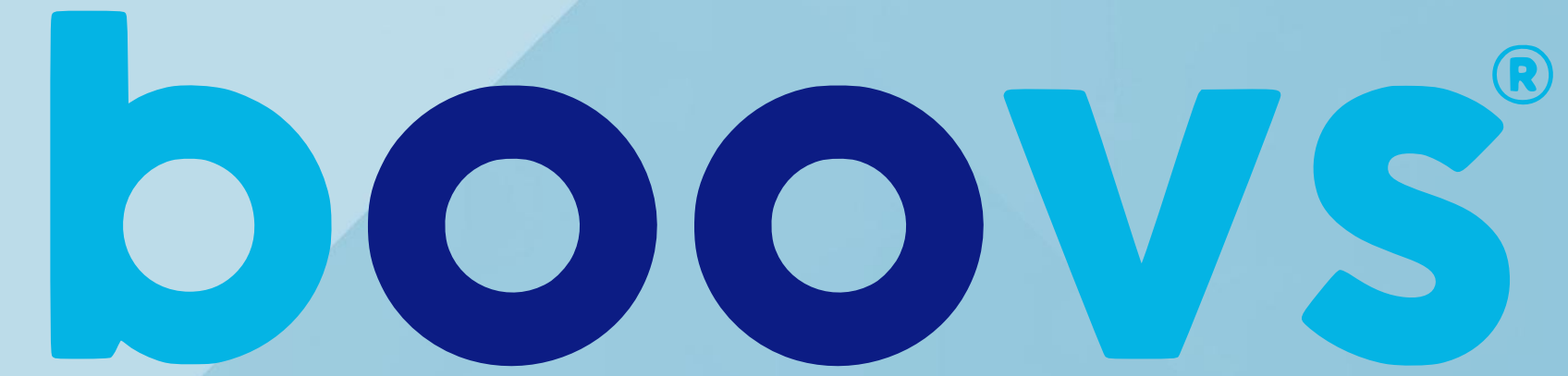




Next Generation Experience in Healthcare

A SAFE, DIGITAL AND BORDERLESS HEALTHCARE PLATFORM FOR PATIENTS FROM ALL OVER THE WORLD

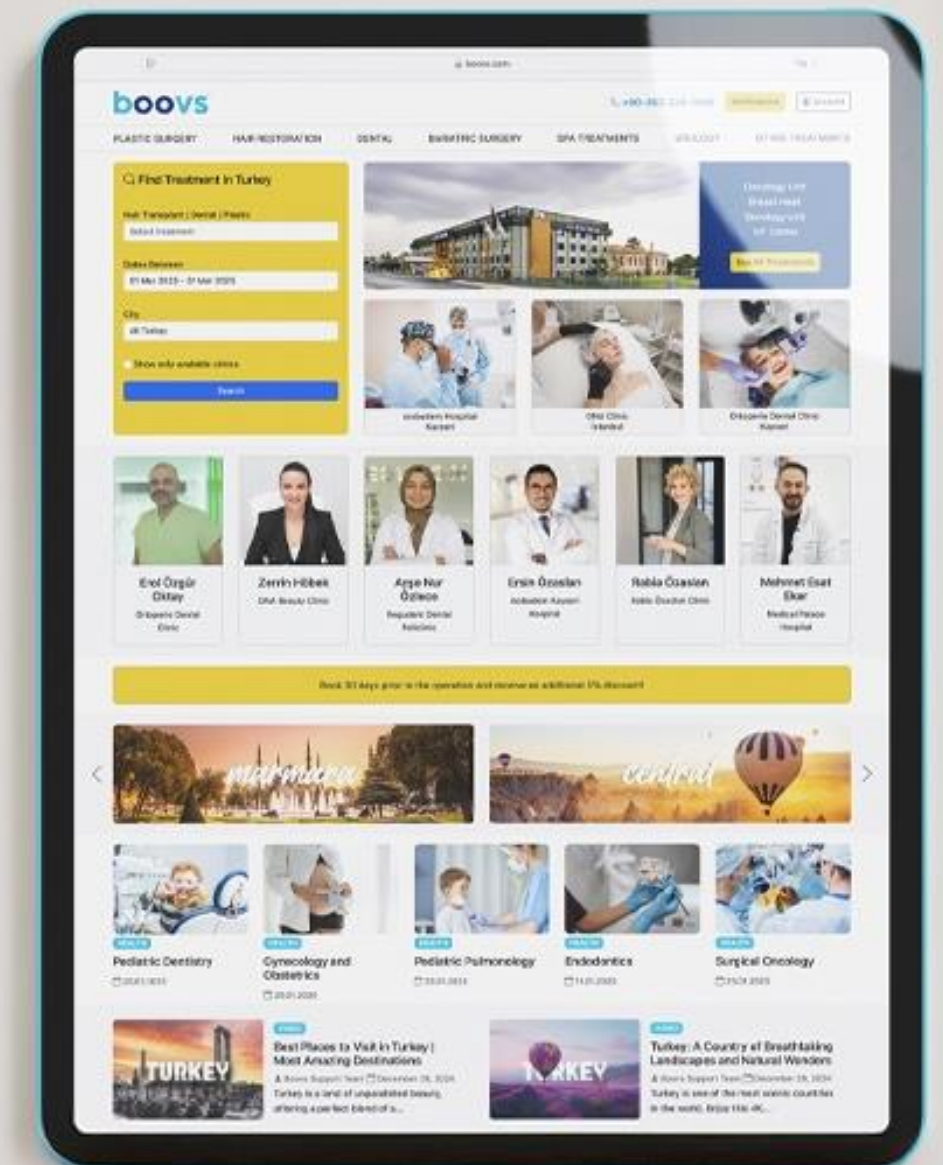
MUSTAFA SILICI, NOVEMBER 2025, TÜRKİYE

Summary

- Boovs is an **AI-powered health tourism marketplace**.
- One-click purchase in **standard packages with transparent pricing** for international patients coming to Türkiye.
- V1 is live: **12 hospitals, 31 doctors, 384 packages**; KVKK/GDPR compliant contract sets are ready.

boovs[®]
THE FUTURE OF GLOBAL HEALTH

**choose
buy
go**

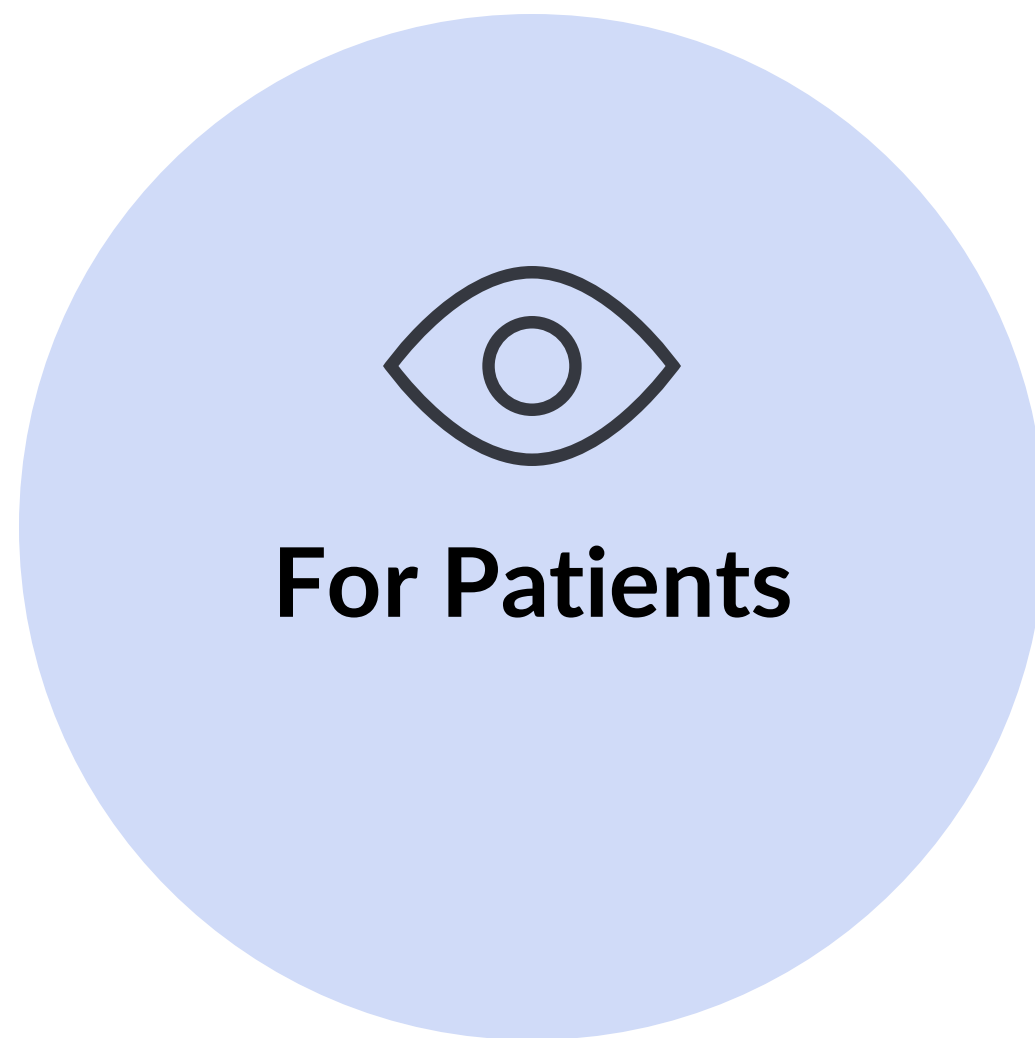


Why Now?

- The global health tourism market has reached **\$100 billion**.
- Turkey is becoming the healthcare hub of Europe and the Middle East, but the sector is **still in the pre-digitization era**.
- Boovs emerged just in time to accelerate this transformation.



Problem



Lack of trust, price uncertainty, language barrier, chaotic and prolonged processes.

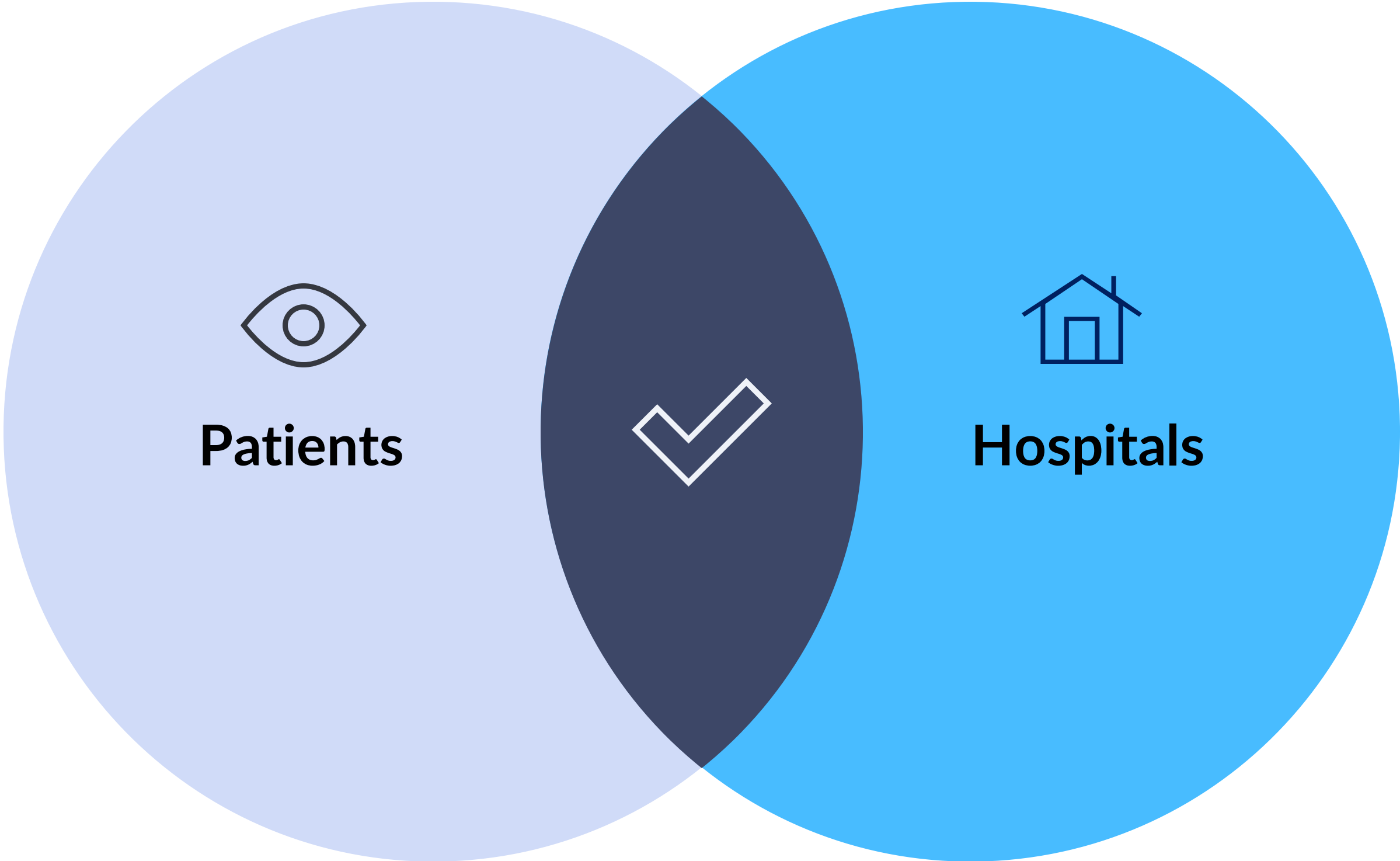


Fragmented communication, fluctuating pricing, manual contract processes, data clutter.



Low conversion rate and unmeasurable performance.

Solution – Transparent Healthcare Services Purchasable with 1 Click



PATIENTS

View packages, learn the price, approve the contract, make the payment.



HOSPITALS

Manage with digital approval, e-signature, payment tracking, and data security.



Product – Live

- Live platform: [boovs.com]
- Active users: 384 patient packages, 12 hospitals, 31 doctors
- KVKK and GDPR compliant e-signature & Escrow infrastructure
- Web and API modules



🔍 Find Treatment In Turkey

Hair Transplant / Dental / Plastic

Select treatment

Dates Between

01 Aug 2025 - 31 Aug 2025

City

All Turkey

☐ Show only available clinics

Search



Oncology Unit
Breast Healt
Senology Unit
IVF Center

See All Threatments



Acibadem Hospital
Kayseri



Medical Palace
Kayseri



DNA Clinic
İstanbul

Popular Doctors



Op. Dr. Erol
Karakaş
Erol Karakaş Clinic



Assoc.
Professor Bekir
Küçük, MD
Maya Eye Hospital



Yunus Emre
Aslantaş
Regudent Dental
Policlinic



Erol Özgür
Oktay
Ortoperio Dental
Clinic



Op. Dr. Ali
Keskin, MD
Maya Eye Hospital

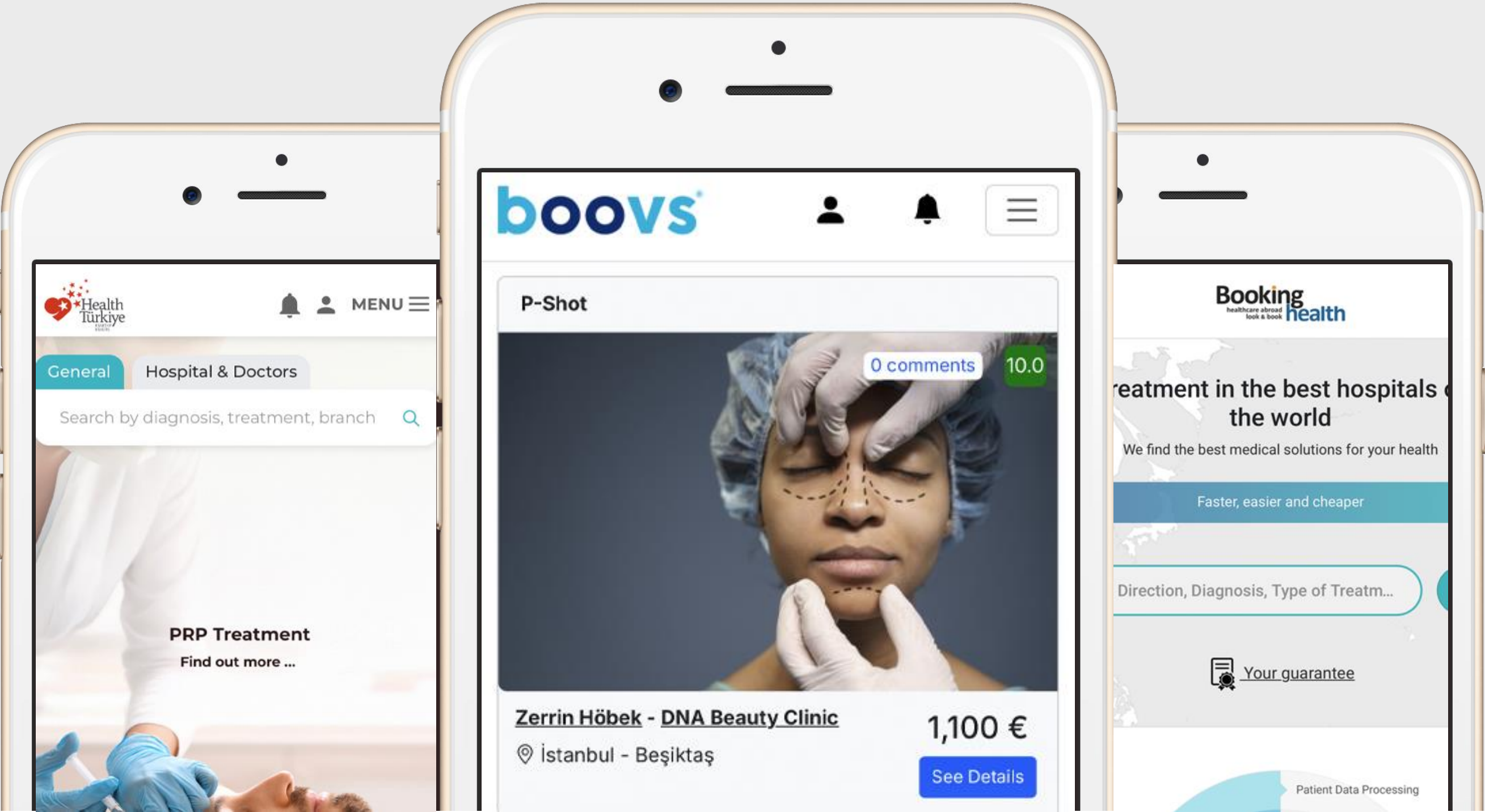


Op. Dr.
Süleyman
Günaydın, MD
Maya Eye Hospital

Book 30 days prior to the operation and receive an additional 5% discount!

Popular Regions





FEATURE	COMPETITORS	BOOVS
Only collects appointments	✓	✗
Package sales and online payment	✗	✓
KVKK & GDPR compliant structure	✗	✓
Digital contract and e-signature	✗	✓
Transparent pricing	✗	✓
Hospital integration with API	✗	✓

Market Opportunity

Türkiye: \$4 billion health tourism revenue in 2025

Europe: \$60 billion potential patient traffic.

Boovs is positioned as the bridge between these two traffics.



Competitive Landscape

Company	Model	Purchase	Regulation	Trust
HealthTürkiye	Government Portal			High
Booking Health	Broker			Medium
FlyMedi	Intermediary			Medium
Qunomedical	Agency			Medium
MyMediTravel	Listing			Medium
Boovs	Digital Market			High

Actual Results

- 12 Hospital
- 31 Doctor
- 384 Active Services

Find Treatment In Turkey

Hair Transplant / Dental / Plastic

Dental

Dates Between

01 Nov 2025 - 30 Nov 2025

City

All Turkey

Show only available clinics

Search



Dental in Turkey

61 result found for your search.

Implant Treatment 31

Zirconium Crown 16

Smile Design 12

Teeth Whitening 1

Prosthesis 0

Most Popular

Increasing by Price

Decreasing by Price

Patient Score

Single Tooth Porcelain Crown (Metal Supported)

0 comments

10.0

Erol Özgür Oktay - Ortoperio Dental Clinic

Kayseri - Kocasinan

Health Certified Expert Staff

220 €

See Details

The Straumann® Implant

0 comments

10.0

Erol Özgür Oktay - Ortoperio Dental Clinic

Kayseri - Kocasinan

Health Certified Expert Staff Who Approved

770 €

See Details

Special offers for members!

Sign up free to see special prices for Boovs members

Implant Supported Total Prosthesis (Vita Tooth Including Connection Parts)

0 comments

10.0

Erol Özgür Oktay - Ortoperio Dental Clinic

Kayseri - Kocasinan

Health Certified Expert Staff Who Approved

660 €

See Details

Unit Economics

- Average Order Value (AOV): **\$2,000**
- Commission Rate: **20%**
- Customer Acquisition Cost (CAC): **<\$150**
- Target Gross Margin: **60%**
- Average Customer Lifetime: **3 transactions**



Revenue Model

- Transaction commission (20%)
- Premium institution listing
- API license revenues
- Affiliate sales



Financial Projection

2025 Q4

- 12 active hospitals
- 31 doctors
- 384 packages live

2026 Q2

- European operations active (Germany & UK)
- 40+ hospitals, 1000+ packages
- Target: \$1.2M GMV, approx. \$250K revenue

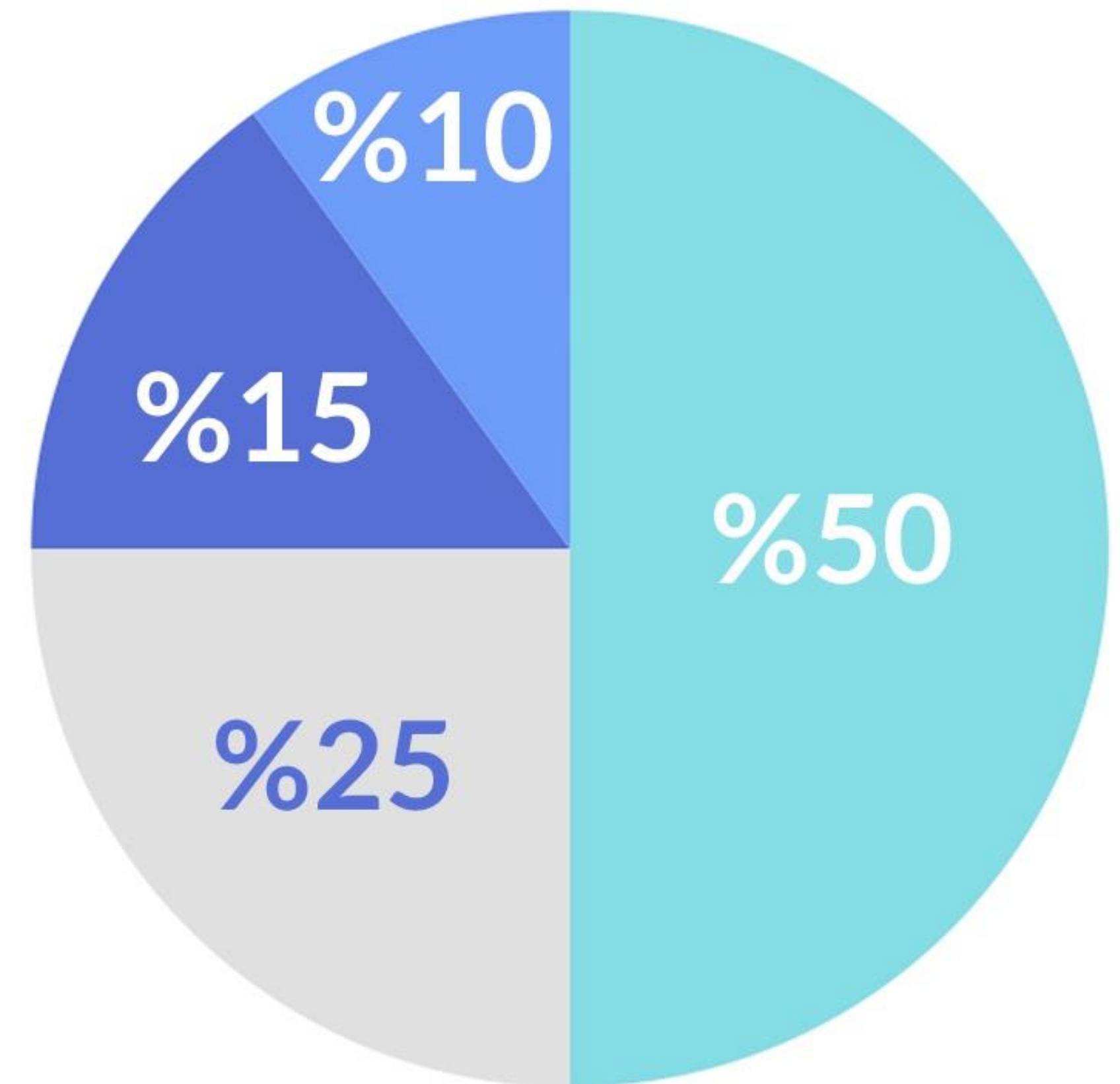
2026 Q4

- Middle East expansion completed, 70+ institutions
- Target: \$3M GMV, \$600K revenue, 2000 patients



Use of Investment

- 50%: Growth and marketing
- 25%: Product and technology development
- 15%: Compliance and security
- 10%: Operations



Technology and Security

- Microservice architecture
- Full compliance with KVKK, GDPR, HIPAA
- 3D Secure + escrow payment
- E-signature, explicit consent, and digital contract integration



Exit Strategy

Potential buyers:

- Health insurance giants
- OTAs (Booking, Trip.com)
- HealthTech unicorns

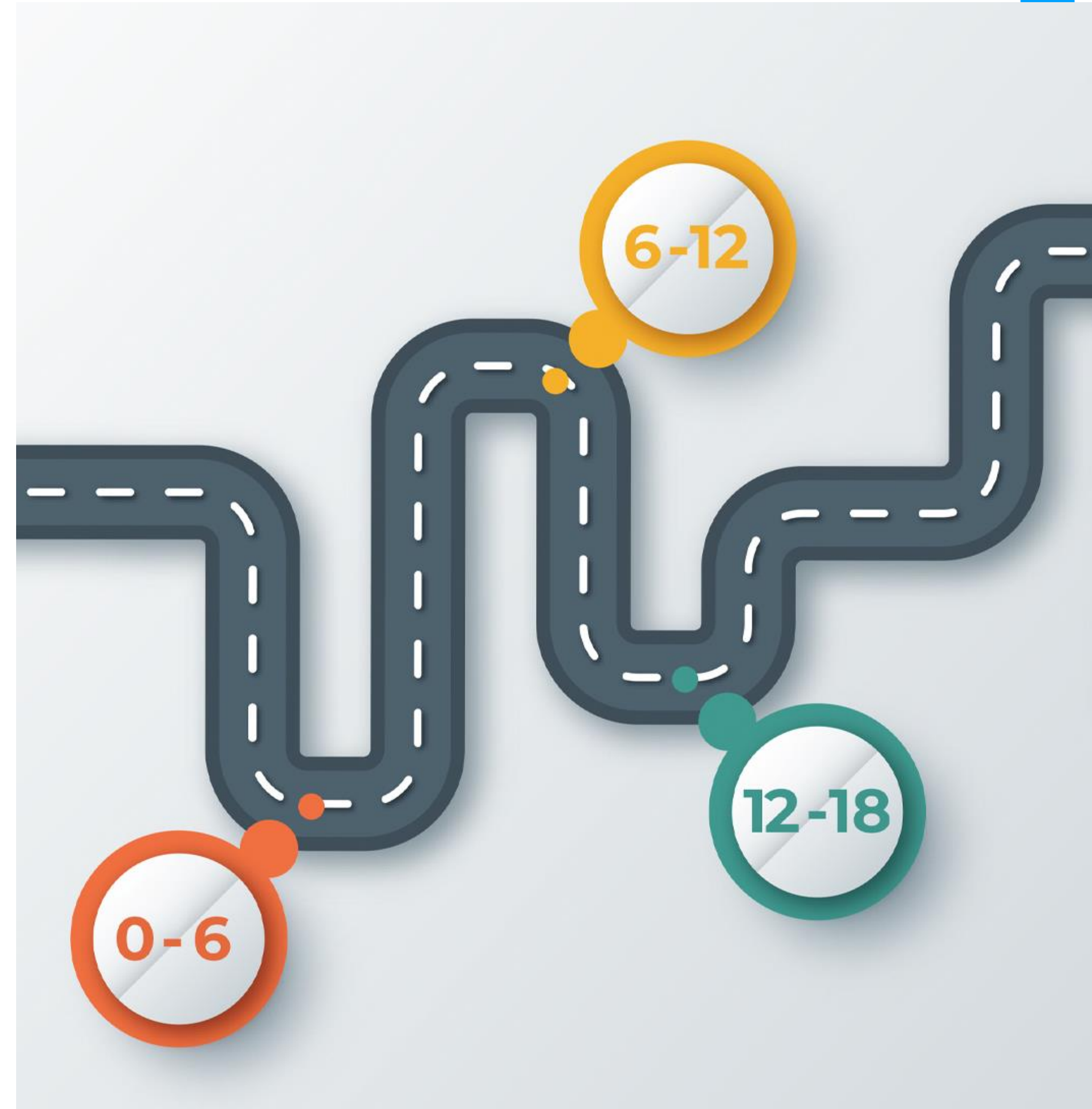
Goal:

- Strategic acquisition / merger within 3 years



Roadmap

- 0–6 Months: Growing the institutional network in Turkey
- 6–12 Months: European (GE, UK) integration
- 12–18 Months: Middle East expansion



Team



Mustafa Silici
CEO

10+ years of digital health & e-commerce experience



Can Ünlü
CTO

15+ years of software engineering, payment systems expert



Hatice Çizmeci
MATHEMATICAL CODING EXPERT

10+ years of software mathematical coding.

Sustainability

Boovs serves the United Nations Sustainable Development Goals

- SDG-3: Good Health and Well-being
- SDG-8: Decent Work and Economic Growth
- SDG-9: Industry, Innovation and Infrastructure



Our Demand

- Investment sought: \$500,000
- Goal: 18 months runway
- 10x growth, globalization, and commercialization of data infrastructure



Closing

“Every patient deserves safe treatment.
Boovs is digitizing this trust.
The investment is not in technology, but in people's
recovery story.



Contact

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0532 375 0 984
0352 224 10 06

