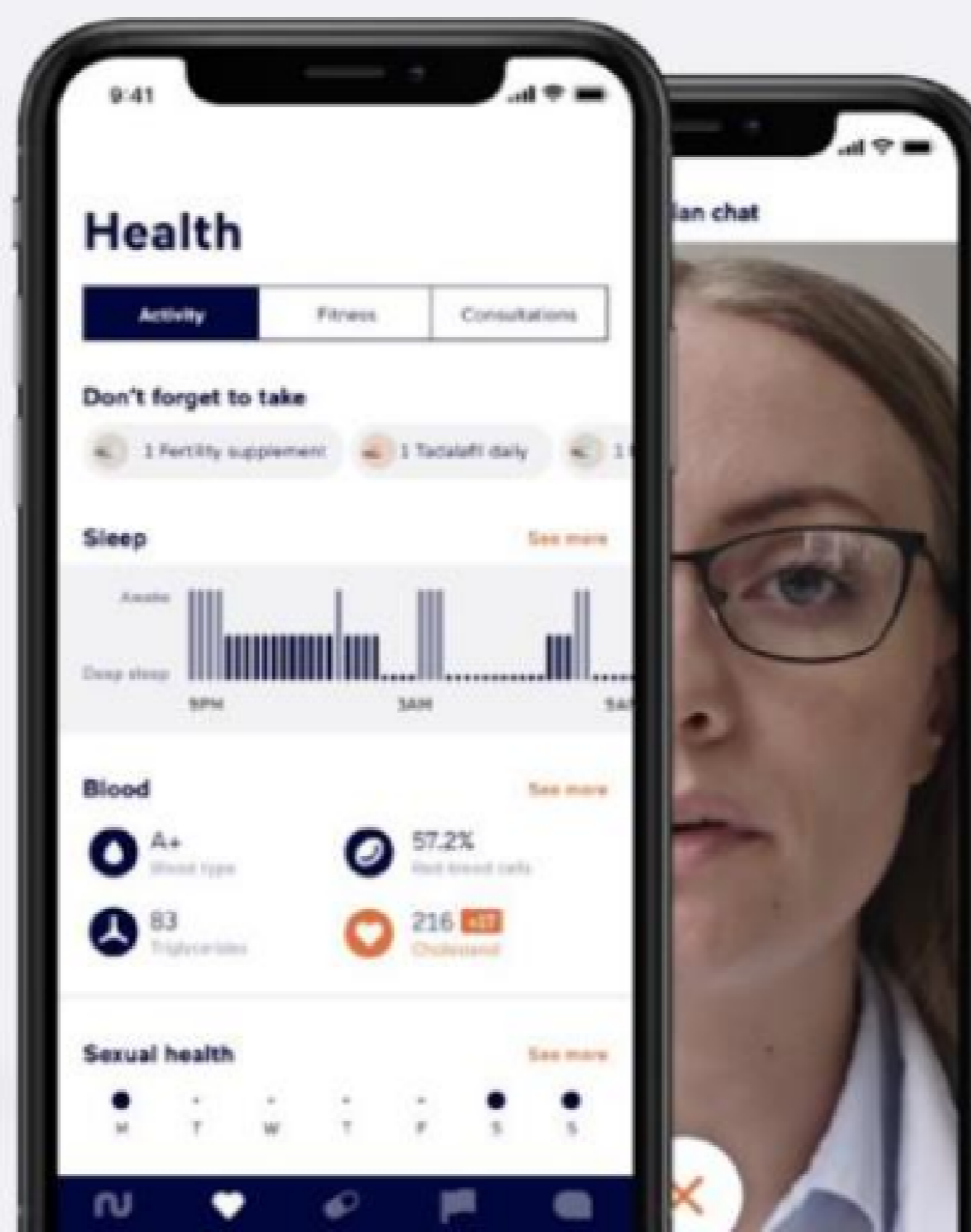
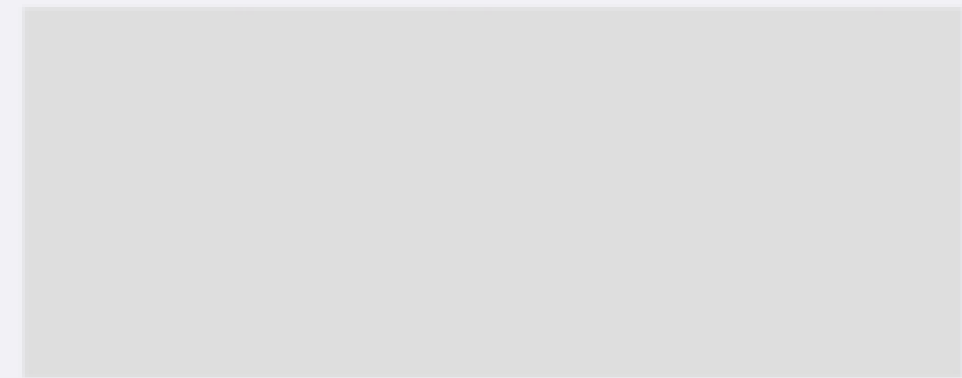
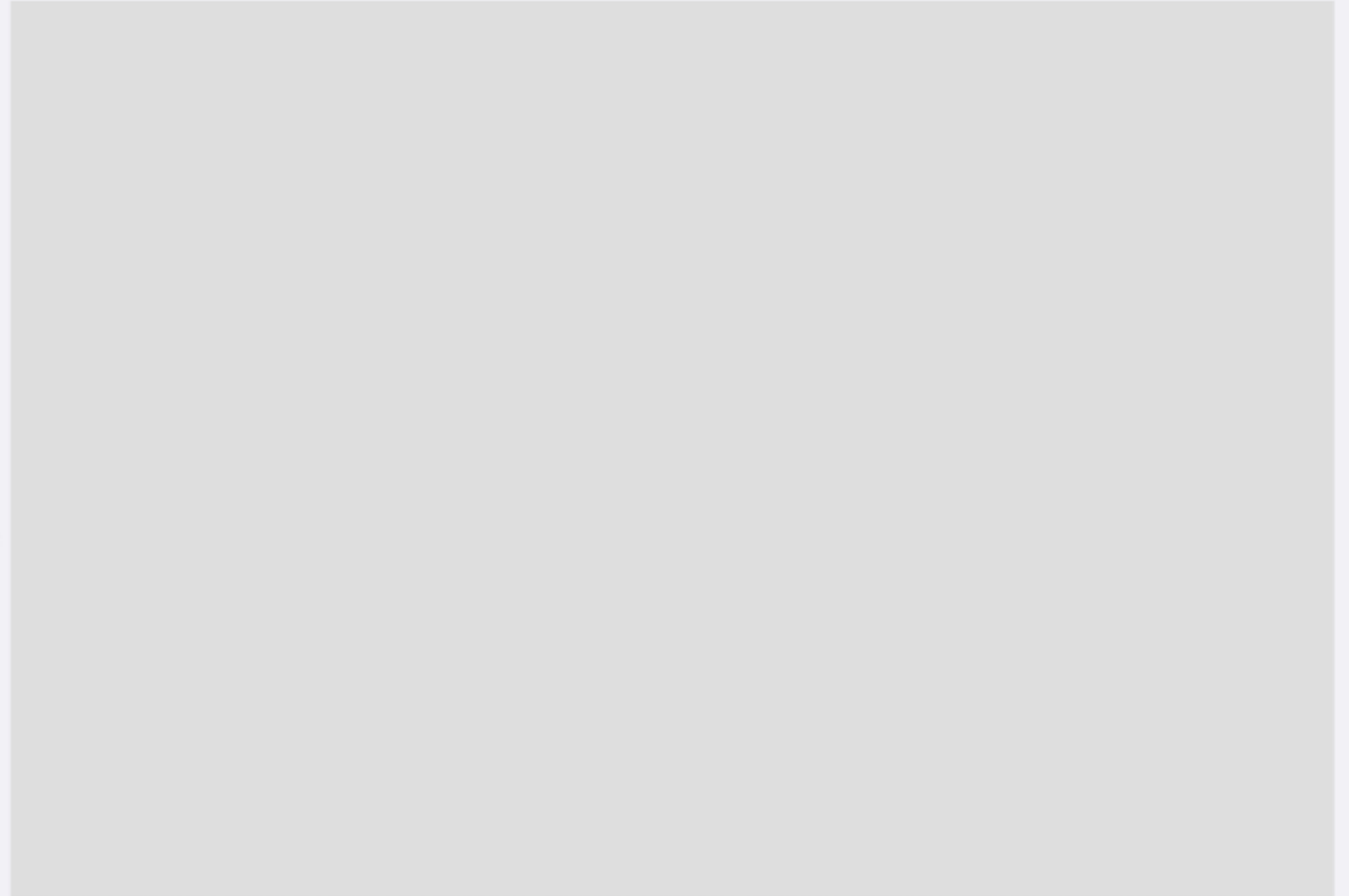
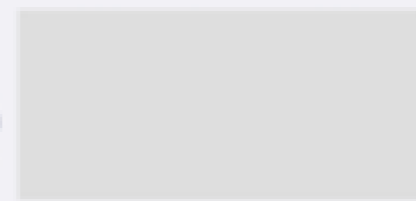


Numan is a **digital clinic** built for men.  
We launched in the UK in February 2019 treating Erectile Dysfunction, Hair Loss & Premature Ejaculation

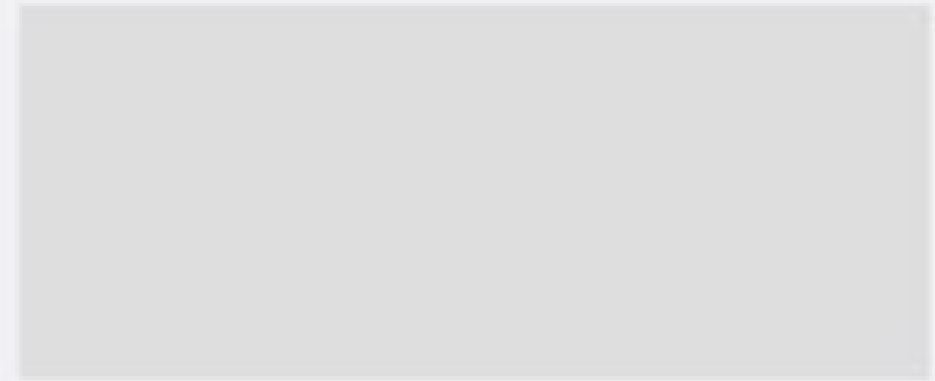




revenue increase in the last  
6 months, with stable  
GMII



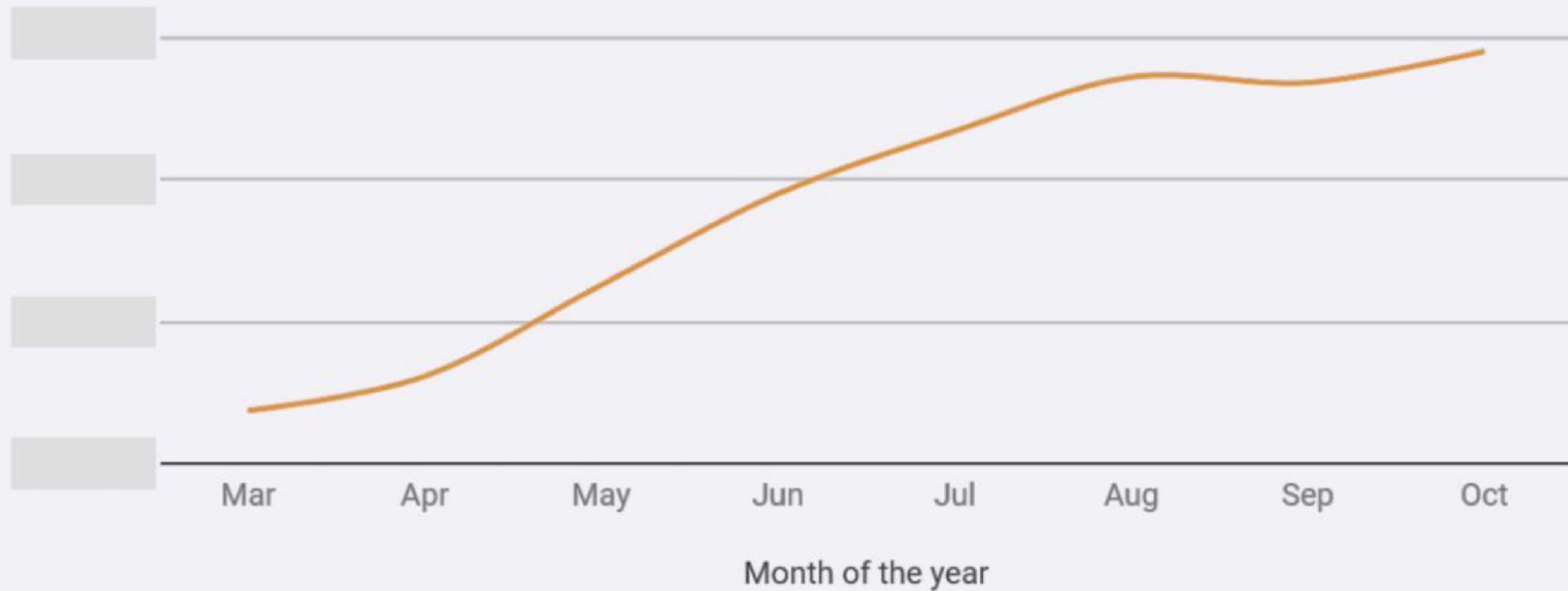
February  
March  
April  
May  
June  
July  
August  
September  
October  
November



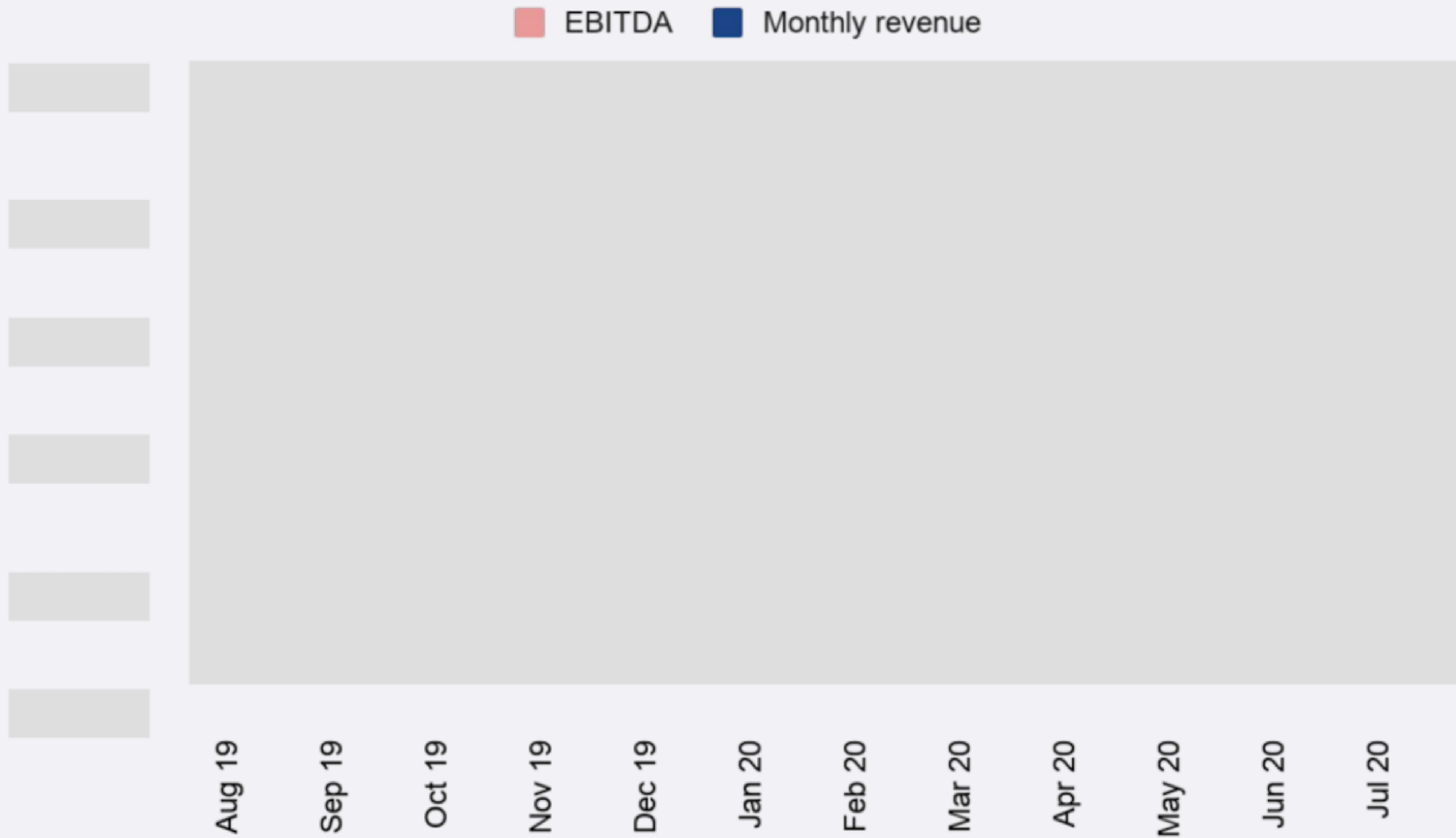
reduction in CAC



conversion increase since  
launching in March



# Growing **fast** in a **capital-efficient** way



18 months after launch we achieved:

12M LTV/CAC of [REDACTED]

[REDACTED]-month payback

£ [REDACTED] M ARR

[REDACTED] paying members

We operate a **no-winner-takes-all** market where Numan is the startup with **momentum**, and incumbents are **bloated**

Public health (NHS)	Private clinics	Online pharmacy	Telemedicine 1.0	Funded horizontal startups	Funded vertical startups
Free, but long-wait times, repeat visits required, and limited prescribing	High-quality (not always), but also high friction and cost  Not accessible	Bloated large incumbents who rely on offline presence, but can't innovate or grow efficiently  Smaller players are fragmented and lack scale and depth	Focused on acute care and hampered from the breadth of service it needs to provide	Focused on distribution of generics + building a millennial, health & beauty brand  Lack depth of proposition  Numan is the only CQC-registered player in the UK	Hard to scale multiple brands  Difficult to create extend relationship

Expanding into further conditions



Building towards a platform that connects patients with stakeholders  
for the development and distribution of new products



## Summary

- We're creating a new **patient-led** experience around healthcare, using **taboo male health** issues as the **beachhead**
- With a **superior economic model** enabled by technology
- A solid foundation around the team, product and supply
- And an engine that can scale **sustainable growth**
- We're in the perfect position to capture the **multi-billion** opportunity in **consumer healthcare** in Europe



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