



Ninacare

Caring for those who care



1,6M

**Healthcare workforce
shortage in Europe today**



4 M

**Healthcare professionals'
shortage in Europe in 2030**

A photograph of a hospital room, likely a patient's room, with a bed in the foreground covered in white linens. In the background, there is a medical monitor displaying vital signs: EKG (66 BPM), Brain Activity (60%), and Respiration (34 RPM). An IV drip is visible on a stand. The room is dimly lit with a blueish tint.

15%

Empty beds in care homes

€ 540k

**Lost revenues
per year per facility**

Hire and retain healthcare professionals with Ninacare

-75% Recruitment costs
with Ninacare

Attract and manage
healthcare professionals
in Europe



**HEALTHCARE
PROFESSIONALS**
Nurses
Physiotherapists
Healthcare assistants
Doctors



Connect them with
healthcare organizations
in Europe



**PRIVATE HEALTHCARE
ORGANIZATIONS**
Care homes
Rehabilitation clinics
Private clinics
Home care providers

All-in platform for healthcare workforce management

TRAINING

Connect with training centers and monitor progresses and certifications of your employees

HR CRM

Track applications and manage recruitment as sales

RECRUITMENT

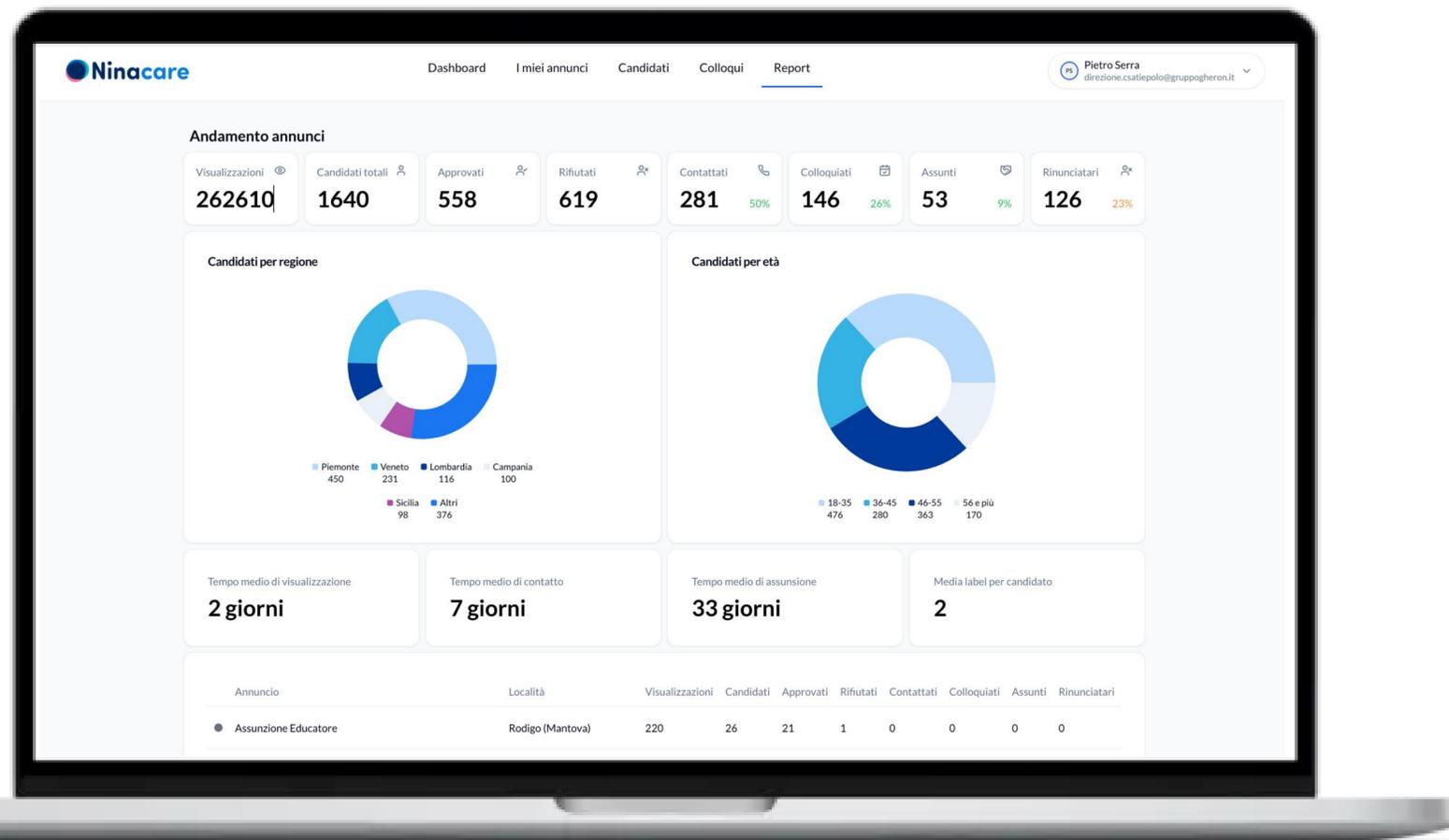
Increase visibility from different channels and attract more local candidates

INCOMING

Attract healthcare professionals from abroad with a transparent and digital process

SHIFTS

Manage shifts and risk of burnout of your employees

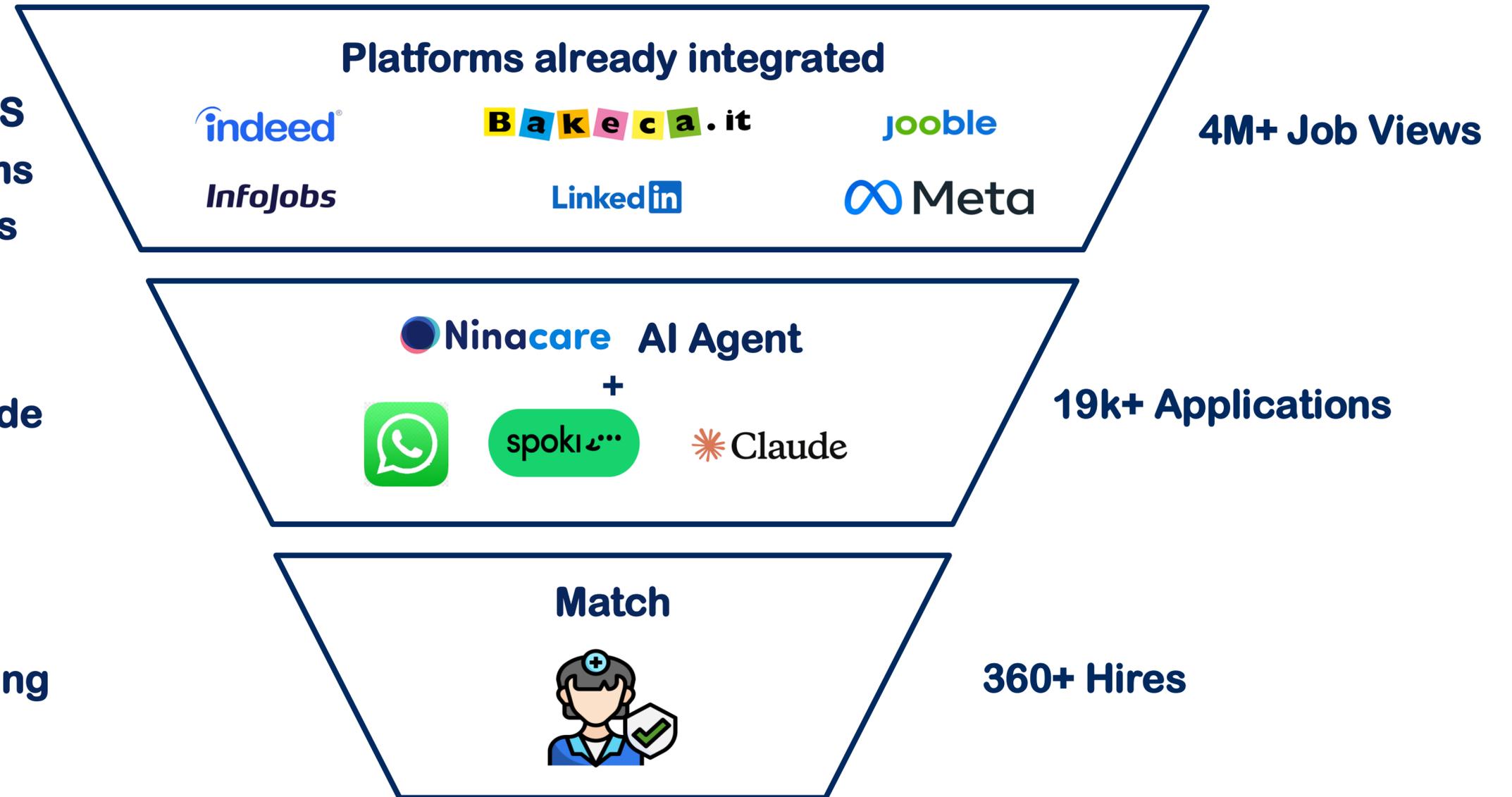


Recruit talent in healthcare with AI

20.000 health professionals registered (+2.000 MoM)
Cost per registration: **€ 2,14**

INTEGRATIONS

Cloud infrastructure based on AWS
Integration with major job platforms
Adaptive Ads on different channels



AUTOMATIONS

Automated CV reading using Claude
Healthcare-trained HR AI Agent

MATCHING

Analyze skills and expertise creating
a data-driven matching

A huge opportunity ahead

CAGR: 9,3%

€ 5,4B

TAM

Healthcare Workforce
Turnover Market in Europe

€ 560M

SAM

Healthcare Facilities
Market in Europe

€ 56M

SOM

10% of SAM

Italian Market

Healthcare Facilities

29k+

12k managed by the Italian NHS



Public/Private Hospitals

Medical Centers

Care Homes/Disability Centers

Healthcare Professionals

1,5 M

700k working in the Italian NHS



Doctors

Nurses

Other healthcare professionals

Recurrent B2B SaaS Business Model

Perfect for small facilities

Start

1 Active Job
€3k /year

- ✓ Ninacare Dashboard
- ✓ Reports & Analytics
- ✓ AI matching
- ✓ Job ad promotion (Facebook, Indeed, Bakeca, Jooble, WhatsApp)

Perfect for medium facilities

Basic

3 Active Jobs
€7k /year

- ✓ Ninacare Dashboard
- ✓ Reports & Analytics
- ✓ Job Benchmark
- ✓ AI matching
- ✓ Job ad promotion (Facebook, Indeed, Bakeca, Jooble, WhatsApp)

Perfect for big facilities or small groups

Professional

5 Active Jobs
€11k /year

- ✓ Ninacare Dashboard
- ✓ Reports & Analytics
- ✓ Job Benchmark
- ✓ AI matching
- ✓ Job ad promotion (Facebook, Indeed, Bakeca, Jooble, WhatsApp)

Perfect for groups of hospitals or nursing homes

Enterprise

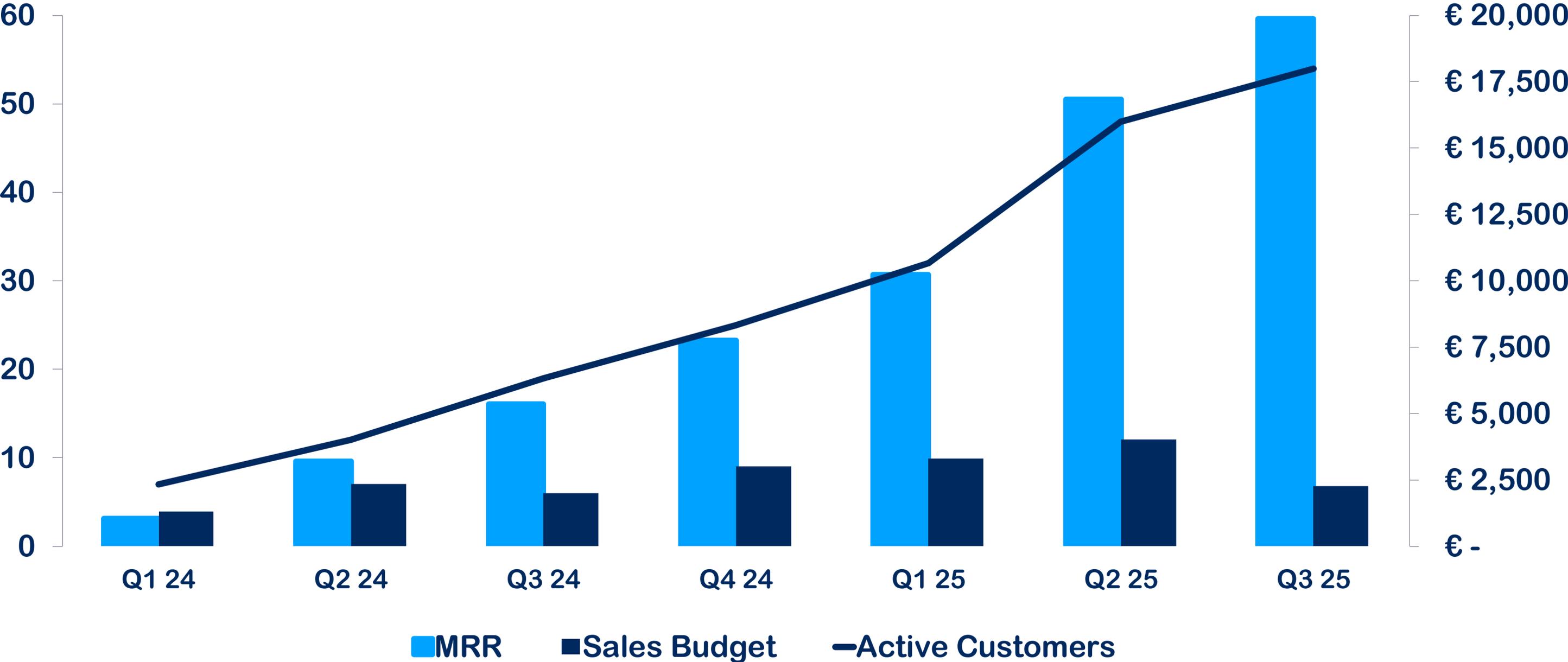
1 Active Job
Customized

- ✓ Ninacare Dashboard
- ✓ Reports & Analytics
- ✓ Job Benchmark
- ✓ AI matching
- ✓ Job ad promotion (Facebook, Indeed, Bakeca, Jooble, WhatsApp)
- ✓ Integrations

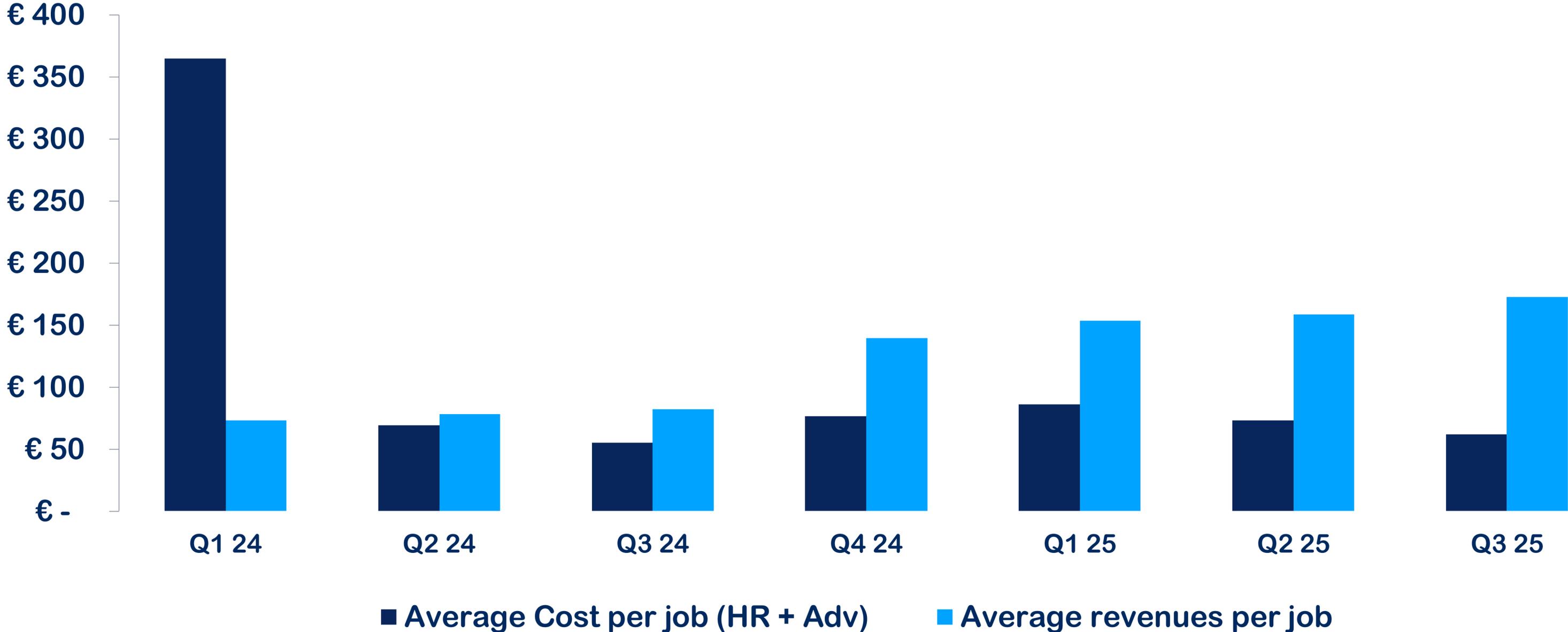
The platform is free for health professionals

56 active customers and € 200k ARR

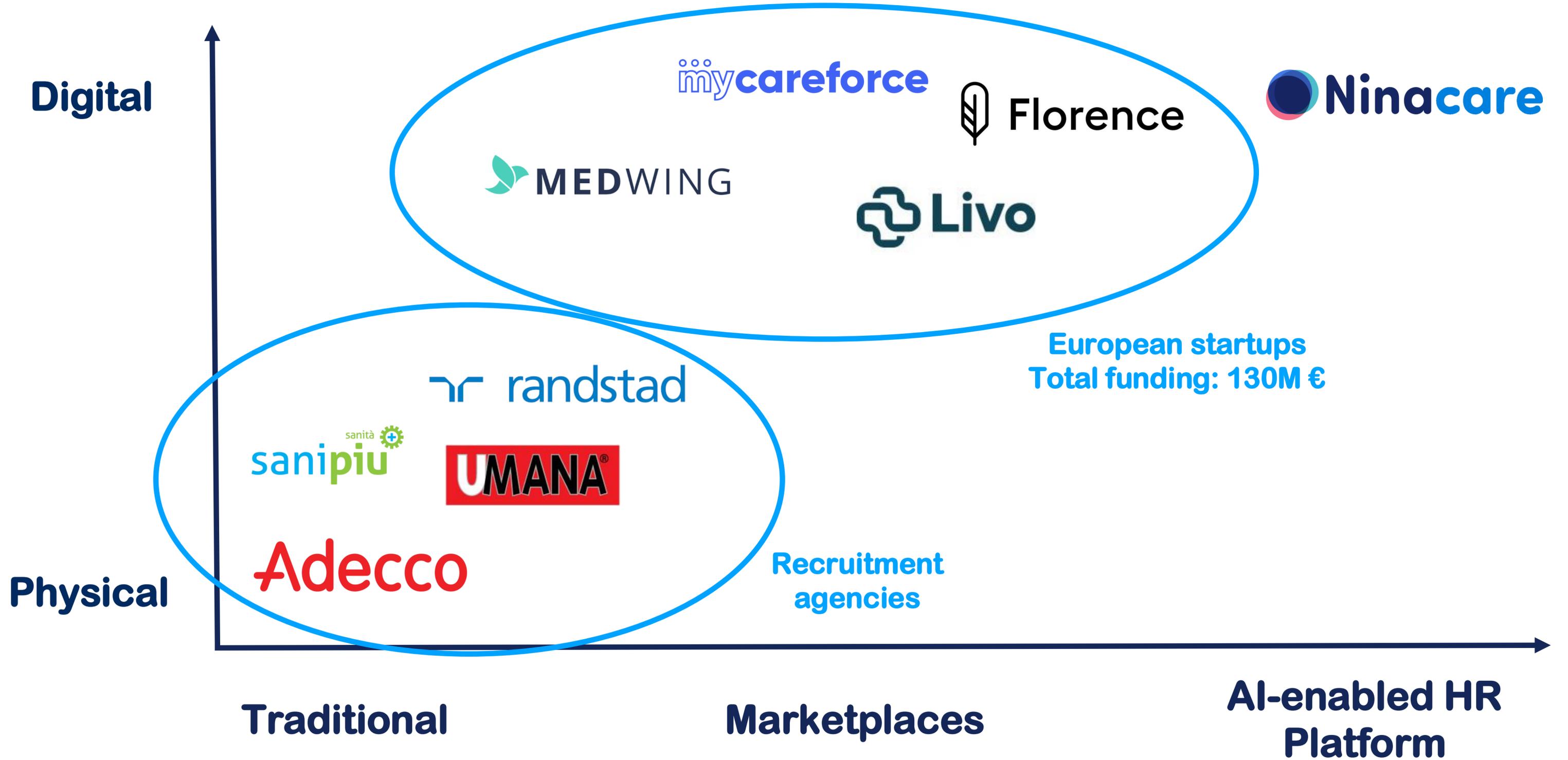
Average Sales Cycle: 42 days



55% Operating Margin per active job



What makes us special?



We have the expertise to drive the growth

Roberto Salamina CEO & Co-Founder

Former Co-Founder of TeiaCare
€ 1M managed budget
€ 300k in first contracts closed
200+ care homes network in Italy

teiacare
IL POTERE DI FARE MEGLIO



Valentina de Caro CPO & Co-Founder

Account & Project Manager Dentsu Creative
Managed € 6M budget
25 digital marketing projects
Managed 2M+ people communities

Coca-Cola **VERSACE** **MENARINI** group



Vladyslav Khytrov
Full Stack Developer
Backend Developer Engage



Giuseppe Cuscito
Full Stack Developer
Full-Stack Dev TimeFlow



Sara Scatigna
HR Recruiter
HR Recruiter Collini



Antonella de Leo
HR Recruiter
HR Recruiter Ad Hoc Minds

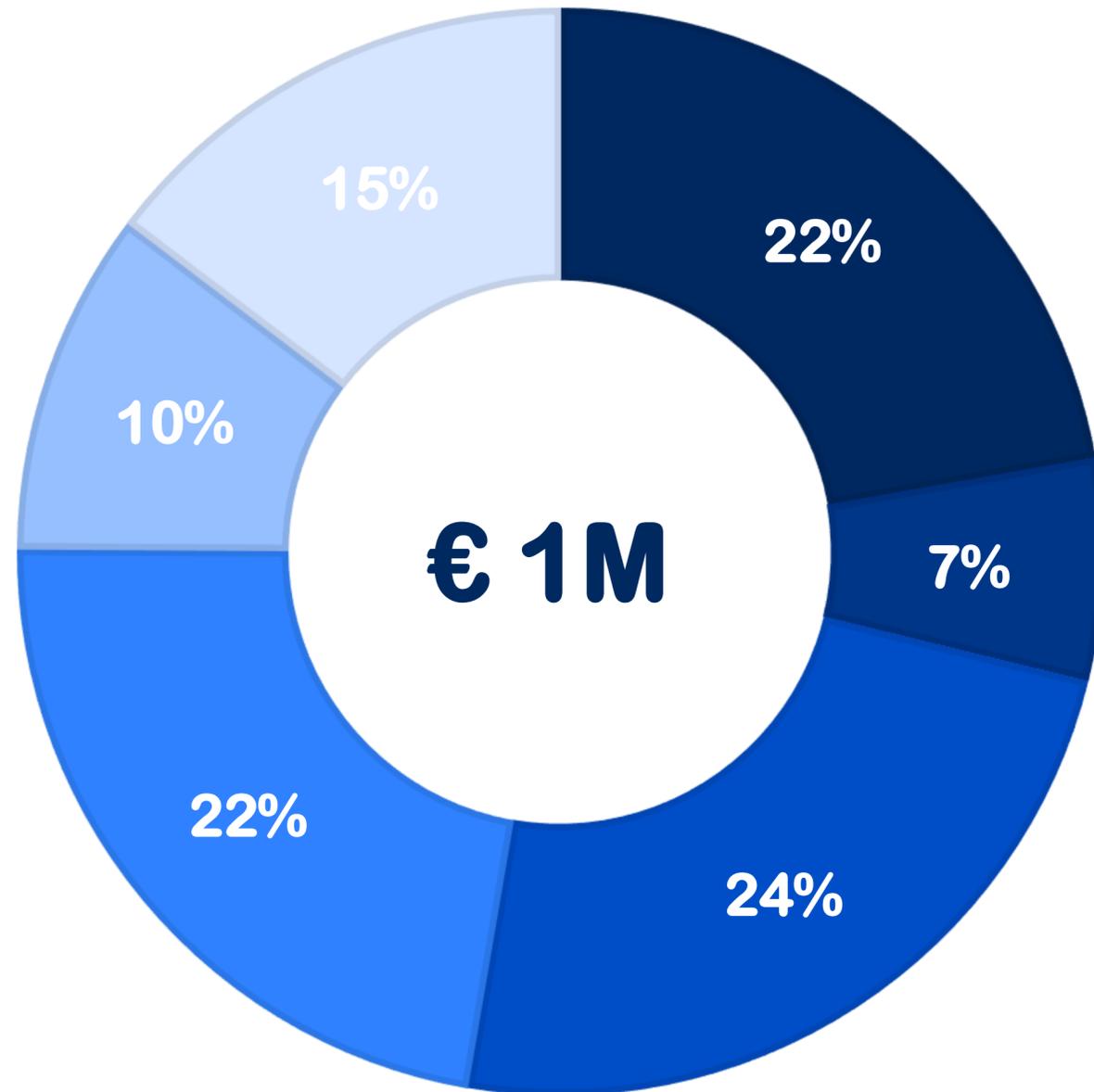


Alessandra Zaccagni
Business Developer
Business Developer Vaimoo

Who believed in us



We are raising € 1M



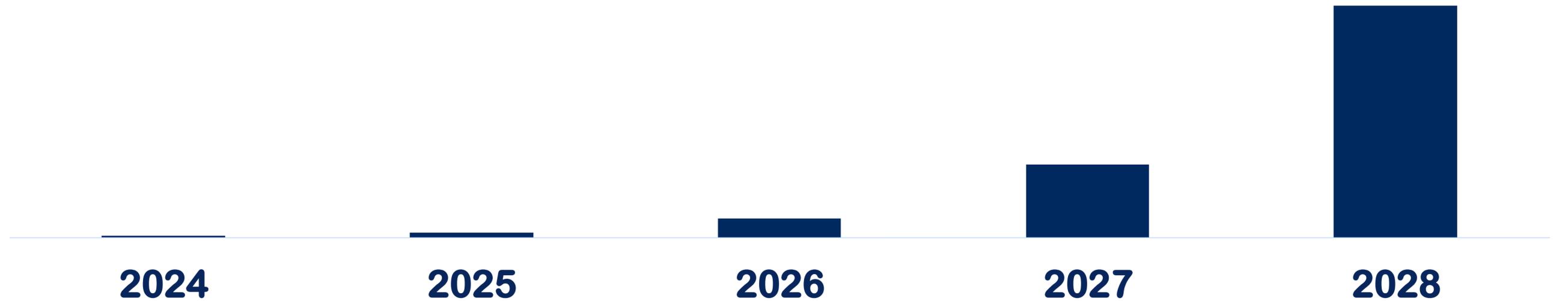
Already committed (125k €)

- Rigel Ventures
- Claudio Vaccaro (Epicode & MatchGuru)
- Angelo Coletta (Zakeke)
- Moffu Labs
- Personae (CDP)
- Federico Mazzieri
- Cardio on-line Europe

- Sales
- Product
- Management

- Marketing
- Professionals Acquisition
- Operations

For platform improvements and scale sales



	2024	2025	2026	2027	2028
ARR	€ 68 k	€ 216 k	€ 730 k	€ 2,7 M	€ 8,5 M
EBITDA	(€ 17 k)	(€ 83 k)	(€ 438 k)	(€ 416 k)	€ 2,4 M
Customers	35	60	129	357	864





Caring for those who care

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