

# Travel Rx App

"Pharmacy on the go"



Sean Kim, CEO & Co-Founder, Student Pharmacist at University of Maryland

You are loving your  
vacation in South  
Korea.

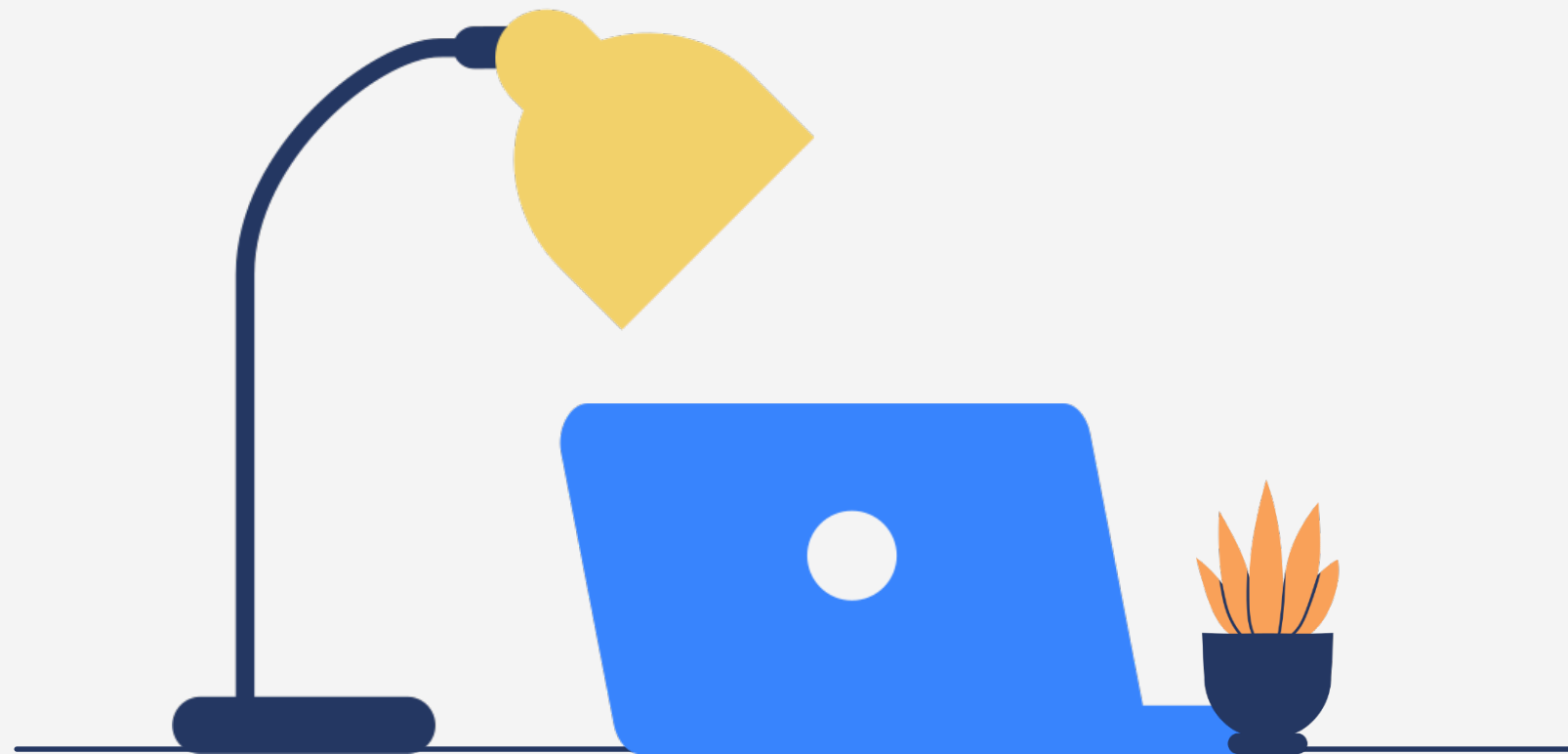
Then you come  
down with a bad  
cold.

# WHAT SHOULD YOU DO?



# Problems

Language. Search. Location.



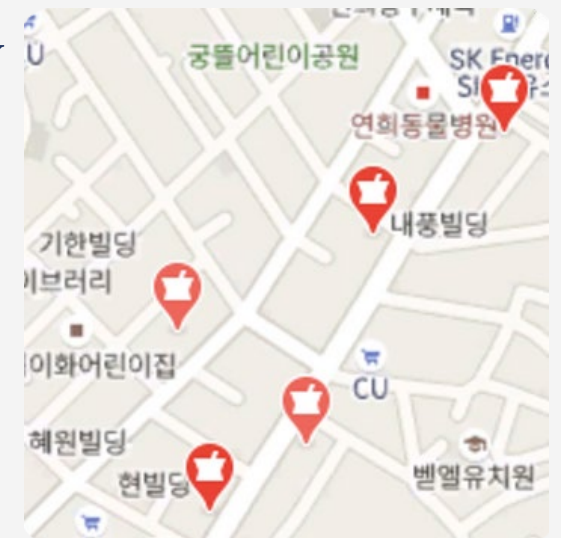
✕ Language Barrier



✕ Drug Information



✕ Finding a pharmacy





# Solutions

A mobile application providing travelers with the right over-the-counter (OTC) products in foreign countries

 No Language  
Barrier

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Translated into your preferred  
language

 Accurate  
Information

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Summarized counseling points

 Trustworthy  
Pharmacies

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Validated local pharmacies

# Our Business Model

## Packages Offered



### Freemium (\$19.99)

One time purchase for  
freemium services:

"Talk to your pharmacist, Find  
your pharmacy"



### Advertisement Fee

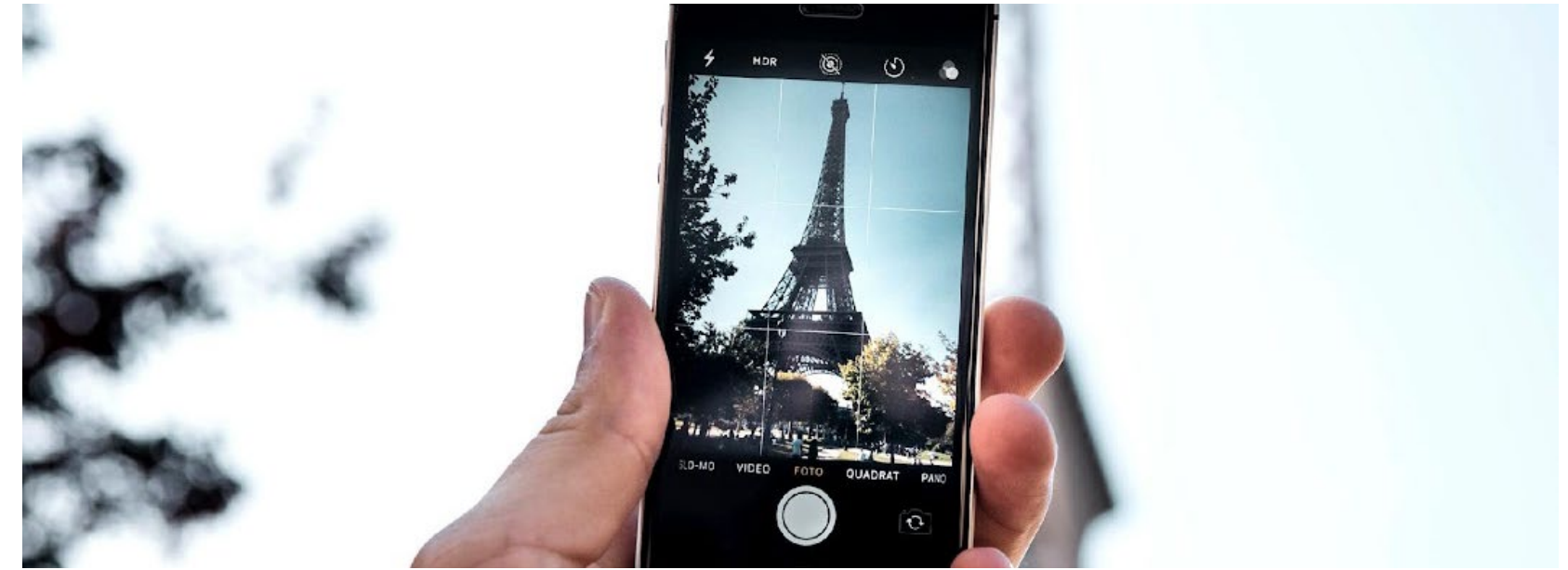
Product manufacturer's direct  
to customer exposure



### Partnership

Promoting international  
travelers with the Ministry of  
Culture

# Target Market



## International Traveler

Freemium Based Service

## Travel Influencers

TikTok, Instagram



**17.5 Million**

Total International Tourists in South Korea, 2019



**21 Million**

Total International Tourists in South Korea, 2026

**12.5 Million**

Total International Tourists in Seoul, 2019

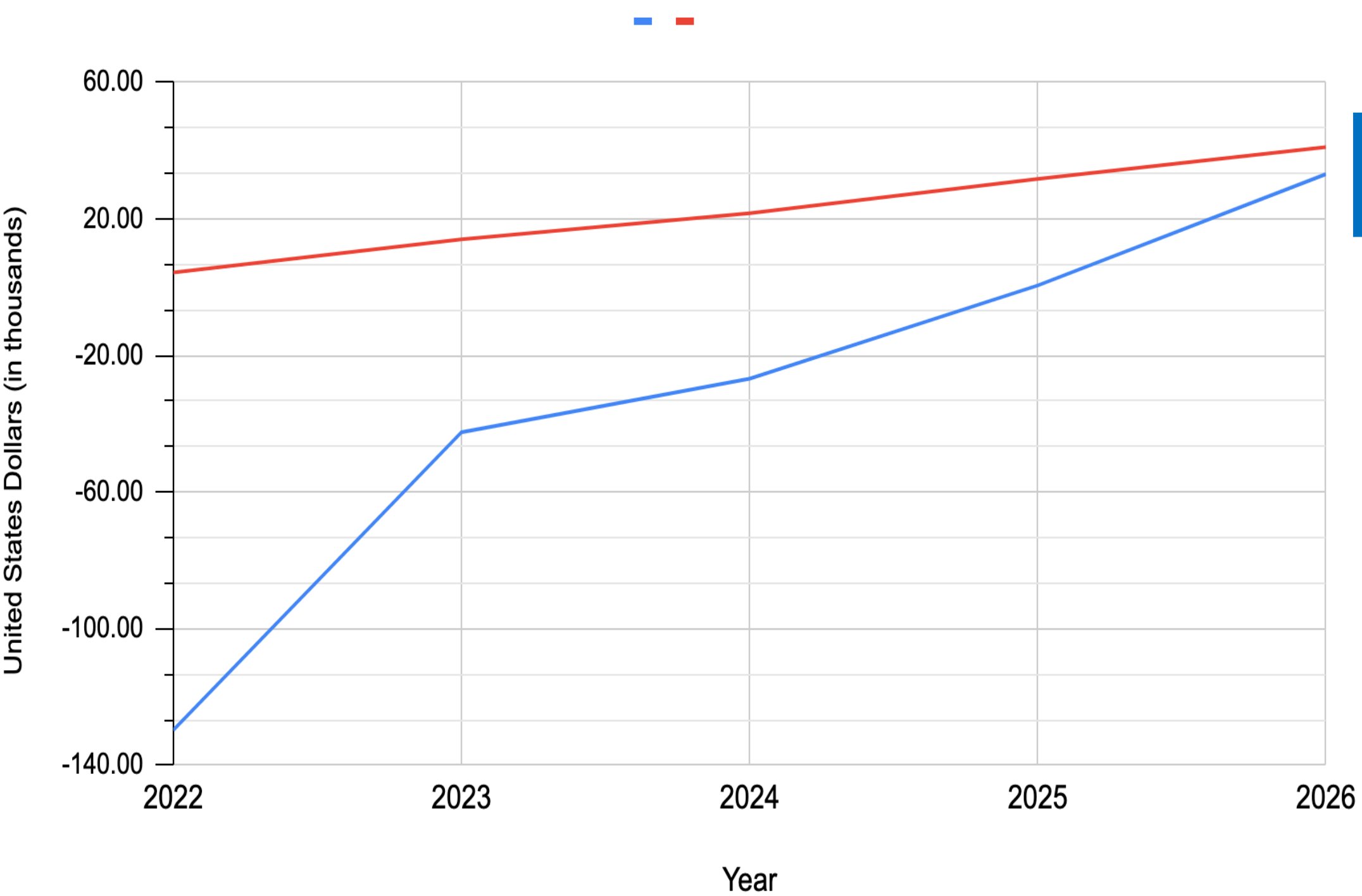
**742.7 Thousand**

Total American Tourists in Seoul, 2019

**Market Size**

From top to bottom: Total Available Market (TAM), Serviceable Available Market (SAM), Serviceable Obtainable Market (SOM)

Financial Performance



# Financial Performance

Five-Year Net Income & Free Cash Flow Projections



# Growth

**+\$48,640**

Revenue Growth, year 1 to 2

**+\$25,000**

Ministry of Culture Revenue

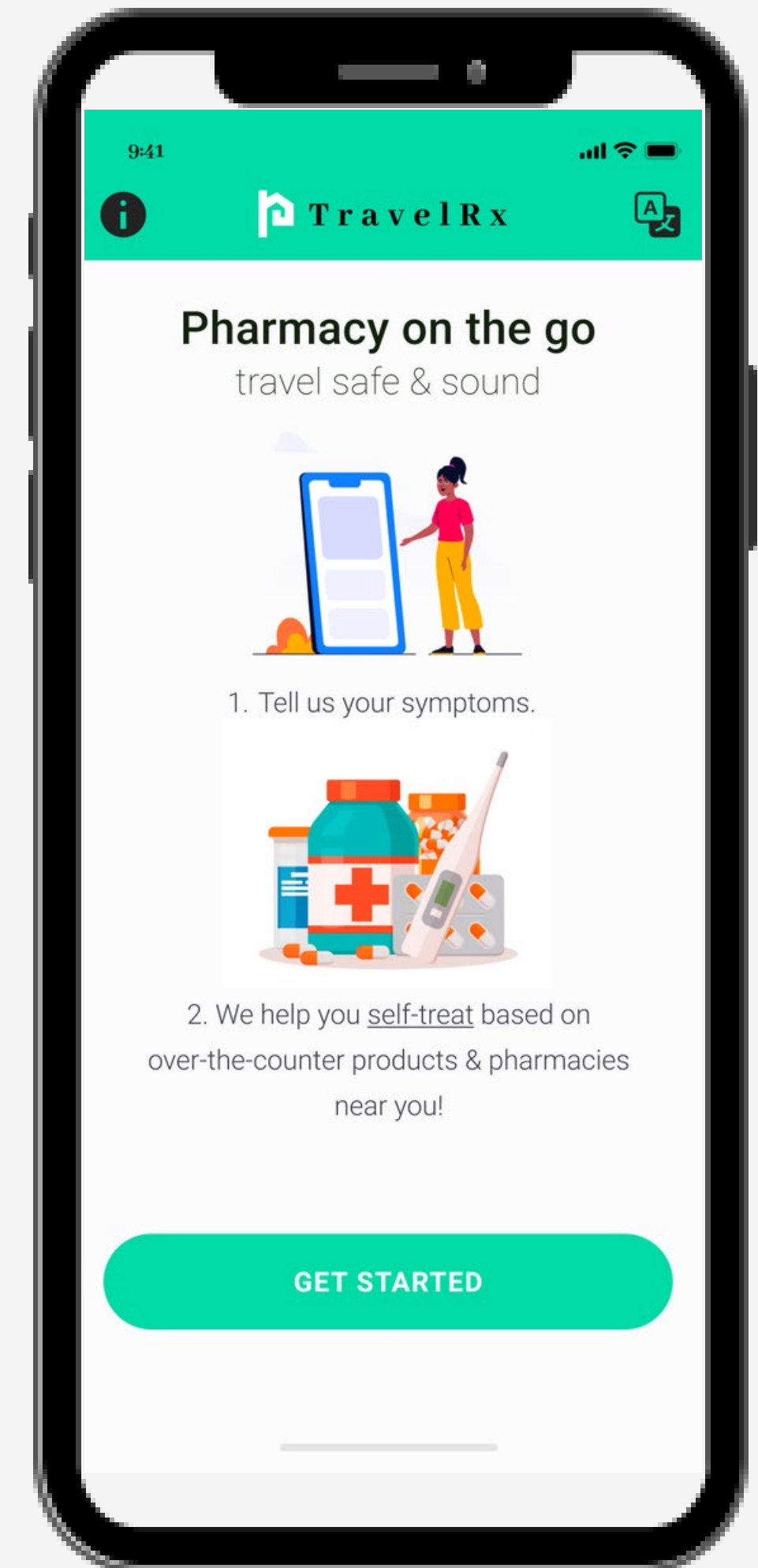
**+\$18,140**

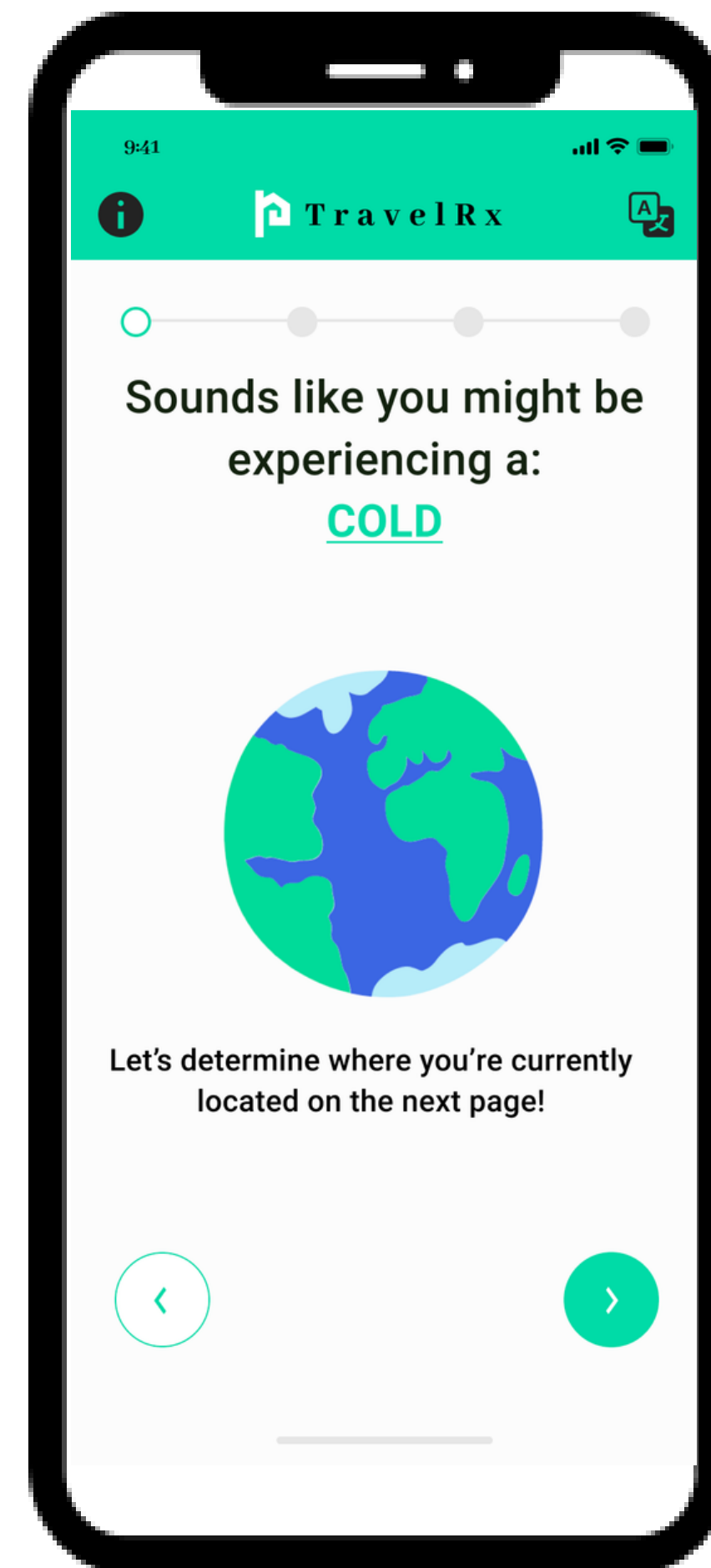
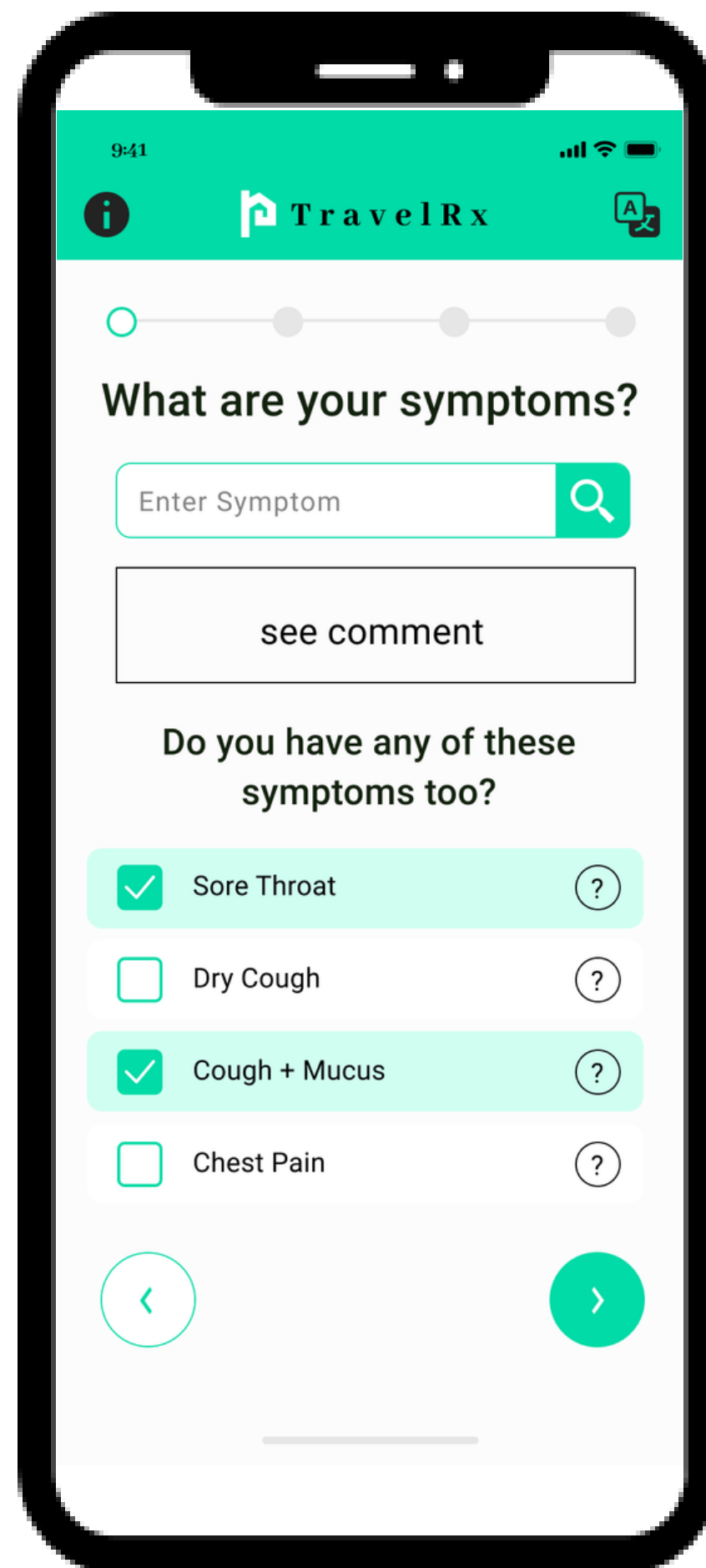
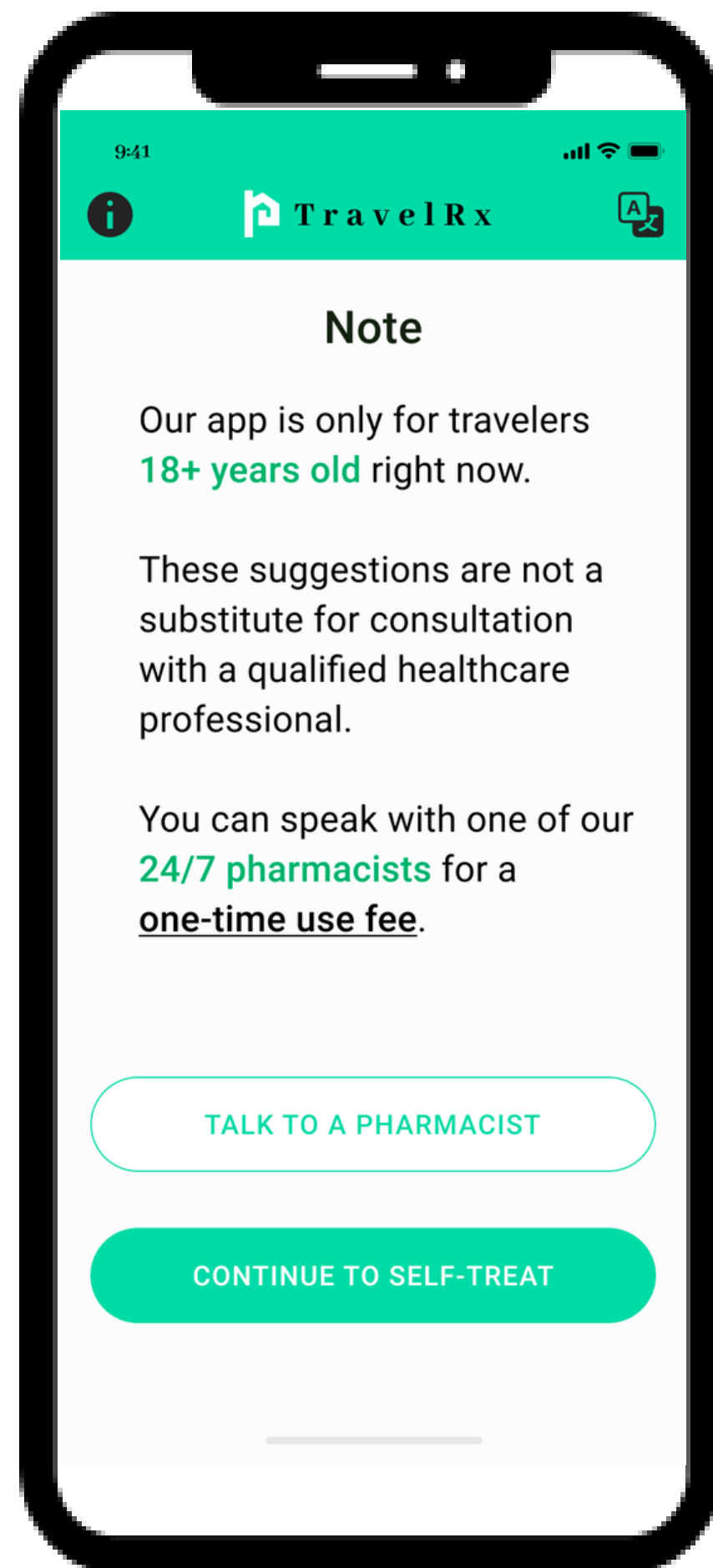
Customer Revenue

**+\$5,500**

Advertisement Revenue

# Product Design Concept





Where are you located  
right now?



Share Location



Search by Address



Wow! We hope you have  
been enjoying:  
**Seoul, South Korea**



Let's find trusted local  
pharmacies & products.



Products we suggest

**FACOL C**

(ACETAMINOPHEN 200MG, SUDAFED 15MG)

for runny nose, cramps, cough, fever



**COLDAEWON**

(ACETAMINOPHEN 325MG, SUDAFED 30MG, CHLORAMPHENICOL 2.5MG, CAFFEINE 25MG)

for cough, fever, runny nose.  
best if also have an upset stomach.



**HIFEN**

(ACETAMINOPHEN 500MG, FURSULTIAMINE 20MG)


for chills, headache, muscle aches



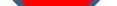
**Tip:** Show the pharmacist  
this screen to help you  
find what you need!

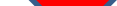
3 results

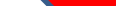




"e약은요"는 일반소비자 눈높이에 맞춘 이해하기 쉬운 의약품 정보 제공을 위해 마련된 의약품개요정보입니다.  
 의약품에 관한 모든 내용을 담고 있지 않으며 자세한 사항은 약처 의약품안전나라의 "의약품상세정보"를 참고하시기 바랍니다.  
 본 정보는 법적 효력을 가지는 것이 아닙니다.



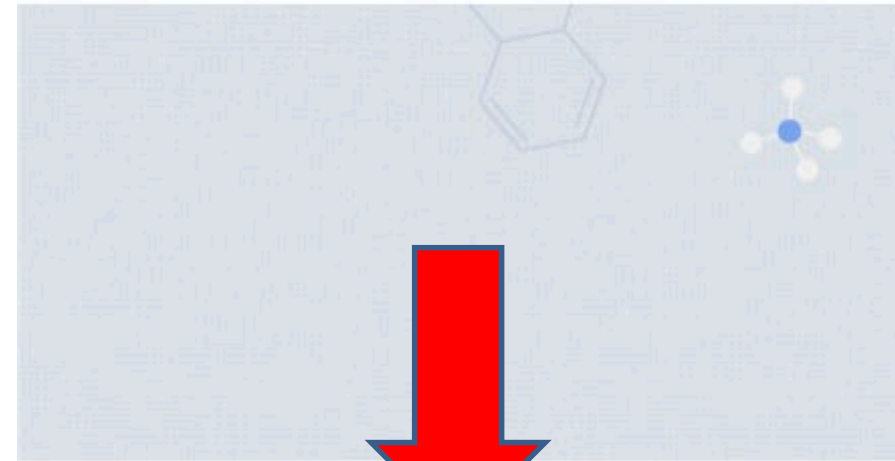
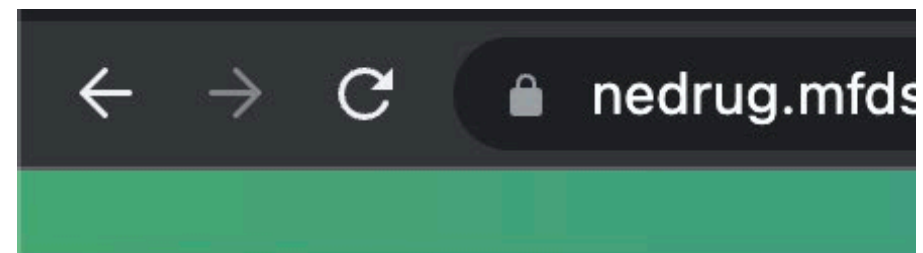




총 4,405 건

엑셀다운로드





### e약은요정보 검색

의약품등 제품정보 검색

제품명

주성분명

업체명

e약은요 내용

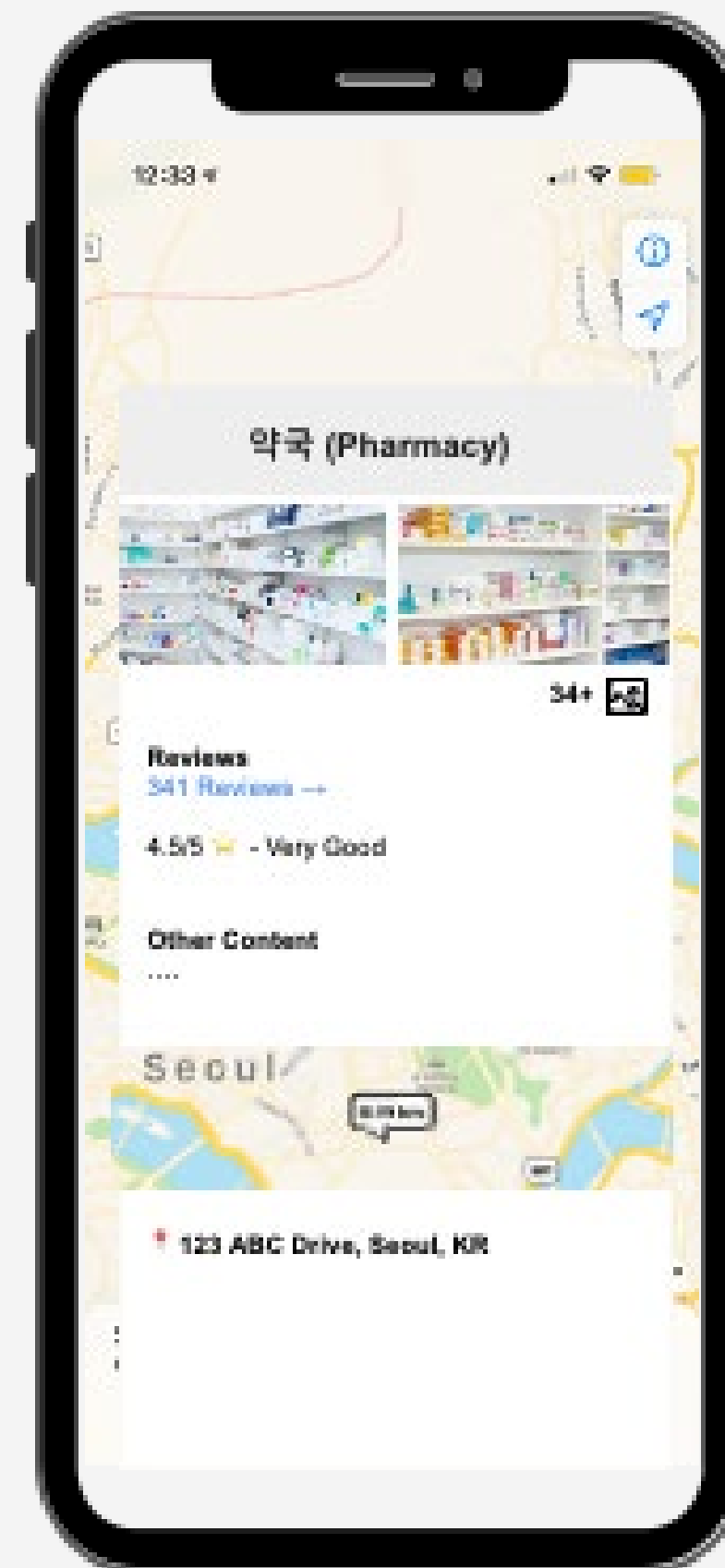
동영상여부

전체

여

검색

초기화





Korean Academy of community Pharmacy

## 인트라넷

## 회원광장

## 약국학회 소식

- 학술대회 둘째날 저희 대한약국학회(지역약국분과회-경영약학연구회) 연...
- [보도자료]대한약국학회, 방준석 신임회장 추대
- [보도자료]'디지털 헬스케어 시대' 약국 어디로 가야하나
- [보도자료]"의약품 택배허용, 약국 대형화·기업화 가능성 높여"
- [보도자료]대한약국학회, 온·오프 병행 학술대회 개최

⚠ Not Secure | koacp.org



**대한약국학회**  
Korean Academy of community Pharmacy

학회소개

2021 Fall International Convention of  
The Pharmaceutical Society of Korea

Challenging Journey for

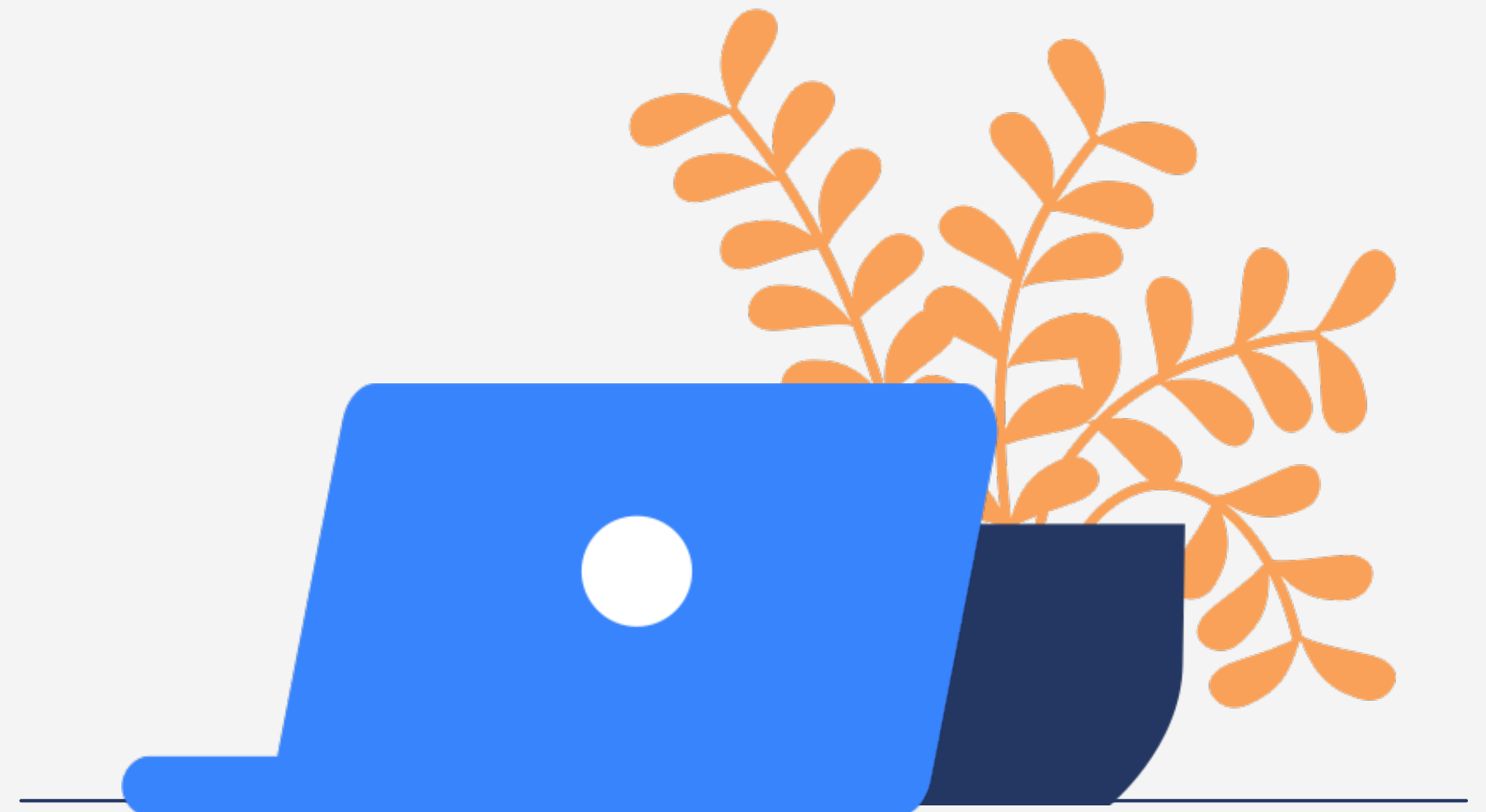


## Indirect Competitors

- **TRAVELERS** 
- 
- Travel Insurance

## Direct Competitors

- 
- 
- Local Hospitals





# Competitive Advantages



01

## Easy To Use

Intuitive user-friendly interface design

02

## Preferred Language

Accurate language translation

03

## Inexpensive

Free to download and use, with minimal fees  
for certain types of services

04

## Accessible

Can be used across multiple devices such as  
mobile gadgets and laptop computers



# Timing

## Post COVID-19 Wanderlust<sup>1</sup>

After the pandemic, people will start traveling again even more.

## Digital Health<sup>2</sup>

During the pandemic, the potential of telehealth has been proven.

# Meet the Team



SEAN KIM

Chief Executive Officer



ALEX LIVINGSTON

Chief Financial Officer



KAREN NGUYEN

Chief Technology Officer







Thank you & Questions?