medisett

PITCH DECK - 2026

We're building the Airbnb of health tourism.

A platform that guides international patients to verified clinics in Türkiye, with a first check by artificial intelligence or a partner doctor in the patient's own city — and built to fit Türkiye's health-tourism rules from day one.
Focus: hair transplant - dental treatment - IVF

PREPARED BY

Mehmet Beyli, MD - CEO & Co-Founder

Tarık Taşçı - CTO & Co-Founder

medisett.com

PROBLEM & SOLUTION

The problem, and what we do about it.

PROBLEM

How patients decide today

- **Hard to compare.** Clinic quality, doctor experience and real prices are scattered across many websites and almost never shown side by side.
- **Unclear prices.** The same treatment is sold at very different prices depending on where you look.
- **Too many hands.** Booking, interpreter, transfers, hotel and after-care are handled by different people.
- **Risky payments.** Patients pay a 5–50% deposit, then the rest at the clinic in cash or by card. Nothing is held back until the treatment is actually done.

SOLUTION

What Medisett does

- **Only verified clinics.** We list clinics that hold the Health Ministry's health-tourism authorization, and we check them ourselves as well.
- **A first check for every patient.** Artificial intelligence does it from photos when the treatment allows and it is confident enough; otherwise a partner doctor in the patient's city does it. Then a price range, a €25 doctor call and a final price the doctor approves (Slide 3).
- **The whole journey in one place.** Consultation → quote → travel → treatment → follow-up through the first year. Hotel, transfer and insurance are booked through partners, after the doctor's pre-evaluation.
- **Safe payment (planned).** A licensed payment institution holds the money until the service is completed, then pays the clinic. Patients will also be able to pay in installments.

FIVE CORE FEATURES

Artificial intelligence prepares and checks the file; doctors make every clinical decision - Turkish, English, German, Arabic, Russian

01

Clinic verification

License and accreditation checks; clinics scored on their results

02

Case management

Patient file, clinic panel, partner travel bookings, flight tracking, after-care

03

First check

By artificial intelligence from photos, or by a partner doctor near home when needed

04

Clinic matching

Ranks clinics by treatment, price, language and track record

05

Patient website and booking

Search in five languages, clear prices, book or ask for a quote

Live: hair transplant search

HOW PRICING WORKS

Every price starts with a first check.

By artificial intelligence when photos are enough and it is confident; otherwise by a partner doctor near home.

HAIR TRANSPLANT — Pilot

AI first check

PATIENT SENDS
Health history and guided photos: hairline, crown, sides, donor area

ARTIFICIAL INTELLIGENCE CHECKS
Photo quality and suitability; if it isn't confident, a local doctor takes over

DOCTOR GIVES
After the €25 call: a plan, a graft range and the final price

EXAMPLE
`2,800–3,400 grafts, estimated`

VENEERS AND CROWNS — Pilot

AI first check

PATIENT SENDS
4 guided smile photos: smile, close-up, upper and lower teeth

ARTIFICIAL INTELLIGENCE READS
Teeth that show when smiling, tooth color, gaps, chips and alignment

RESULT
An initial price range; the doctor approves the final price, confirmed at the exam

EXAMPLE
`8 upper front teeth → 8 veneers`

DENTAL IMPLANTS — Pilot

Local doctor check

PATIENT DOES
An exam and a 3D scan (CBCT) at a partner dentist near home; recent records can count

DENTIST CHECKS
Missing teeth, gums and the bone at each gap; artificial intelligence measures, dentists decide

RESULT
A price range, then a fixed price for the plan the doctors approve

EXAMPLE
`3 gaps, enough bone → 3 implants`

IVF — Coming soon

Local doctor check

Eligibility first: married couples, own eggs and sperm. Tests on cycle day 2–3 at a partner lab near home.

Results go to the clinic; a price range, then a final price the doctor approves, plus a medication estimate.

Other treatments open once their first check is ready.

After every first check: a price range → a €25 video call with a doctor, deducted from the treatment price → the doctor approves the final price → booking. Confirmed in person; if the plan changes, a new quote first.

PROPRIETARY PRICING FORMULA
Sets every price; weights stay internal

$P_{max} = f(\text{clinical cost, logistics, risk buffers, margin, fees})$
$P_{paid} = \min(P_{max}, P_{realised})$ · patient pays the lower
$P_{max} \le (1 - \delta) \cdot P_{home}$ and $P_{max} \le (1 + \gamma) \cdot P_{median}$

Artificial intelligence prepares and checks the file; doctors decide. Examples are illustrative; prices cover the procedure only.

— MARKET

How big is the market?

Official Türkiye health-tourism figures, plus the global forecast.

THREE LAYERS

GLOBAL MARKET

All medical tourism worldwide

$97.3B → $273.7B

2022 actual → 2032 forecast, growing 10.1% a year

TÜRKIYE MARKET

Türkiye's health-tourism revenue

$3.02B

2025 - 1,398,580 patients

OUR FIRST TARGET

Hair - Dental - IVF × Azerbaijan, UK, Germany, Gulf, Russia

$0.9–1.2B

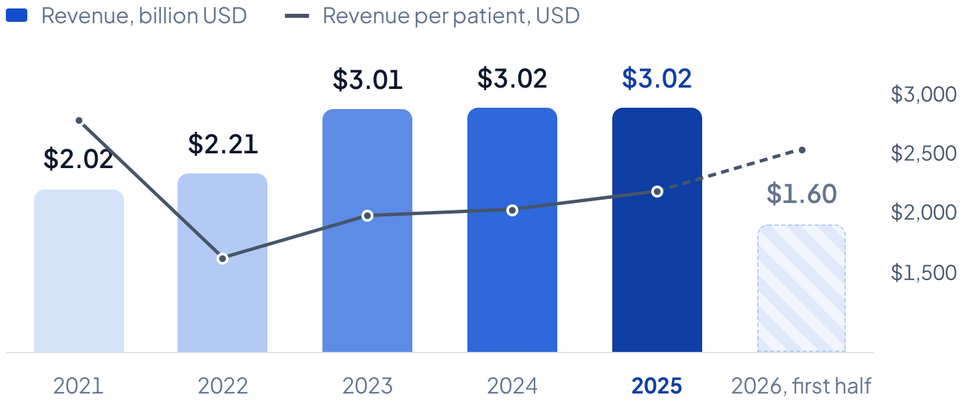
total patient spend in our segment — a multi-year ceiling

Year-1 target, built bottom-up: ~230 treatments → ~€0.94M in treatment value → ~€140K commission to Medisett (Slide 9)

Sources: TÜİK / USHAŞ health-tourism series (2021–2025), TÜİK tourism statistics for the first half of 2026, HİB statement (July 2026). Global market: Allied Market Research, Medical Tourism Market 2023–2032. First target = a multi-year ceiling, not a single-year goal.

TÜRKIYE: FEWER PATIENTS, MORE REVENUE PER PATIENT

Patient numbers are 9.1% below the 2023 peak, but revenue stayed flat — each patient now spends 39% more (first quarter of 2026 compared with a year earlier). Growth is coming from value, not from volume.



BUSINESS MODEL

Clinics pay us 12–18% of each completed treatment.

This is our target share of the treatment price — no contracts are signed yet. Patients pay €25 for the doctor call, deducted from the treatment price; we earn our commission only when a treatment actually happens.

OUR COMMISSION PER TREATMENT

TREATMENT	TREATMENT PRICE	OUR SHARE %	OUR SHARE €
Hair transplant	€2,000 – €4,000	12 – 15%	€240 – €600
Dental treatment	€3,000 – €8,000	14 – 17%	€420 – €1,360
IVF	€4,000 – €10,000	15 – 18%	€600 – €1,800
Average	**~€4,070**	**~14.8%**	**~€600 per treatment**

Assumed mix: 60% hair, 30% dental, 10% IVF → average treatment ~€4,070, average share ~14.8%.

Sources: Bookimed 2025 price database; Smile Hair Clinic, Adalya Dental, Dentatur, ovu.com, my1health 2025. IVF prices exclude donation and surrogacy (not permitted in Türkiye).

WHAT WE EARN PER TREATMENT

€600

average across the three treatments; we aim to keep 65–72% after direct costs (Slide 9).

HOW THE MONEY MOVES

A payment institution licensed by Türkiye's central bank (agreement in progress) holds the patient's payment and releases it to the clinic only after the treatment is done. Medisett never holds customer money. **Installments come from licensed finance partners — they carry the credit risk, not Medisett.**

LATER SOURCES OF REVENUE

Month 6 Commissions on hotel, transfer and insurance booked through partners (5–15%)

Booking.com · airbnb · Uber · lyft · Allianz

Example providers — integrations planned

Month 9 Monthly subscription for clinics

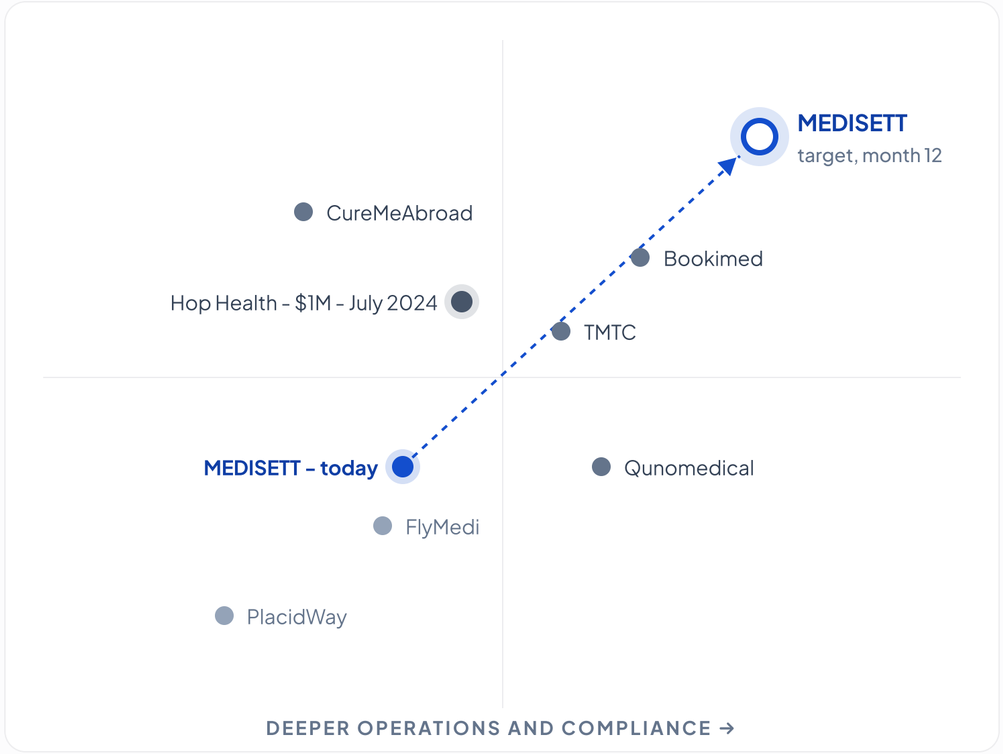
Month 9 Referral fee on patient financing, through licensed partners

Seed Paid clinic listings on the platform

COMPETITION

Other platforms prove the demand is real. None are built on Türkiye's 2025 rules, and none track patient outcomes.

WHERE WE SIT



Our own assessment, based on what each platform publishes.

WHY THIS IS HARD TO COPY

01 ### The rules are on our side

We are built for the 2025 rules from day one: USHAŞ authorization, a filter for TÜSKA-accredited clinics, reporting to the HealthTürkiye system. Older intermediaries must adapt or lose their licenses — the deadline passed on 26 October 2025.

02 ### A doctor builds the clinic network

Our CEO is a physician. He vets clinics doctor-to-doctor, on the ground in Türkiye.

"We are a doctor and an engineer building this from inside Türkiye. The clinic network is built face to face, in Turkish — not by remote sales reps. A foreign listing site cannot add that on later."

03 ### We track results

We follow how patients are doing through the first year: months 1, 3, 6 and 12. Listing sites don't collect this data.

REGULATION

We are a marketplace, not a clinic: doctors decide, and the clinic confirms the price.

Legally, Medisett is a health-tourism intermediary. We don't perform surgery, prescribe or sell medicines — we collect information, organize the trip and follow up.

WHO DOES WHAT

01 First check — MEDISETT + PARTNER DOCTOR

Artificial intelligence or a partner doctor near home collects the information and shows an estimated price range.

→

02 Doctor call — THE CLINIC'S DOCTOR

Looks at the case, sets the plan and gives a clinic-confirmed, itemized quote.

→

03 Treatment — LICENSED CLINIC

Done at a clinic licensed by the Health Ministry. If the exam changes the plan, a new quote comes first.

THE RULES WE FOLLOW

01

USHAŞ license

Under the April 2025 rules, Turkish clinics may work only with intermediaries licensed by USHAŞ. We apply once the company is set up and advertise to patients only after the license (around month 3–4).

02

Patient data

Under KVKK (Türkiye) and GDPR (UK and EU), we use health data only with the patient's clear consent and share it only with the doctors and clinic they choose.

03

Ads and prices

Google checks our company documents — that doesn't replace the license. We don't sell or arrange medicines, so Google's LegitScript check doesn't apply. Ads say "estimated price range" and "clinic-confirmed quote"; we never promise a price that can't change.

04

Artificial intelligence

It prepares the file and never diagnoses. Features that read scans, such as dental X-rays, get a medical-device check (UK MHRA) before launch.

Our own assessment, not legal advice. Sources: Health Tourism Regulation (Official Gazette, 26 April 2025); USHAŞ; Google Ads policies; UK advertising code (CAP), section 3; MHRA.

WHERE WE ARE & THE 12-MONTH PLAN

Where we are today, and the next 12 months

WHERE WE ARE TODAY

Product	Hair-transplant search and results are live at medisett.com; dental and IVF are being built
Clinics	Informal talks with clinics; no signed letters of intent yet
Company	Not yet incorporated — will be done before the first closing
USHAŞ license	Not yet applied for; the company has to exist first
Demand data	The cost of winning one patient is estimated with Google's Keyword Planner; no ads have run yet
Team	Mehmet (CEO, physician) and Tarık (CTO) — part-time now, full-time when the seed round closes

THE NEXT 12 MONTHS

Months 1-3	Incorporate - apply to USHAŞ - sign letters of intent with 5 clinics - interview 30 patients in Azerbaijan and the UK - landing pages in English, Azerbaijani and Russian
Months 3-4	**USHAŞ license** → first live Google Ads test (€3K) → real advertising costs replace the estimate
Month 6	~55 treatments completed - 20 clinics under contract - real patient-acquisition cost shared with investors
Month 9	~135 treatments in total - 30 clinics under contract - first hotel and transfer revenue
Month 12	**~230 treatments – 40 clinics under contract – 150 clinic profiles listed – real acquisition cost and commission rate – 30- and 90-day outcome data on 100 or more patients → raise the seed round (€1–1.5M) on evidence**

Pilot markets in year 1: Azerbaijan and the UK — hair transplant and dental. Germany, the Gulf, Russia, Kazakhstan and the USA follow with the seed round. - **By law we cannot advertise to patients before the USHAŞ license** (expected around month 3–4), so first-quarter spending goes to clinics and brand only. Under the April 2025 regulation, clinics are licensed by the Health Ministry and intermediaries like Medisett by USHAŞ.

— FINANCIALS

€250K covers 12 months. We spend at most €137K of it and end the year with about €113K still in the bank.

Assumptions: average treatment €4,070 - our share 14.8% (€600 per treatment) - direct cost €190 per treatment - €40 hotel and transfer income per treatment from the third quarter - cost of winning one patient: €800 in the second quarter → €700 → €620 by the fourth (estimate) - USHAŞ license by the end of the first quarter, patient ads from the second.

YEAR 1 IN NUMBERS — BASE CASE

Treatments completed	**232**
Treatment value handled - €4,070 each	€944K
Our commission - 14.8%	€139.7K
Hotel and transfer income - from the third quarter	€7.0K
Direct costs - €190 per treatment	−€44.1K
Gross profit	**€102.7K**
Marketing - fixed budget; first quarter goes to clinics and brand only	−€170K
Fixed costs - founders take no salary	−€70K
Cash used over 12 months	**−€137K**
Cash left - €250K raised minus €137K	**~€113K**

Fixed costs €70K: company setup, legal, USHAŞ application, data-protection compliance and contracts €25K - technology and artificial intelligence €12K - case operations and round-the-clock multilingual support €24K - accounting, insurance, admin €9K. Figures rounded.

WHAT ONE TREATMENT EARNS — at launch → when mature

Our commission	**€600**
Hotel and transfer	**~€40**
Direct cost	**−€190**
Cost of winning the patient (estimate)	**−€800** → **−€440**
Profit per treatment	−€350 → **~+€10**

A treatment breaks even when winning the patient costs **€450** at today's 14.8% share, or **€583** at an 18% share. Our ~€70K a year of fixed costs is covered at ~470 treatments a year with €150 profit each — that is the goal for the seed round. **State support** (not in these numbers): once licensed, 60% of marketing costs come back, with yearly limits — an €800 patient cost becomes €320.

WHY WE CANNOT RUN OUT OF MONEY

Marketing is a fixed budget. If patients cost more than expected, we simply win fewer of them — we do not overspend. **We raise the budget only after the real cost per patient stays at €700 or less for two months in a row.** Stress tests: patients cost 25% more → €92K left; USHAŞ license three months late → €93K; both at once → about €72K.

— TEAM

Founding Team



Mehmet Beyli, MD

CEO & CO-FOUNDER

Physician, Marmara University School of Medicine - Erasmus exchange, Aristotle University of Thessaloniki - Observership at Harvard Medical School – McLean Hospital (2019) - Medical Manager, Abdiibraim (2018–2021) - Bayburt State Hospital (2024–2025) - Family Medicine, Alanya (2026–). **Runs the clinic network, medical review and patient operations.**



Tarık Taşçı

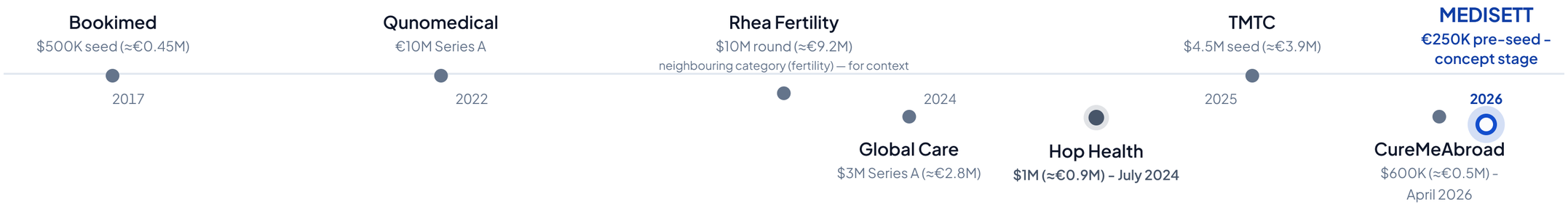
CTO & CO-FOUNDER

Founder, Pixir (2022–) - Research and development specialist, Ensoft (2025–2026): solar-power forecasting with artificial intelligence - Software developer, Naturel Enerji (2024–2025) - TAV Airports, information technology (2019) - Bachelor's degree in Computer Science (artificial intelligence and machine learning), University of London — in progress - E-Commerce and Marketing, OSTİM Technical University (2020–2022) - Harvard CS50×. **Builds the platform, the artificial intelligence and online patient acquisition.**

Commitment: both founders work part-time and unpaid during the 12-month validation year, and go full-time when the seed round closes (Slide 12).

COMPARABLE ROUNDS

Who else has raised money in this space



Five rounds since 2024. Apart from Rhea Fertility ($10M, a neighbouring category), all were $4.5M or less — investors are funding this category at seed size, not yet at growth size.

All figures from public sources: Crunchbase - Tracxn - TechCrunch - company press releases. Exchange rates as of each round date (approximate).

— THE ASK

€250K

Pre-seed round. Twelve months to prove the numbers.

Discount SAFE (adapted to Turkish law): it turns into shares at the next priced round, 20% below that round's share price; no valuation cap - 12 months of runway - target close: first quarter of 2027.

ROUND TERMS

Discount on the next round's share price	20%
Best-terms clause (most favoured nation)	Yes
Minimum ticket	€25K angels - €50K funds
Company	Not yet incorporated — will be set up before the first closing

WHY THIS STRUCTURE?

We set the valuation at the seed round, when there is real data. The discount and the best-terms clause reward early investors. Because marketing is a fixed budget, worse-than-expected patient costs mean fewer data points — not a cash shortfall.

WHERE THE MONEY COMES FROM, AND WHERE IT GOES — 12 MONTHS

MONEY IN

Pre-seed round	€250K
Gross profit earned in year 1 (Slide 9)	~€103K
Total in	**~€353K**

MONEY OUT

Marketing and patient acquisition - fixed budget	€170K
Fixed costs Company setup, legal, USHAŞ, data-protection compliance €25K - technology and artificial intelligence €12K - case operations and round-the-clock support €24K - accounting, insurance, admin €9K - founder salaries €0	~€70K
Total out	**€240K**
Cash left at month 12	**~€113K**

FOUNDERS TAKE NO SALARY — 100% OF THE ROUND GOES INTO PROVING THE MODEL

During the 12-month validation year the founders are paid in equity only, with no salary owed for later. Both go full-time at the seed round, on market salaries agreed with the seed lead.

CONTACT

Mehmet Beyli, MD - CEO & Co-Founder

mehmet.beyli@medisett.com - tarik.tasci@medisett.com

DEMO

Product preview

medisett.com

For information only — not an offer to sell or an invitation to invest. All projections are estimates. Sources: USHAŞ + TÜİK 2025 - Allied Market Research 2023 - Crunchbase / Tracxn 2025–26.