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SUMMARY

Oneliner: rotable's expert software enables hospitals & doctors to minimise time spend on admin-tasks by simplifying the complexity of cross-hospital clinical rotation scheduling.

Mega-Trends (why now): Digitization driven by COVID-19 crisis & the shortage of medical staff

Our strategy: With a first-mover-advantage we use the clinical rotation scheduling as an "entrance ticket" into the market. On this basis we plan to scale vertically to become a major recruiting and workforce training- & management platform in healthcare.

BUSINESS MODEL

Problem: one hospital spends on average **~200 hours per week on managing their clinical rotations** (due to its complexity & the use of workarounds). 1/2 of this time falls upon highly-qualified doctors, which is expensive and means: **valuable medical staff resources are being wasted.**

Solution: Based on Lisa's in-depth know-how we develop the first software-solution that enables hospitals to **generate clinical rotation schedules automated** & to complete related admin-tasks with only a few clicks

Business Model: SaaS

CAC: 27k CLTV: 115k ARPA: 20k

MARKET

- First-mover-advantage
- Short-term target market (clinical rotation scheduling only): ~83M in GSA
- Serviceable market (incl. recruiting): ~ 208M in GSA
- CAGR (hospital workforce management software market): 9,6%

TEAM

Lisa Holzgruber (Co-Founder):

5 years head of 'DoctorsPoint' (a department for the clinical rotation management) – responsible for the clinical rotation scheduling of doctors in training and for all related admin-tasks across 9 hospitals

David Gangl (Co-Founder):

3 years senior fullstack developer & project lead

Yannick Dues (Co-Founder):

3 years management consulting

Florian Pressel:

8 years software engineering, logic & computation

David Bakic:

4 years software engineering

TRACTION

Even though we do not have a (market-ready) product yet, we could already gain initial traction:

- We won a large Viennese Hospital as a **paying pilot-customer**
- 7 hospitals/-groups from Austria & Germany requesting an **early beta-access** (registered online)
- Warm contacts to **all major hospital-groups** in Austria

NEXT STEPS AND NEEDS

We are currently looking for:

Business Angels with a strong network in the GSA-Region and a software focus. We are not yet raising but are actively **looking to establish relations** in preparation of a future financing round.