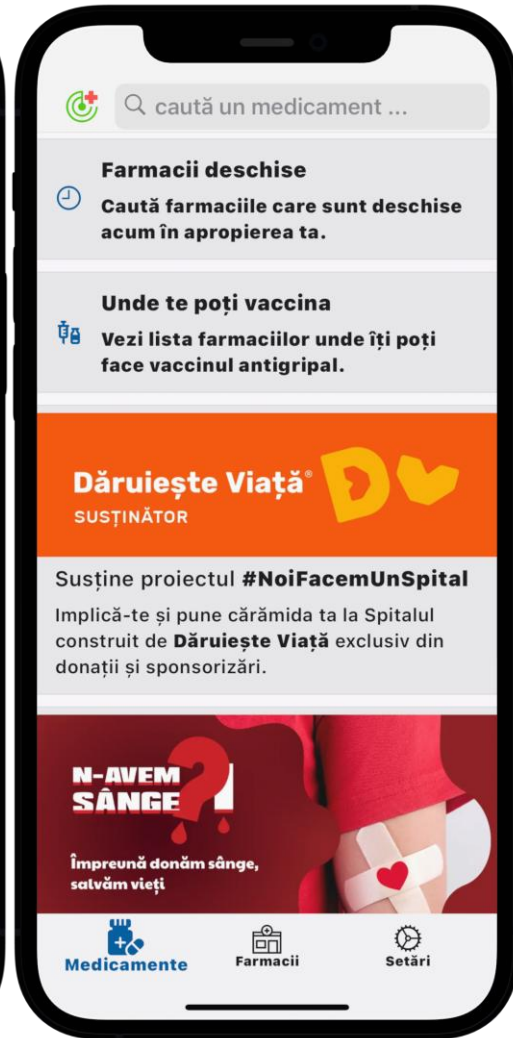
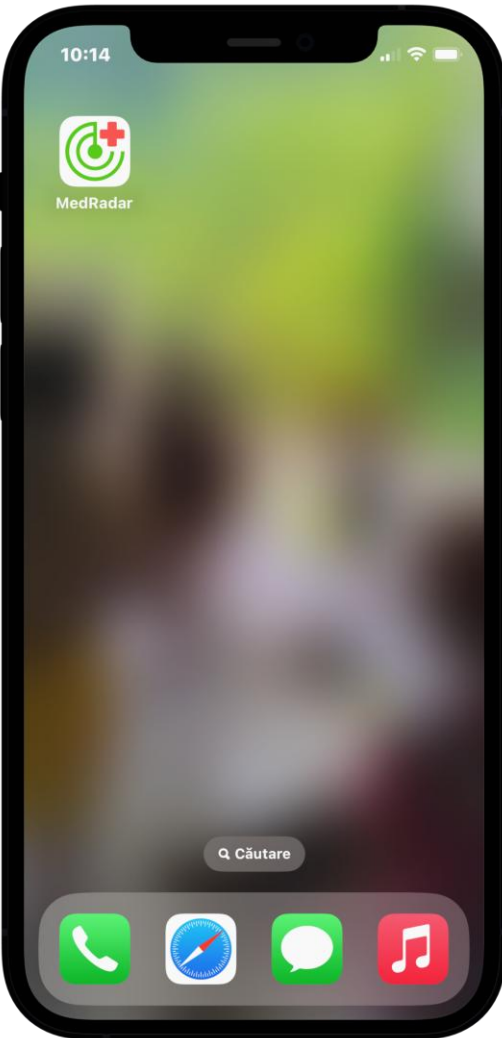
elefant.ro



... developing MedRadar. The only app connected in real time with pharmacies IT systems.

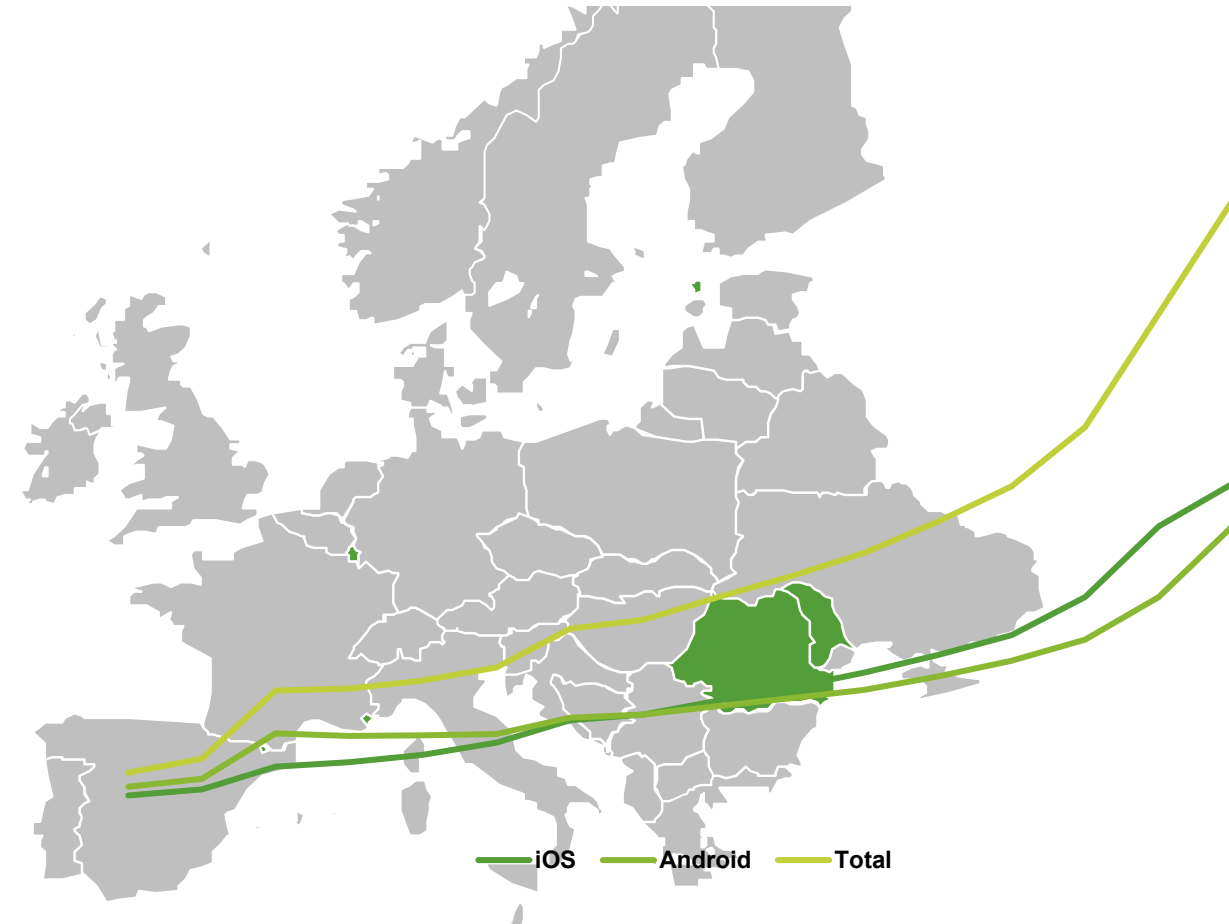


Requiring only 4 clicks and less than 1 minute to find your prescribed medicine



After 1 full year on market, we've achieved significant traction and very positive user feedback

User adoption evolution

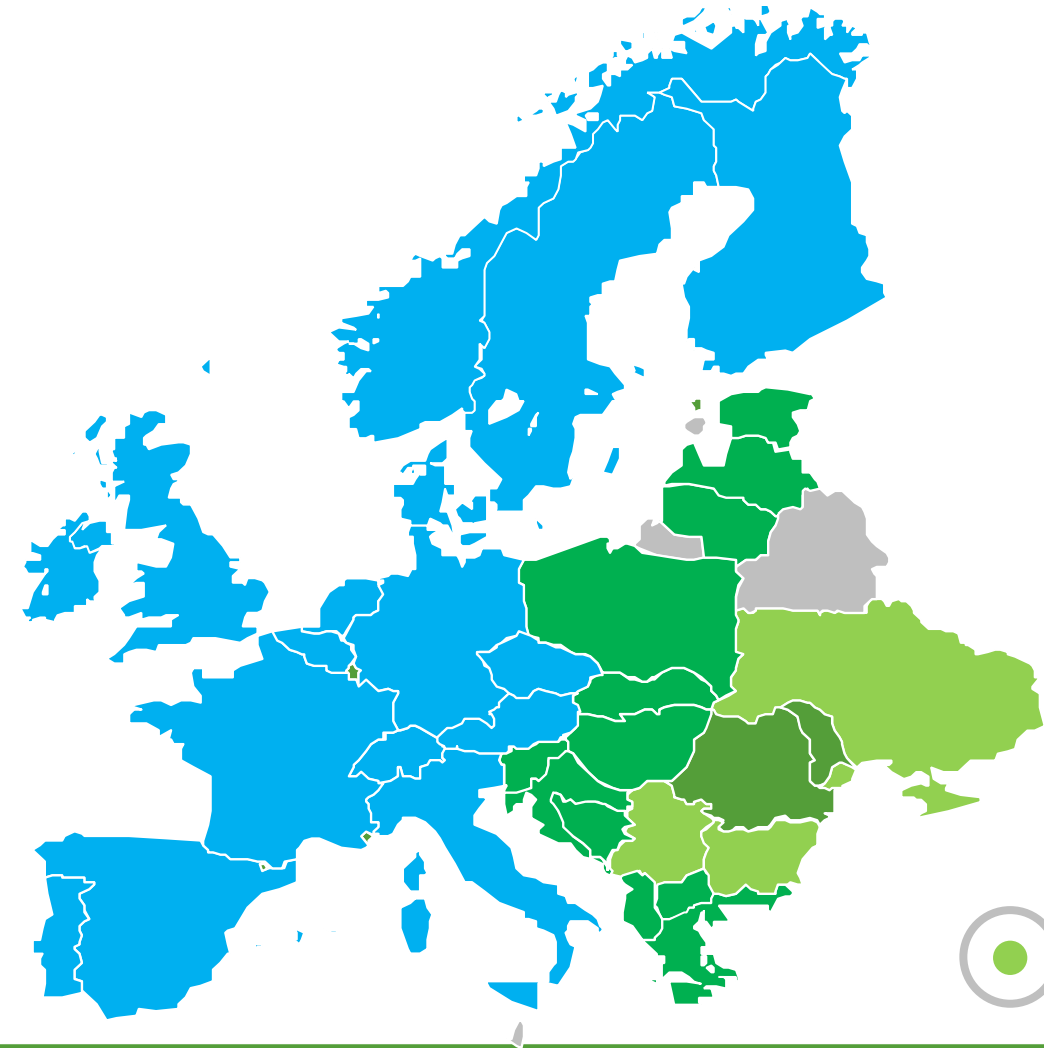


Key performance highlights

- **+56,000 monthly users**
- **~3,000 pharmacies** (out of 9,000 total) **enrolled**
- **1st most downloaded app** in AppStore & Google Play (free, medical app category) in Q1 2026
- Russian & Ukrainian app versions deployed
- In app advertising & communication enabled
- Endorsed by patients' associations (COPAC, PAVEL)
- Featured in all medical TV shows & magazines
- Fully bootstrapped 😊



The app is developed around the long-term vision of becoming a fully fledged personal healthcare assistant



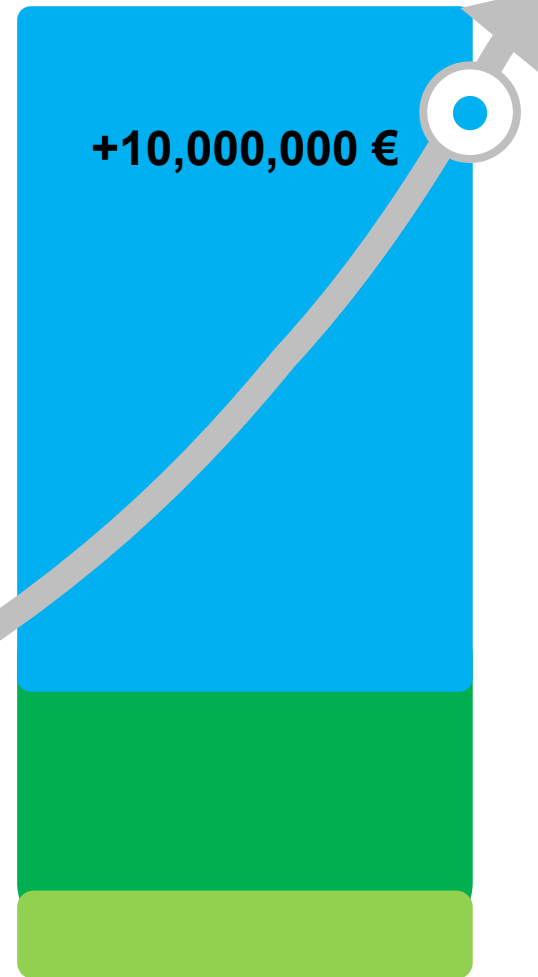
2030

Transformation

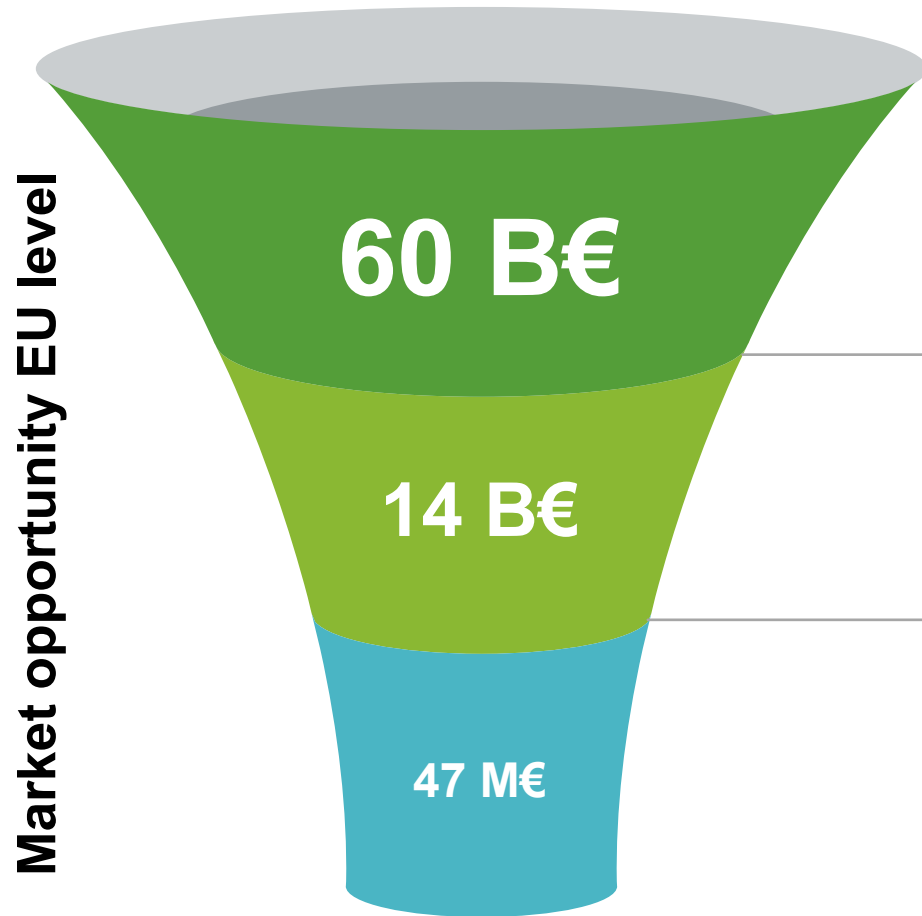
- +1M new users yearly
- European wide launch
- 30k pharmacies enrolled
- Evolve to **Patients & Physicians** healthcare portal
- Patient data co-monetization

Estimated revenue

+10,000,000 €



We're entering an immense market, with a clear, winnable entry point



Total Addressable Market

- 55 B€ advertising services
- 3 B€ medicines sales audit & patient generated data
- 2 B€ consulting services, business intelligence, patient programs

Serviceable Addressable Market





- 12 B€ advertising services
- 1,5 B€ consulting services, business intelligence, patient programs
- 0,5 B€ medicines sales audit & patient generated data

Serviceable Obtainable Market

- 42 M€ advertising services
- 3,5 M€ consulting services, business intelligence, patient programs
- 1 M€ medicines sales audit & patient generated data



Limited competition and highly regulated market represents significant entrance barriers to potential new competition

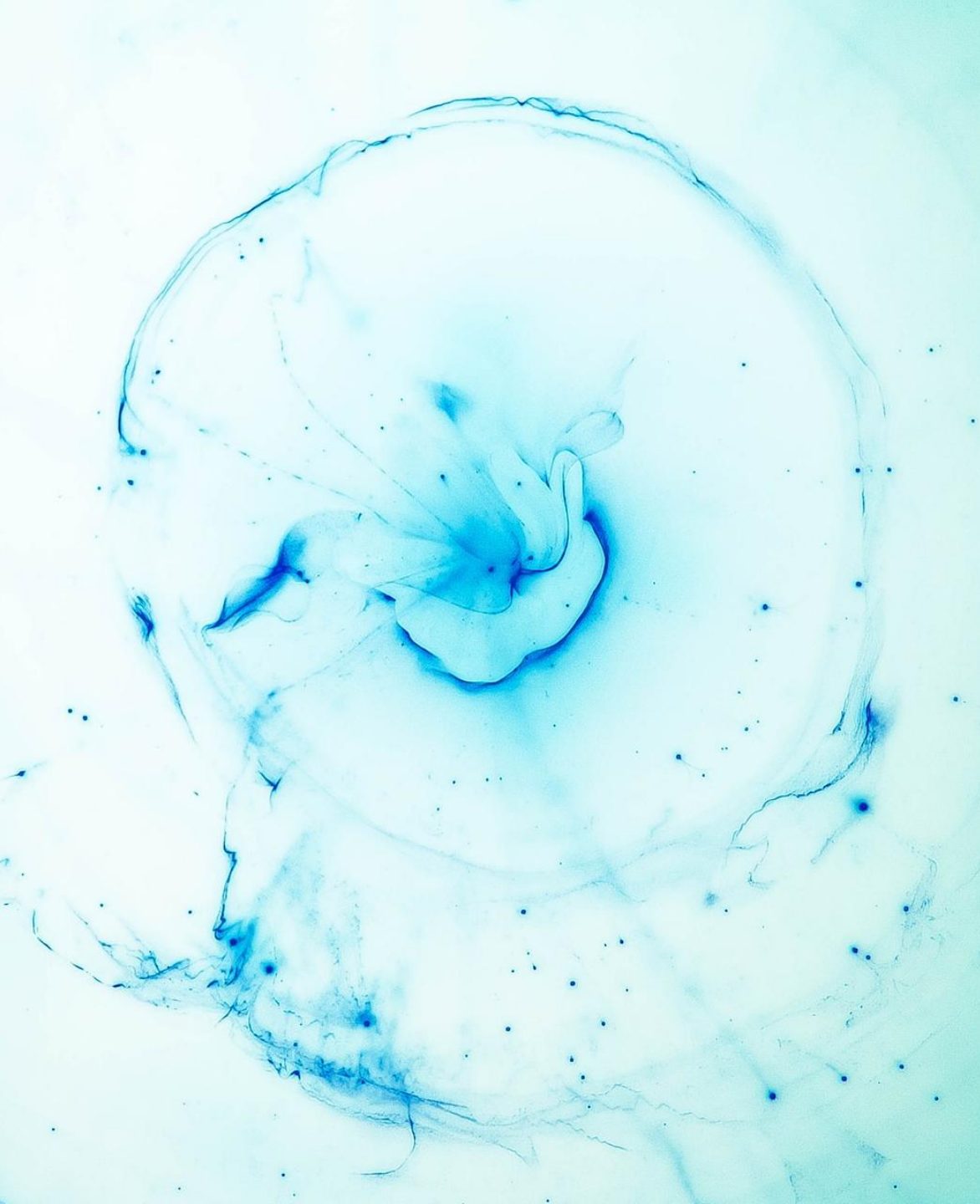
	Pharmacy API	# pharmacies	Pharmacist input required	Rx	OTC & FS	National Coverage
 MEDRADAR	✓	~3,000	✗	✓	✓	✓
 iMedico	✗	~1,000	✓	✗	✗	✓
 MEDRAZE	✗	~30	✓	✓	✓	✗
 Glovo ^o	✓	~1,000	✓	✗	✓	✓

Source: EFPIA, IQVIA, Euractiv, Global Data



We are looking for your support to help us enroll local pharmacies & chains





Join us to improve patient's lives!

***The pharmacies
marketplace***

