



# Bubona

Affordable Veterinary Care  
You Can Count On

# Problem



## Unavailable Veterinarian

Livestock are reared in rural areas but veterinarian lives in urban areas. So on demand vet care is inaccessible to smallholder cattle farmers.



## Gender Noninclusive

More than 50% veterinarian are female who are dissuaded from private practice due to mobility and different work-life balance expectation.



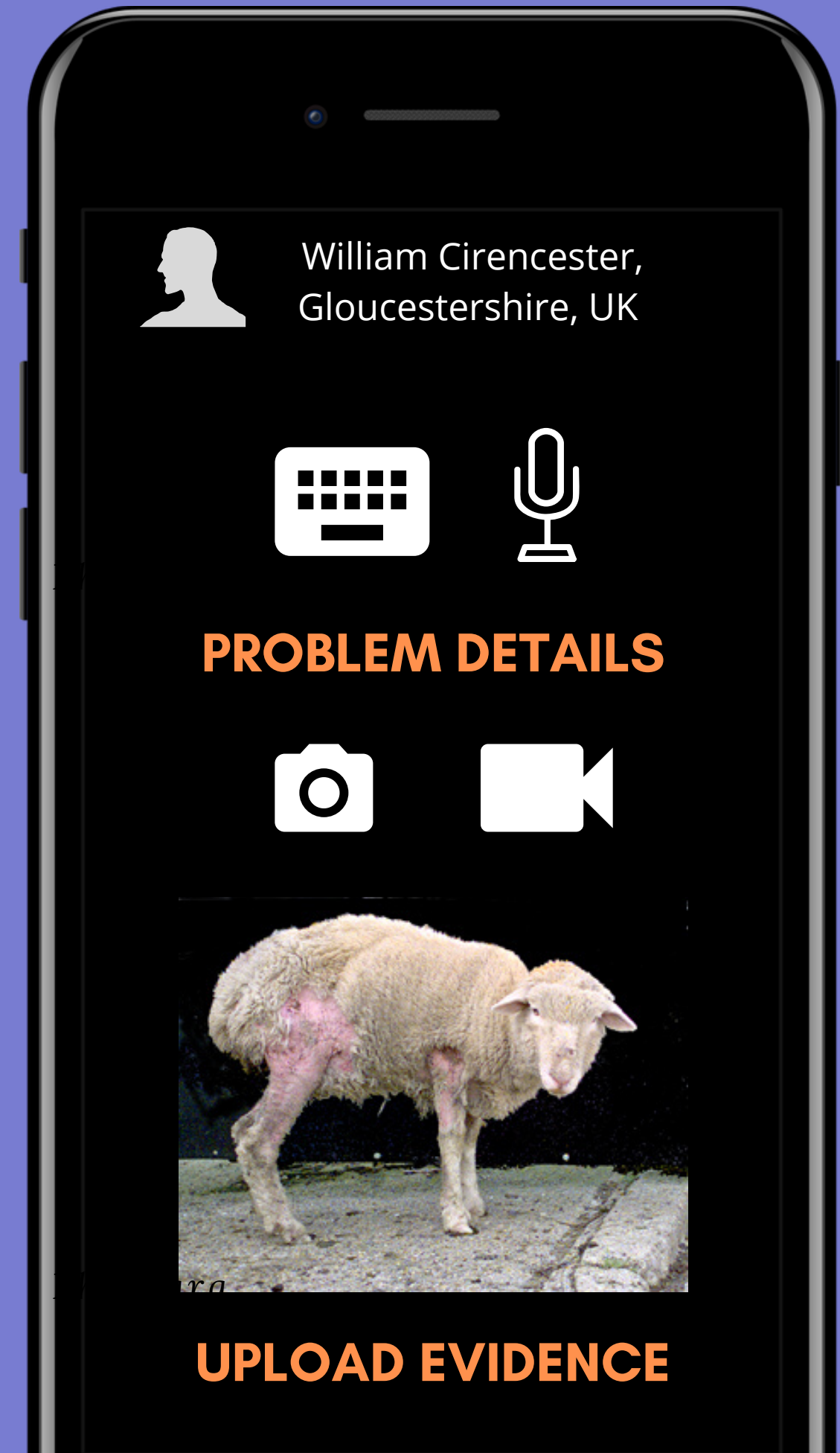
## Wrong Treatment

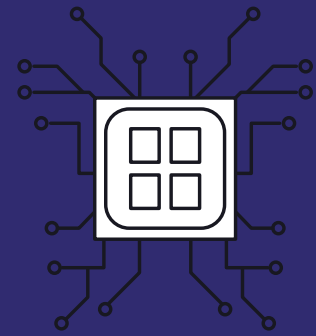
Para-Vets exploits this void and often provide wrong treatments which can result in mortality, low productivity and income loss for smallholders.

# Solution: An App

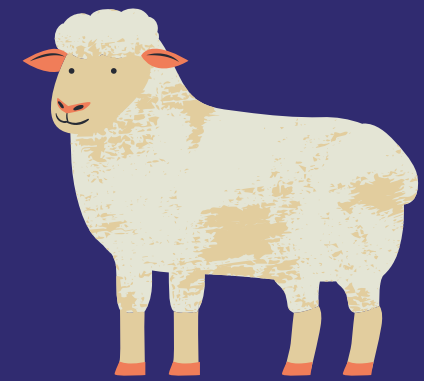


Farmer or Info-mediary to send problems about their livestock with photo or video via App. The App's algorithm will connect the farmer with the most nearby veterinarian for tele-consultation or in-person visit depending on the severity of case.





## TECHNOLOGY TO BRIDGE THE DIGITAL DIVIDE



QUERY PLACEMENT

PRESCRIPTION

**VETERINARIAN**

**RURAL FARMER**

# Why Now



## Concern on Animal Welfare

Animal Welfare and Ethical Farming has become an important consideration in recent years. So it's high time to ensure equitable access.

## Disrupted Vet. Care

COVID 19 has restricted veterinarians movement and the recent zoonotic pandemics in Asia and Africa have taken lives of millions of animals reinforces the need.

# Current Stage

The business is in idea phase however I am working on developing the a prototype soon.





# Target Market

## Livestock Farmer

700M livestock farmers

## Veterinarian

1.8 M Vets

## Pharma Company

\$61 billion market size by 2023

## Feed Company

\$92 billion market size by 2024

# Direct Competitors



# Indirect Competitors





# Competitive Advantages



## Increasing Incomes

Flexible and productive income Opportunity for Veterinarians by increasing time utilization.

## Cost and Time Savings

Over phone diagnosis for minor issues, it saves the cost for farmer and time for veterinarian.

## Customer Base Increase

Enlarge the coverage area which increases the number of potential customers and market.

## Trust and Safety

Farmer can trust their veterinarians and veterinarian can trust the farmer's livestock is in dire need.

# Competitor Approach



## Approach 1

Farmer or Trusted Last Mile Agent based Outreach Approach.

## Approach 2

The App will determine the amount of payment arbitrary based on different factors to create a win-win situation.

## Approach 3

Ads revenue will keep the platform using charge minimum.

# Business Model

Charging the farmer and veterinarian a small fee for using the platform.

Charging livestock pharma and feed companies for advertising their products.

Charging third party services for selling prescribed products to farmers.

# Founder's Bio



Kazi is 25 years old Intraprenuer with 4 years of experience developing tech business for Bottom of the Pyramid Market in Developing Country. Currently an incoming Master's candidate at IDS Sussex as a Chevening Scholar. Kazi wants to found a billion dollar social enterprise in short term.

**KAZI JAWOAD HOSSAIN**

BANGLADESH

# Future Roadmap



## Seed Fund Rising

Q4 2020

## Team Development

Q1 2021

## App Launch

Q2 2021

## Company Valuation

Q3 2021

# Problems of today won't be solved

BY SOLUTIONS OF  
YESTERDAY

## Contact Me

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