

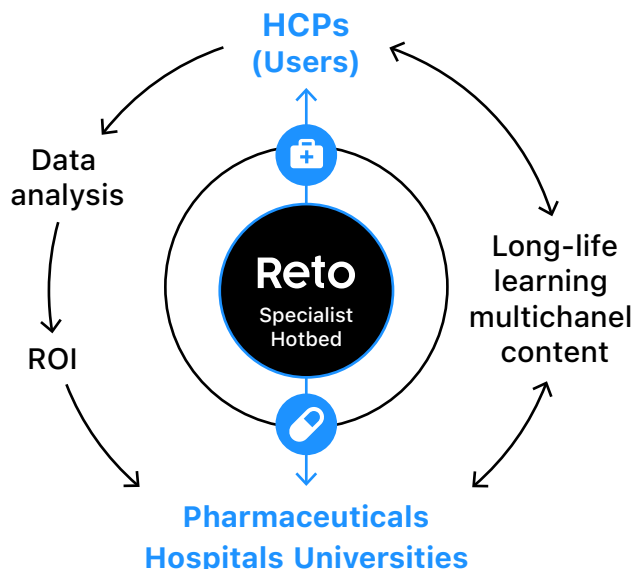
Reto

Executive Summary

Our platform helps healthcare professionals (HCPs) capitalize on study time and helps increase the odds of succeeding in the high-stakes exams they face.

During the process of using us to study for their exams, we offer them additional tools and more content, in order to establish a lifetime relationship.

By becoming an educational "funnel" for attracting HCPs, we can benefit both, our users (b2c) & partners (b2b): scholarships, advertisement, promoted content and research (data).



We are PROFITABLE



Market HCPs

\$19,000 USD



Average Annual Pharma Marketing Spending per Doctor



\$1,700 USD

Clients

Medical devices and pharmaceutical laboratories represent between **3 and 4% of Mexico's GDP, \$4 billion MXN**, with advertising expenditures of 10% and 15% respectively.

Alcon

Silanes

GALDERMA

Laboratorios Grin
LUPIN GROUP COMPANY

VIATRIS™

UNIVERSIDAD
Panamericana

OPHIA

Bristol Myers Squibb™

Traction:

4 Specialities of +46

U Reto MD



2024: Sales \$760,000 USD
(+85% vs 2023)

2025: +100% vs 2024



Use of Proceeds:

- 47.5% Technology
- 37.4% Content
- 15.2% Commercial

Investment

\$550,000 USD

(25% already committed)

Carlos Roca - CEO - Founder
Uri Torruco MD - CMO - Founder |
Medical education expert
Alexandro Marcelo - CTO
Jorge Soto - CPO | Exinsurtech and entrepreneur
Alejandro De Marino - CSO - Ex Sales Director of AMIR
+7 Full time members +40 On Demand HCPs

Our team

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 New Genesis