



Saleem

## **TellSaleem Investment Brief**

A Secure Platform for Cross-Border Healthcare

# Opportunity Notice

This memorandum contains forward-looking statements that involve risks and uncertainties. We use words such as “anticipates,” “believes,” “plans,” “expects,” “future,” “intends,” “seeks,” and similar expressions to identify such forward-looking statements.

These forward-looking statements have been based on current expectations and projections about future results, which, although the Founders believe them to be reasonable, are not a guarantee of future performance. You should not place undue reliance on these forward-looking statements.

The Investment’s actual results could differ materially from those anticipated in these forward-looking statements for many reasons, including but not limited to the risks described in this section.

You should not rely on this Memorandum for investment, legal, or accounting advice. You should consult your own professional advisors before entering into an Investment Agreement.

Every effort has been made to ensure the accuracy of the information contained in this Investment Memorandum. However, Beban W.L.L do not warrant, guarantee or give any confirmation whatsoever in respect of the accuracy of the information, whether express or implied, and hence no prospective investor will have any claim against Beban W.L.L due to any information contained herein.

## **Prospective investors should be aware that:**

- The value of equity shares will fluctuate, and Investors may not receive back the full amount originally invested
- Changes in legislation may restrict or adversely affect the ability of the Opportunity to meet its objectives as set out in this Investment Memorandum
- There can be no assurance the Opportunity can meet its objectives as set out in this Investment Memorandum

**Investment in private equity is subject to certain risks, and you should not invest in private equity if you cannot afford to lose the principal amount or if you need liquidity. There is no guarantee of a return on or of your investment.**

# Overview of the Opportunity

**Legal Structure:** Limited Liability Company

**Jurisdiction**

Bahrain

**Establishment Year:** 2022

**Business Registration Number:**

141800-1

## About the Business

**Industry:** Technology, Health

**Business Description:** TellSaleem connects people in need with renowned healthcare providers globally.

TellSaleem (registered: Saleem Telemedicine WLL) is a medical platform making cross-border healthcare accessible for everyone. We are a B2B2C digital health platform offering international medical concierge services. Inspired by a personal experience with cross-border healthcare challenges, TellSaleem connects people in need with renowned healthcare providers globally. The platform simplifies access to cutting-edge medical expertise and treatment options by providing a streamlined assessment via a unique referral link. It ensures a transparent treatment plan, clear cost structures, and seamless communication across language barriers. TellSaleem combines digital and physical medical tourism services and has secured exclusive partnerships in Europe and approval from NHRA in Bahrain, positioning itself as a pioneer in regulated cross-border healthcare within the region.

### Product/Service Features:

#### *The TellSaleem Assistant*

is a virtual assistant software used primarily by individuals to help them find the most effective cure available worldwide. The TellSaleem Assistant engages in a two-way conversation with the individual and provides an optimized assessment via a unique link to find the right doctor and procedure within the network. TellSaleem staff take care of the logistics with the partners to ensure seamless quality logistical services.

#### *TellSaleem Assistant – Pro*

The TellSaleem Assistant – Pro is a virtual assistant software used primarily by doctors and hospitals to generate additional revenue streams and support the workload with international patients. This is done by sharing expertise with different doctors within patient cases in the network.

# Overview of the Opportunity

## Key Milestones :

- **Company Registration and Compliance:** Successfully completed the company registration process, securing all necessary legal and regulatory approvals.
- **NHRA Licensing Achievement:** Obtained NHRA licenses to facilitate the seamless onboarding of international doctors, eliminating the requirement for Bahraini residence.
- **Platform Development:** The platform's software has undergone a meticulous three-year development and refinement process, positioning it as a robust and market-ready solution.
- **Financial Support from Tamkeen:** Secured approval for substantial financial support from Tamkeen, amounting to 32,563 BHD, designated for specific services.
- **Strategic Partnership with Bahrain Specialist Hospital:** Chosen as the telemedicine solution partner for Bahrain Specialist Hospital, establishing a strategic alliance that enhances our presence in the healthcare sector.

# Founders Background

## Founders Background



### Mohammed Blal

Co-Founder & CEO

BSc. Computer Science – Wiesbaden, Germany

**Current:** Part-time

**Post-Investment:** Full-time

Inspired by a personal experience with a relative's cancer diagnosis in Morocco, I founded Saleem to address the emotional and cultural aspects overlooked in conventional healthcare recommendations. I aim to raise patients' awareness and empower them to seek holistic treatment tailored to their individual needs. My background includes a Bachelor of Science in Business Informatics and experience in IT technology sales and implementation at Oracle. Specializing in healthcare and public sector.



### Khalid Sater

Co-Founder & Managing Director

Aircraft Engineering – Muharraq, Bahrain

**Current:** Part-time

**Post-Investment:** Part-time

I leverage my expertise as an aircraft engineer and experience as a maintenance manager to enhance our telemedicine services. My problem-solving skills and meticulous approach are fundamental in ensuring we deliver high-quality healthcare solutions. Having grown up with a diplomat father, I deeply understand the healthcare challenges faced internationally, especially by the Bahraini community. This personal insight drives my commitment to making quality healthcare accessible globally through our telemedicine platform.



### Stefano Barber

Co-Founder & CTO

BSc. Computer Science – Wiesbaden, Germany

**Current:** Part-time

**Post-Investment:** Part-time

I am a healthcare entrepreneur and AI enthusiast with a background in both large corporations and SMEs. My focus lies in meticulously observing processes to ensure clear team understanding, ultimately aiming to make a positive impact on the world. Additionally, I have served as a Senior Information Technology Project Manager at Bosch Service Solutions.

# Investment Opportunity

**Investment Ask**

**USD 150,000**

**Equity Interest**

**10%**

**Valuation**

**USD 1,500,000**

## Use of Funds

### Marketing & Sales (USD 60,000)

Positioning the Services across key markets and generate B2B sales,

### Salaries & Consulting (USD 46,500)

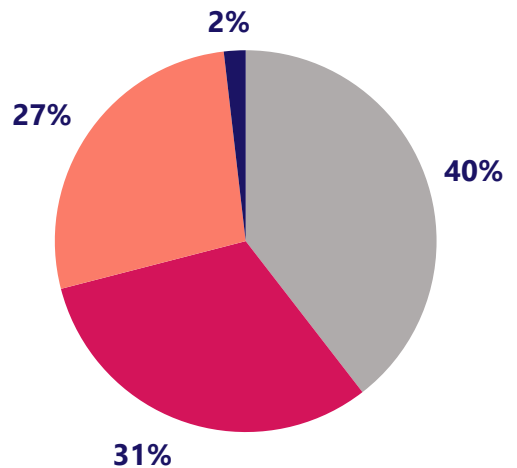
Sustain Key hires for 12 months.

### IT Development (USD 40,500)

- Assistance System and Referral System
- Native Android & IOS Application
- Testing

### Administration & legal (USD 3,000)

Key legal documents and licenses.



- Marketing & Sales
- Salaries & Consulting
- IT Development
- Administration & Legal

## Cap Table

Investors	Investor Type	Pre-investment	Post-investment
Khalid Sater	Founder	100%	18.43%
Mohamed Yassin BLAL	Founder	-	33.74%
Stefano Nikola BARBER	Founder	-	18.43%
Existing Investors	Investors	-	17.87%
Employees	Employees	-	1.53%
Incoming investor(s)	Investor	-	10%

# Income Statement

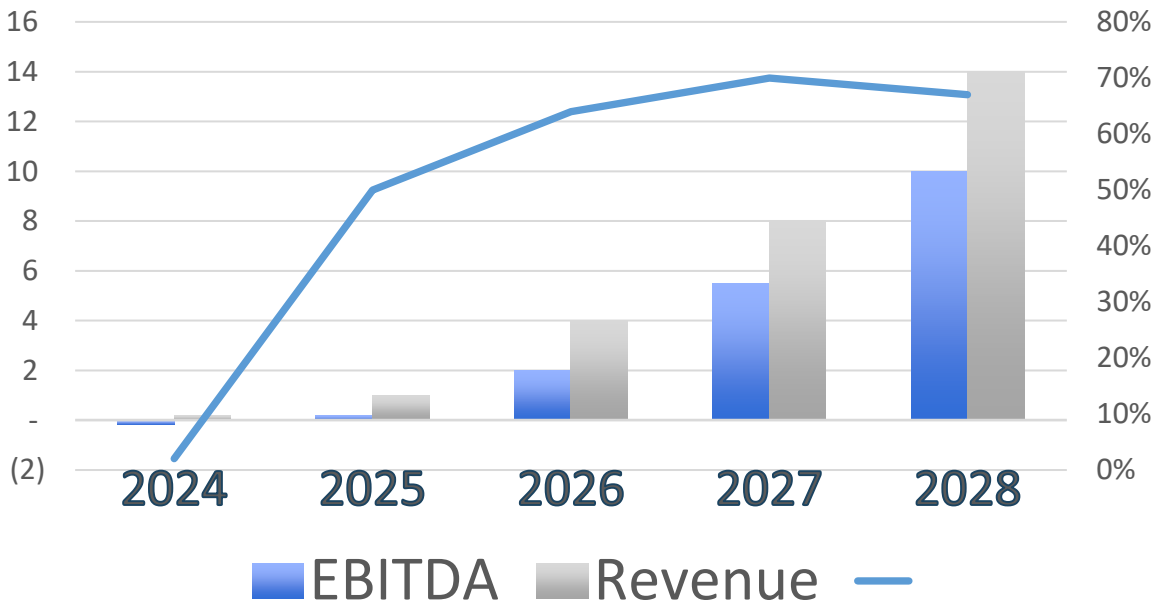
The figures presented below are in **USD**:

## Forecasted Income Statement

	2024	2025	2026	2027	2028
<b>Revenues</b>					
Revenues	195,754	1,215,622	4,153,692	8,539,554	14,939,250
Direct Cost	(5,873)	(36,469)	(124,611)	(256,187)	(448,178)
<b>Gross Profit</b>	<b>189,881</b>	<b>1,179,153</b>	<b>4,029,081</b>	<b>8,283,367</b>	<b>14,491,072</b>
<b>Expenses</b>					
Sales & Marketing	(180,048)	(611,025)	(900,462)	(1,084,438)	(1,463,884)
General & admin Expenses	(18,221)	(316,064)	(691,730)	(1,201,752)	(1,930,502)
Research & development	(91,303)	(202,994)	(268,824)	(376,658)	(471,904)
<b>Total Expenses</b>	<b>(289,572)</b>	<b>(1,130,083)</b>	<b>(1,861,016)</b>	<b>(2,662,848)</b>	<b>(3,866,290)</b>
<b>EBITDA</b>	<b>(99,691)</b>	<b>49,070</b>	<b>2,168,065</b>	<b>5,620,519</b>	<b>10,624,782</b>
Depreciation	-	(30,000)	(91,200)	(141,200)	(198,400)
<b>Net Profit /(Loss) for the period</b>	<b>(99,691)</b>	<b>19,070</b>	<b>2,076,865</b>	<b>5,479,319</b>	<b>10,426,382</b>

# Growth Plans

## Forecasted Income Statement Graphic



In 2024, the company is expected to report a revenue of \$195,754 with a negative EBIT of \$99,691, but anticipates significant growth, projecting a 521% increase in revenue to \$1,215,622 in 2025, followed by a positive EBIT, indicating a profitable trajectory throughout the forecasted period until 2028, **culminating in a net profit of \$10,426,382** and maintaining a consistent gross margin of 97%.

### 2024 – 12 Months Plan

**B2B : (5+K MRR for 3 months)**

**B2C : 2500 Bookings**

- I. Optimize the current Software to improve UX for B2C customer base.
- II. Kickoff Sales within the B2B Market  
TellSalem Assistante  
TellSaleem Assistate Pro
- III. Launch TellSaleem Assistant
- IV. Launch TellSaleem Assistant –Pro



