



CONNECT,
ORGANIZE,
REHAB.

www.fisiolink.it



Founders



**Gianluca
Florio**

CEO
25 y.o.



**Valentina
Ferrari**

CMO
29 y.o.



**Matteo
Morara**

COO
33 y.o.



Fisiodomus

The idea of Fisiolink match the common needs of three freelance physiotherapists: Me, with the scientific support of GTechnologies foundation; Valentina, representative for the italian association of physiotherapists; Matteo, founder of Fisiodomus, home physiotherapy association.



Gianluca Betti

CTO
38 y.o.

Informatic engineer, UI and Visual Designer
certified PMP



Giancarlo Gamberini

CDO
47 y.o.



Alessandro Florio

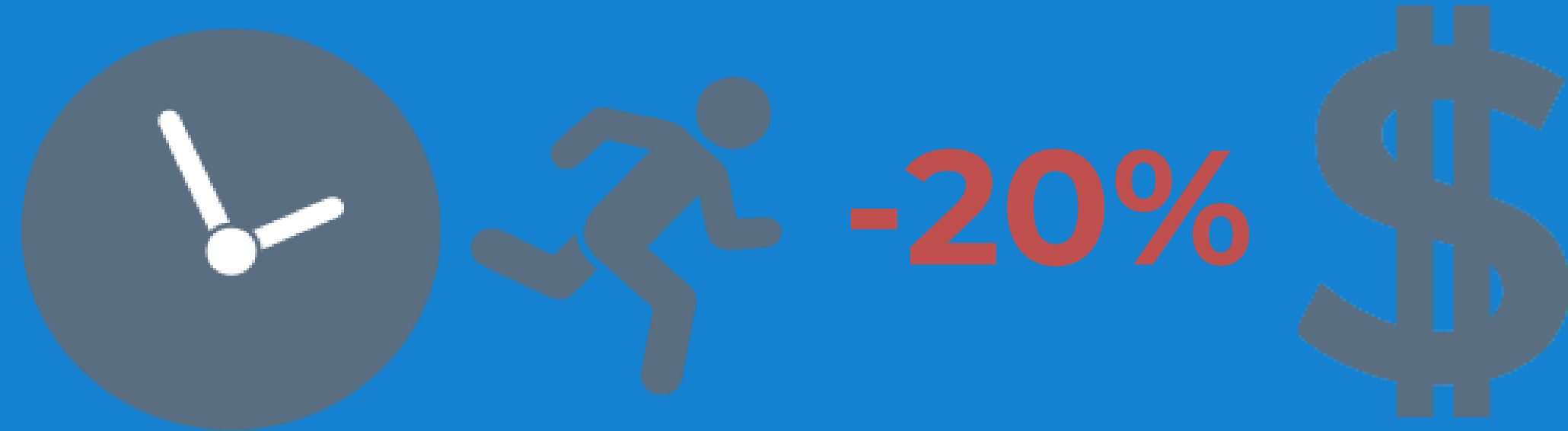
CFO
30 y.o.

Marketing
and administration

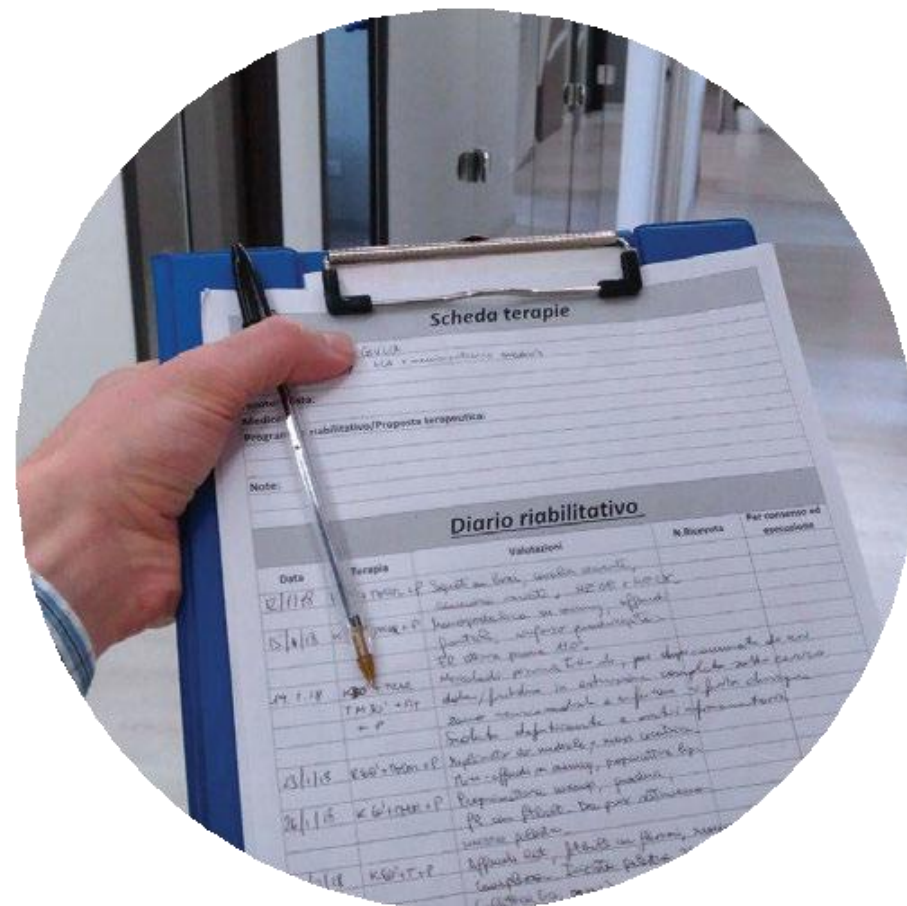
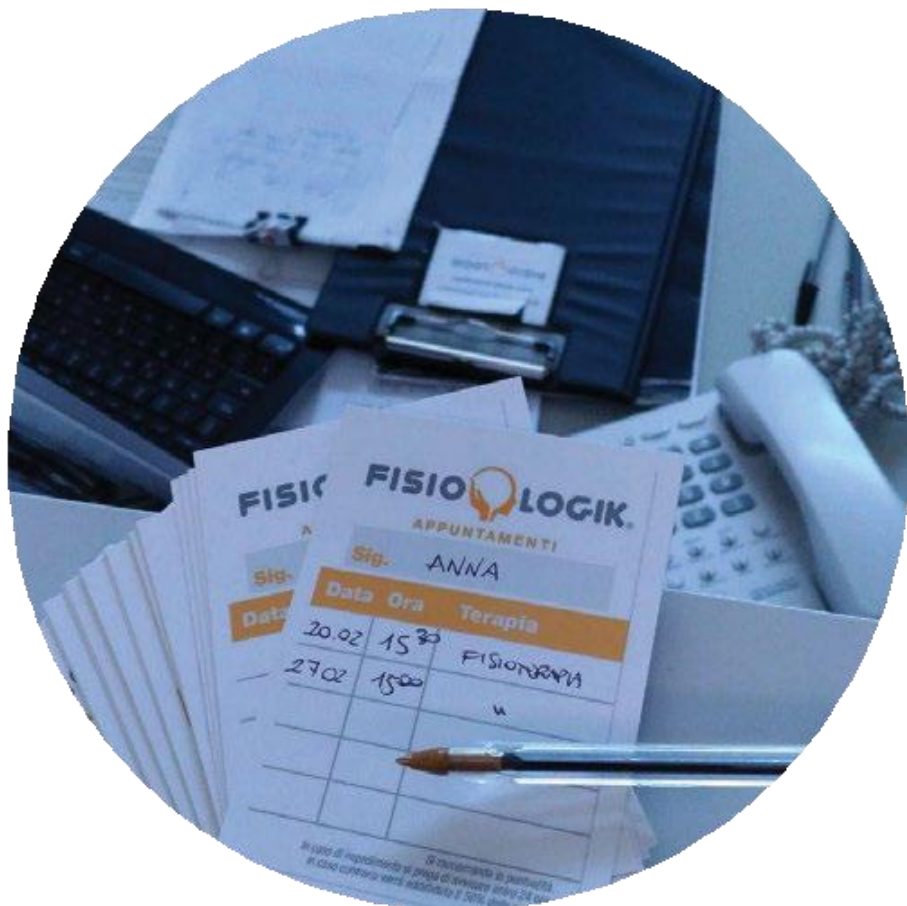
But first come the patients point of view: that's why we have in our team Gianluca, IT engineer; Giancarlo, graphic designer, and finally Alessandro for business administration.

When i started working as a freelance physiotherapist, i soon realized time is money. 20% of my time was for workflow management and patient relations.

Problem



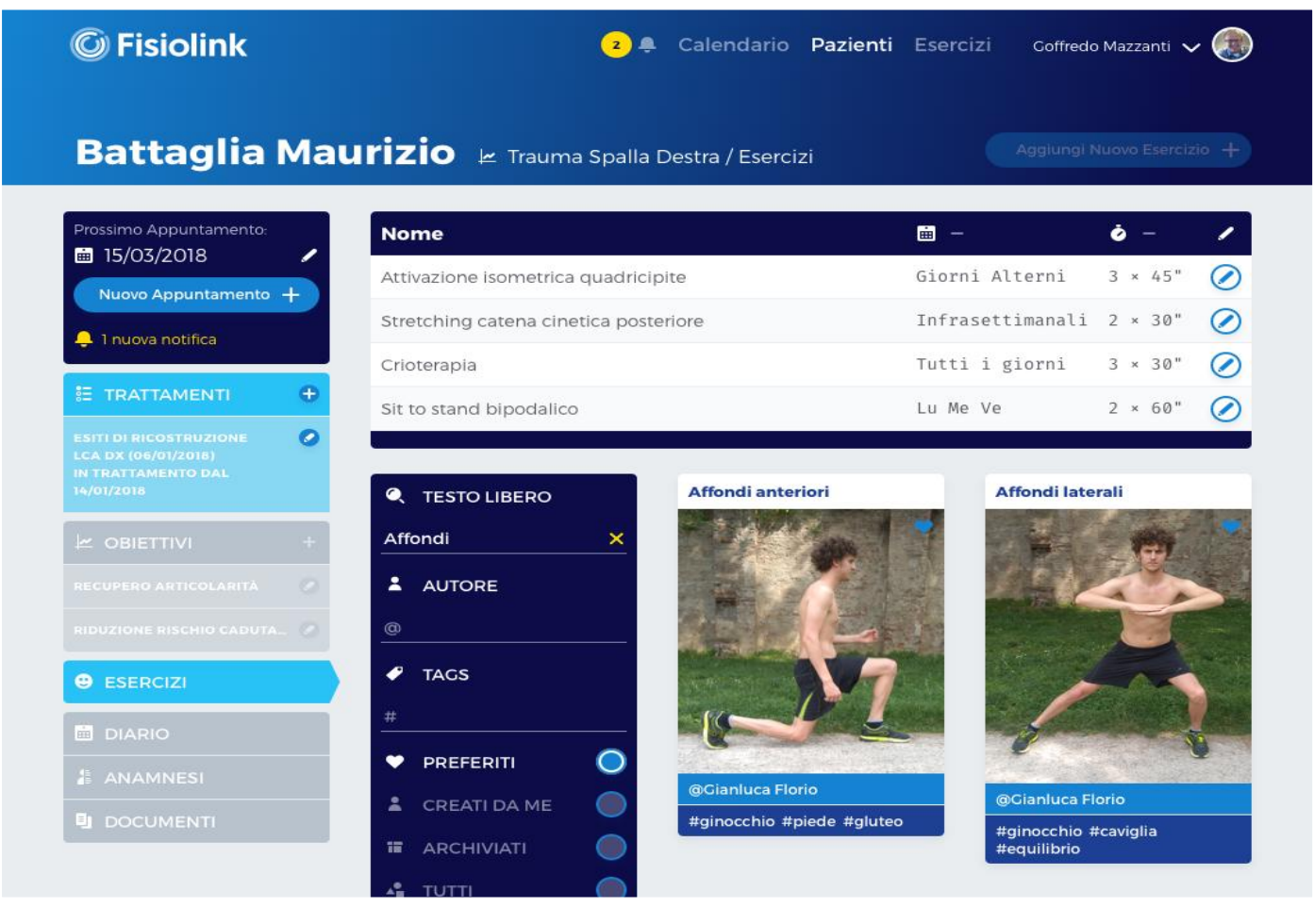
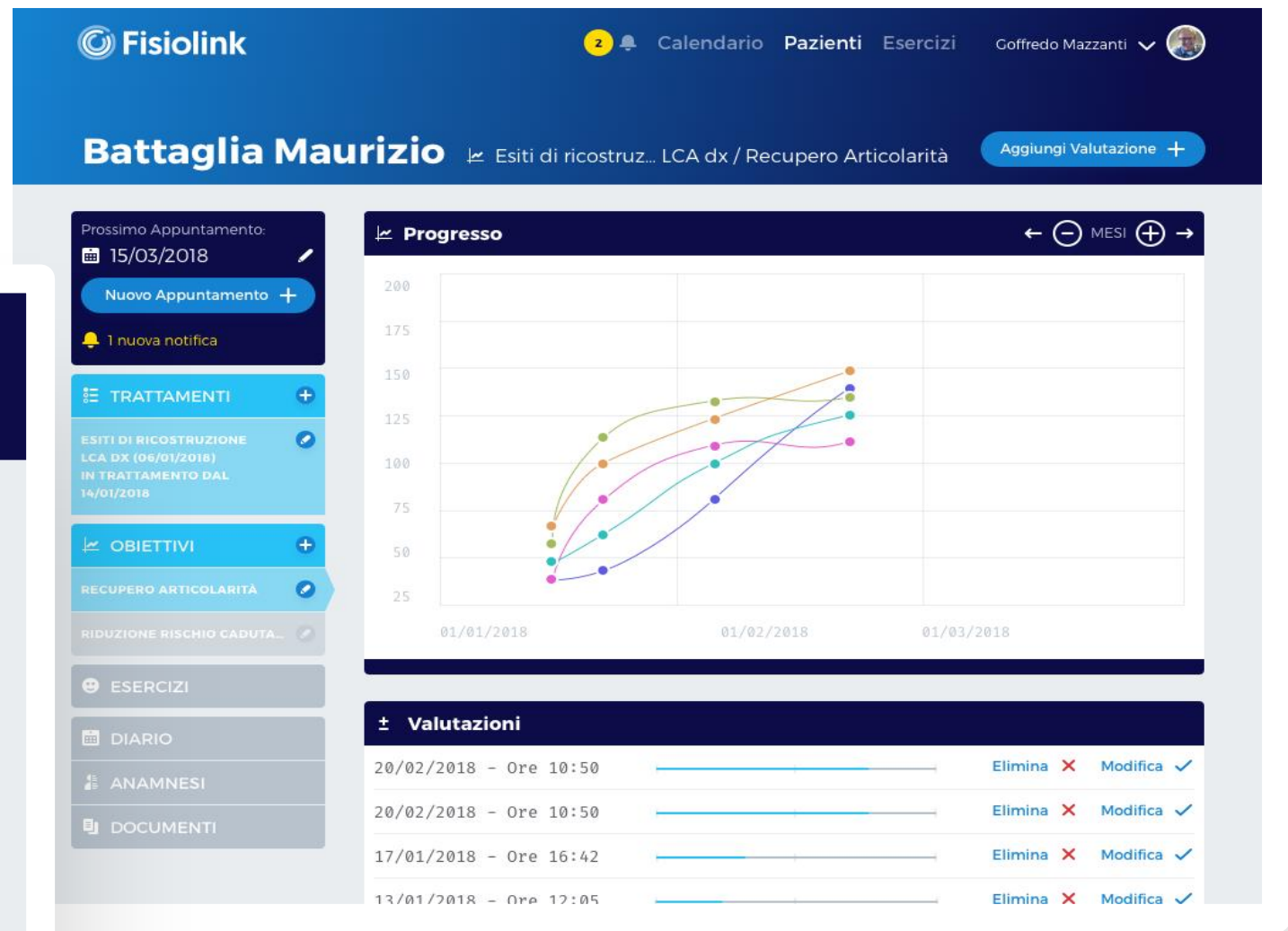
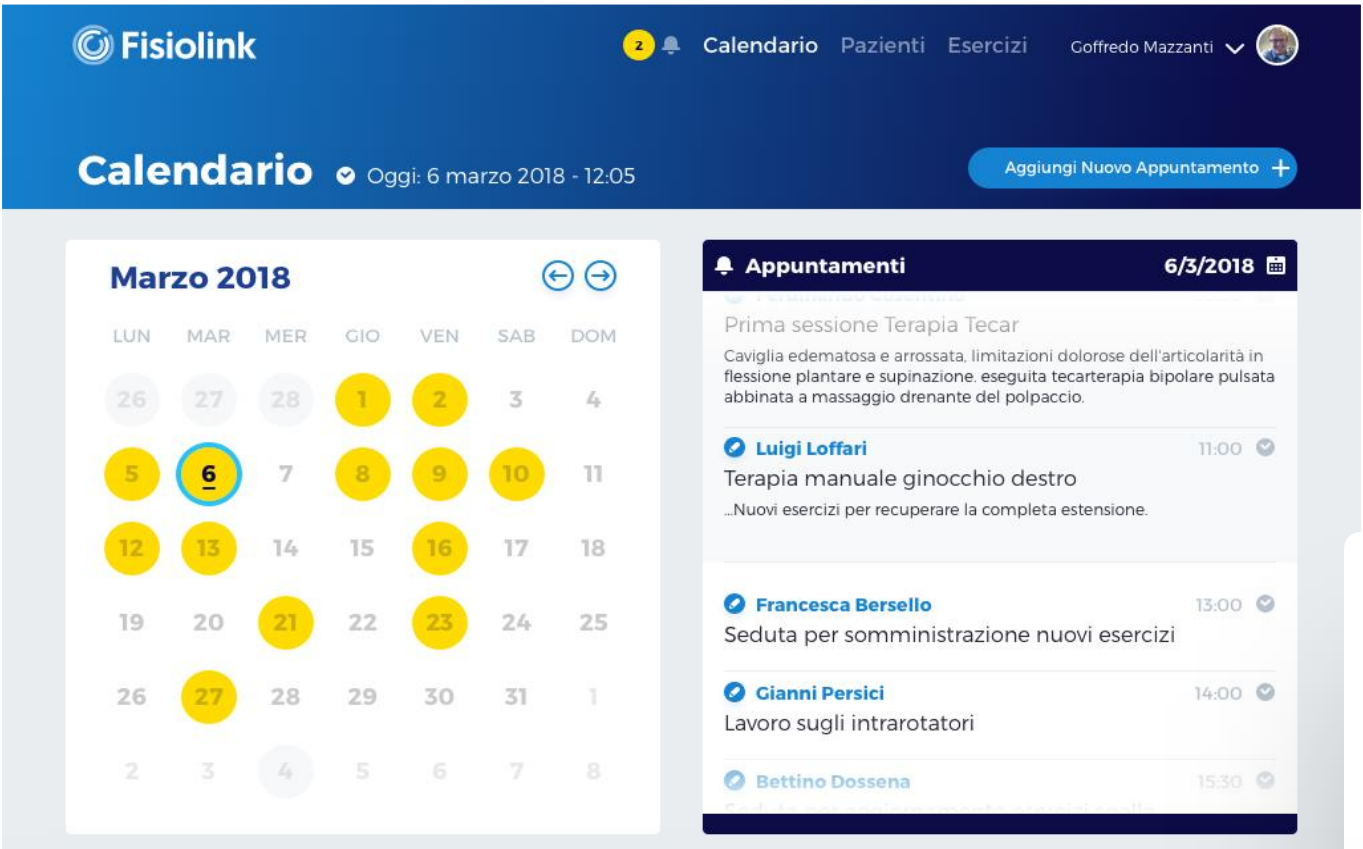
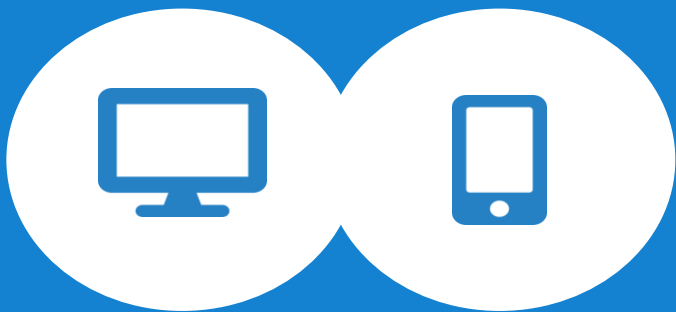
Between answering the phone, organising appointments and clinical documentation, when could I dedicate myself to my patients?



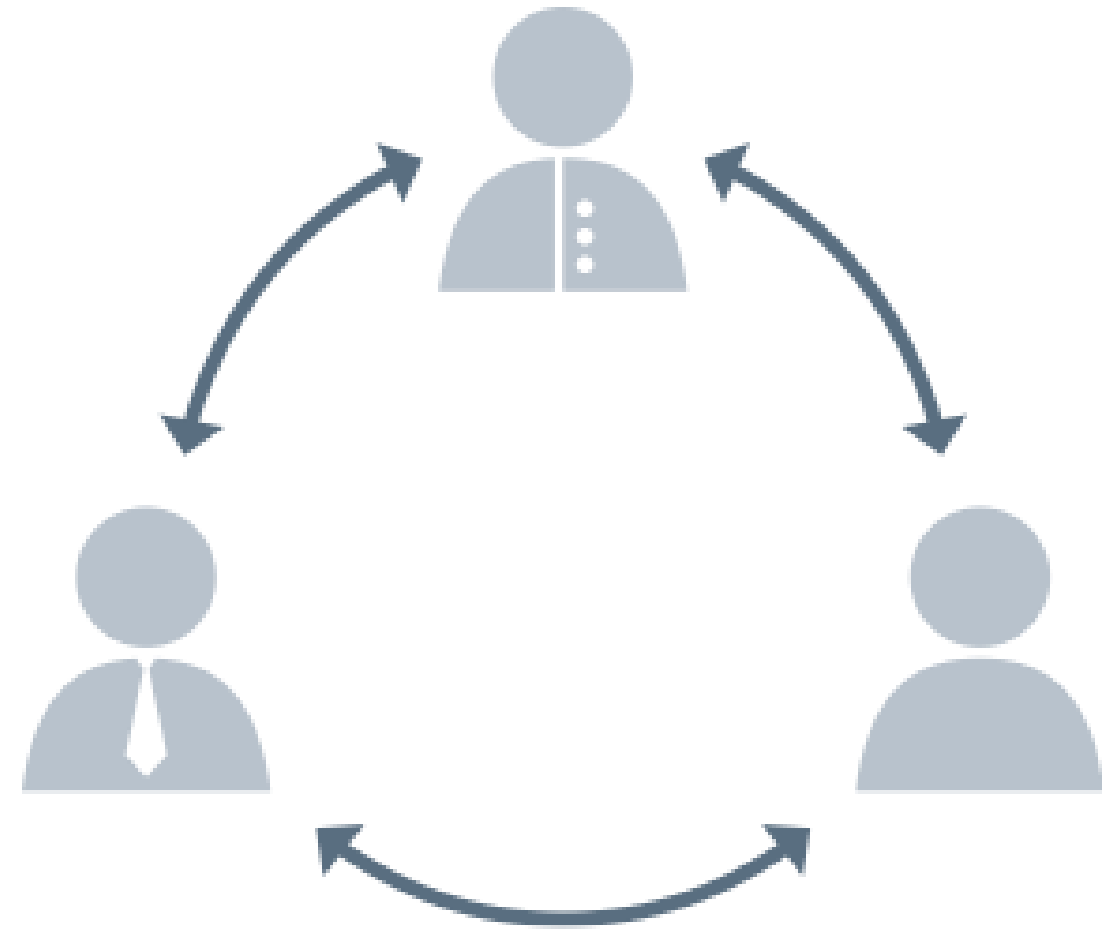
In fact, I couldn't. Up to 70% weren't even completing their rehab programs. Quite sad for a physio.

That's why we developed a web platform that allows physiotherapists to cooperate with their patients, through a shared web agenda, an electronic health record system, and a digital home exercises prescription, thanks to a free mobile app that displays real time feedback.

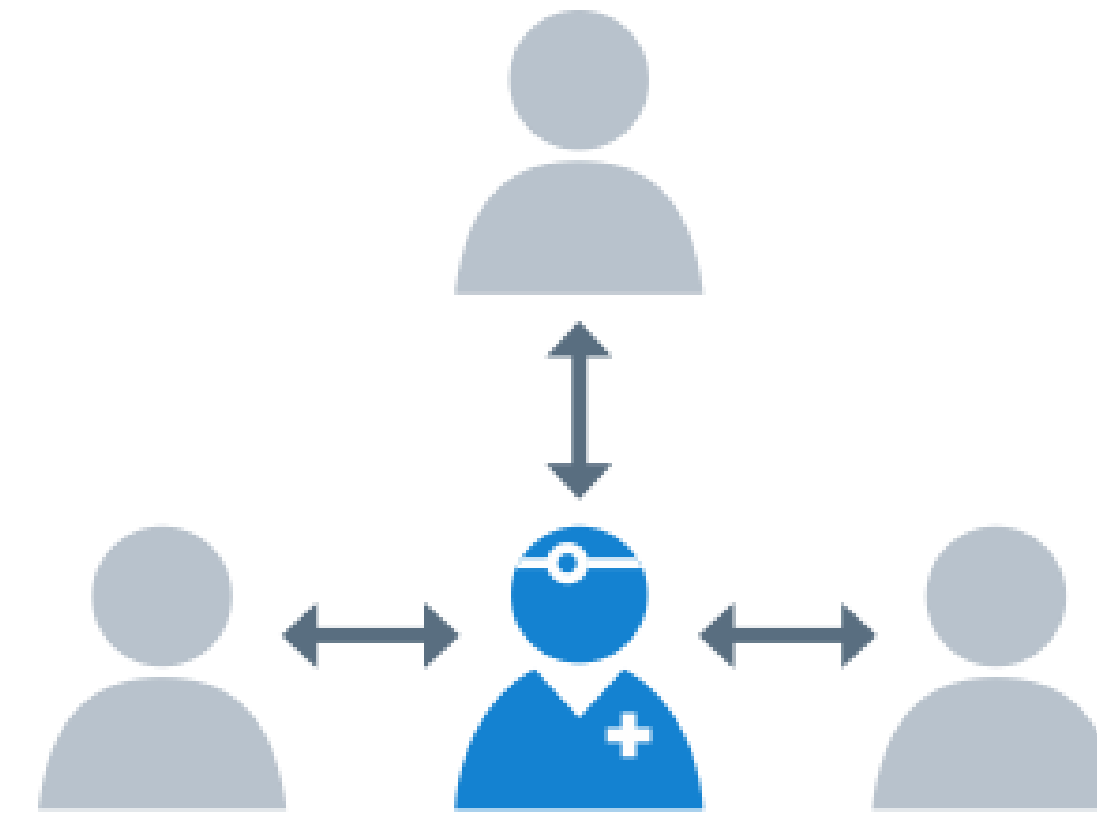
Solution



Solution



Google Drive



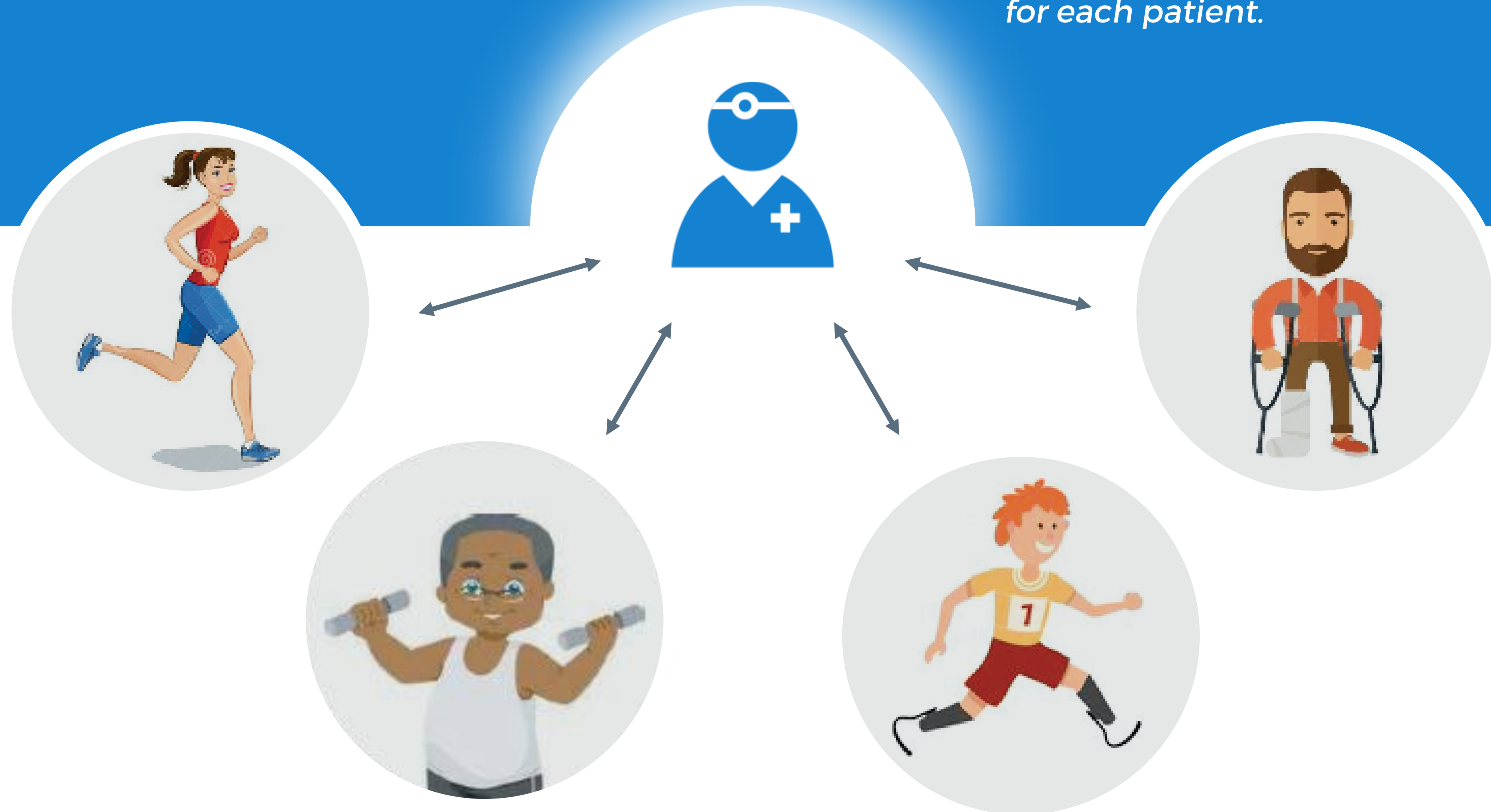
You all know how Google Drive, Slack and the cloud in general improved team work: they simplified collaboration, sharing and task organisation among the teams.

Today, with Fisiolink, we want to bring these opportunities to health freelancers and their relations with patients.

We know that every physio has different approach and different needs.

Vision

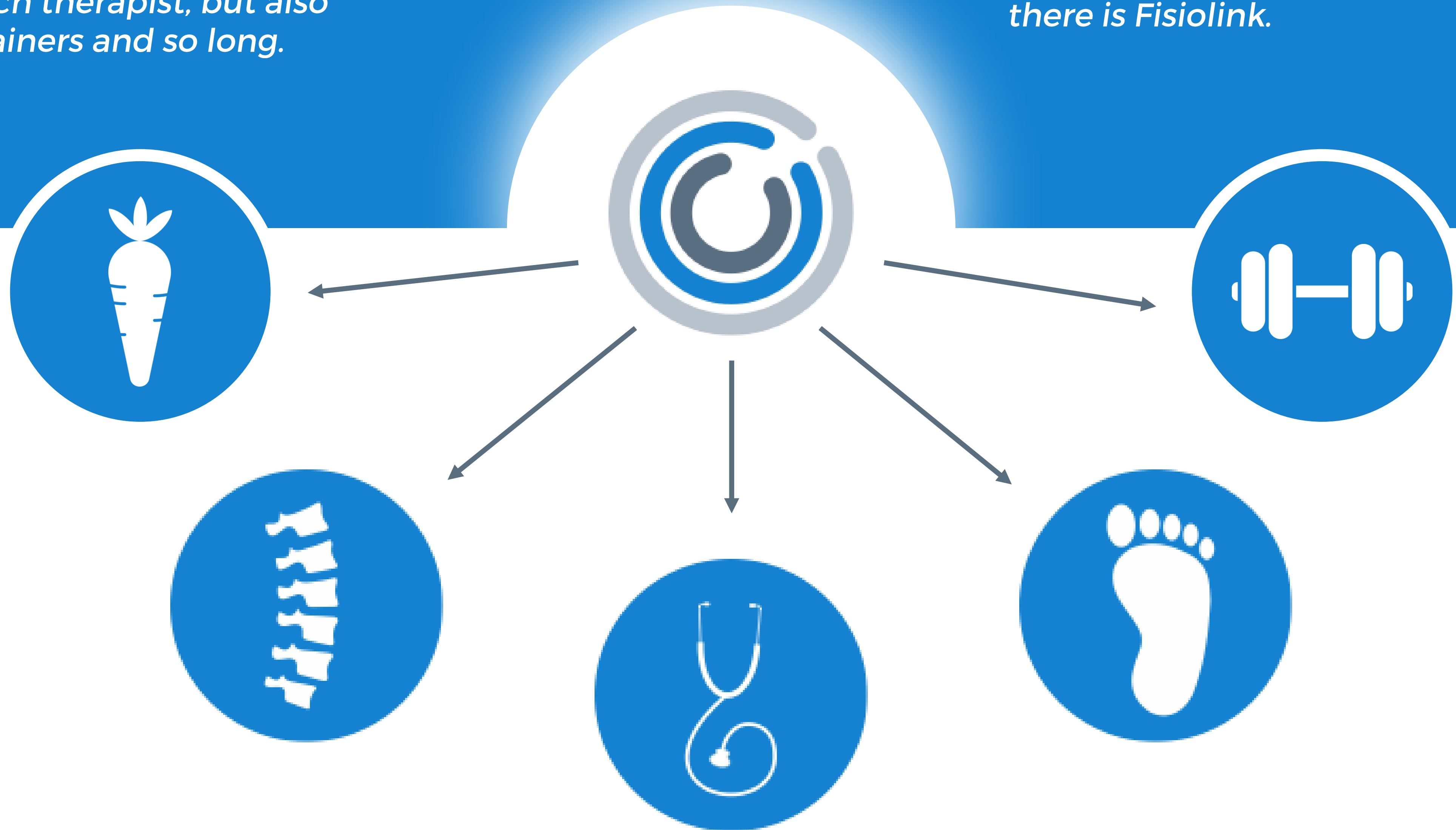
That's why the architecture of Fisiolink is highly customisable and allows to create personalised exercise programs for each patient.



As a start-up project Fisiolink is scalable because it could be adapted to many others health professions as doctors, dietis, speech therapist, but also personal trainers and so long.

Vision

Wherever there's a professional who needs to cooperate with his customers to improve his results, there is Fisiolink.



Let's start with who we know best:
physiotherapists. There are more than
half a million of us in Europe
and 65K working in Italy, most of
them as freelancers, our target.
What's more, 2500 digitally minded
new physios are entering the italian
market every year.

Market



+2500/y

Europe 553K



Revenue Model

This presents a huge business opportunity: our B2B FREEMIUM revenue model starts from a free electronic health records system.

We will charge a 19 euro-per-month fee to the physio, for unlimited connection and interaction with his clients,

and higher fees for clinics, according to size and premium services.

FREE

0€/m



ELECTRONIC
HEALTH RECORD

SINGLE

19€/m



CONNECT & REHAB

CLINIC

FROM
29€/m



CONNECT & REHAB

Financials

-2019-

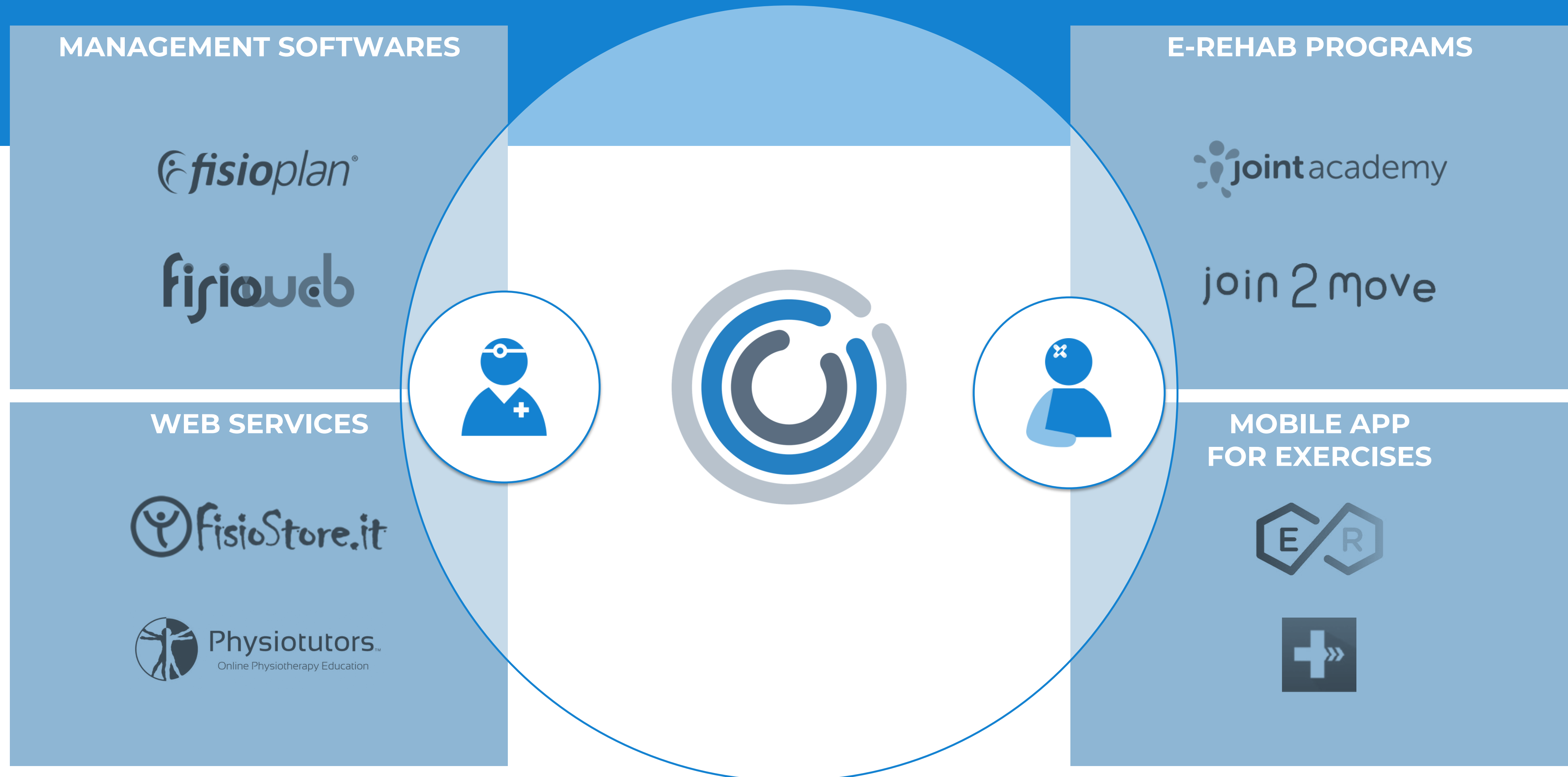


*Within 3 years, we will achieve a penetration rate of 6,5% in the Italian market.
This will generate revenues exceeding 1 million euros per annum.
To reach this objective and to finish 2019 with strong results, we need 50.000
euros in seed capital.*

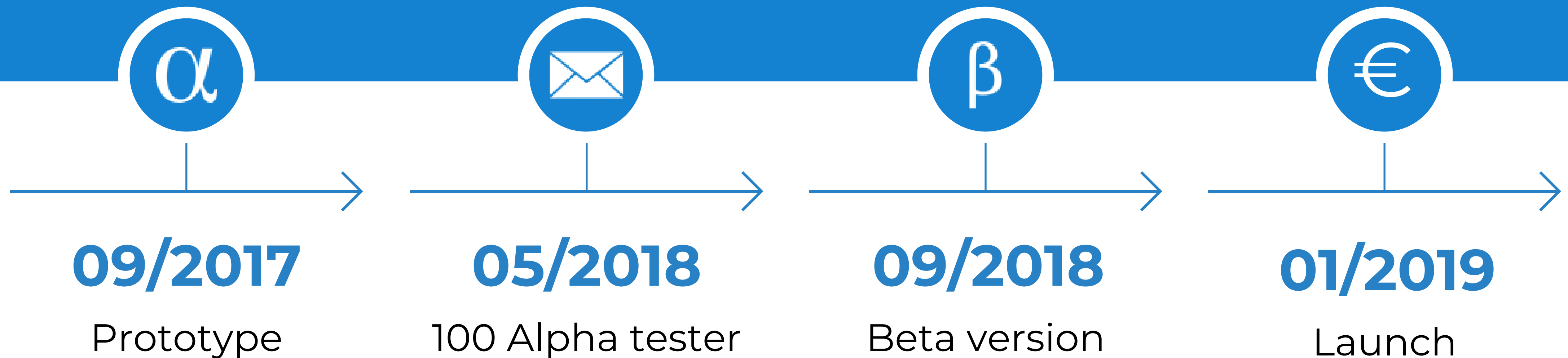
Competitors

We analysed several competitors offering either management software, web services, rehab programs or mobile apps for exercises.

But Fisiolink is the only telemedicine tool that answer at the same time to all the physios and patients needs.



Roadmap



In the first year of activity we have built and tested a prototype, defined the core functionalities and collected exciting feedbacks from physios and patients.

We reached 100 early adopters to test and optimise the user experience and in september we'll be able to undergo the open tests of our beta version launching the service in the early 2019.

Move back to health!

Fisiolink. Connect. Organise. Rehab.