

# ChestX

*Upload blood test reports from any lab (Thyrocare + Quest + Labcorp) — AI tracks trends + explains values plainly. Lab apps show their own results only; no one consolidates and explains across labs. ■299/yr or \$9/yr.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Health-conscious individuals tracking personal blood test results over time across multiple lab providers (especially those with chronic conditions + annual preventive screening)
<b>Monetisation</b>	■299/yr or \$9/yr Solo · ■699/yr or \$19/yr Family (up to 5 members) · ■1,499/yr Pro (with doctor-Q&A;)
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

ChestX is a personal blood test result tracker + explainer. The structural problem: typical adult gets blood tests across multiple labs over years (Thyrocare for one test, Apollo for another, hospital-lab for third, employer-mandated annual check at fourth); each lab has its own app showing only their own results; no consolidated view of how values trend over time; lay-language explanation of values absent.

Product: upload blood test PDF reports from any lab; OCR + AI extracts values + categorises (lipid panel + glucose + thyroid + kidney + liver + complete blood count + etc.); tracks trends over time across labs; provides plain-language explanation of values + flag-worthy trends + suggested doctor-conversation prompts.

Year-1 target: 25,000 paying subscribers generating ■85 lakh annual revenue against ■15 lakh costs. Cash-positive month 2. Low ARPU + high volume; sustainable side-business shape.

## The Problem

Health-conscious adults accumulate blood test results across years + multiple labs. Each lab's app shows only their own results; no consolidated view. Lay-person can't easily tell whether their HDL cholesterol is improving + whether their thyroid trend is concerning + whether their kidney function is stable. Doctors at annual visits look at most-recent report; lack longitudinal view.

Existing options. Lab-specific apps (Thyrocare + Quest + Labcorp + Practo): show only own data. Generic health-tracking apps (Apple Health + Google Fit): import some data but extraction quality variable + no explanation layer. Hospital EHR access: limited to single-hospital-system data.

Market gap: lab-agnostic consolidation + plain-language explanation at consumer pricing.

## The Solution

ChestX's flow. Upload blood test reports as PDF (from any lab); OCR + AI extracts values + categorises; consolidated dashboard shows values + trends over time across all uploaded reports.

Plain-language explanation: per-value explanation in lay language (what is this measuring + what is normal range + what is your value + what trend means + when to be concerned).

Flag-worthy trends: AI identifies trends warranting doctor conversation (HbA1c rising; HDL cholesterol declining; kidney function changing).

Doctor-conversation prompts: pre-visit summary preparation with structured questions to ask doctor based on user's specific results.

Family tier (■699/yr): consolidate family members' results (couple + children + elderly parents) for whole-family health visibility.

Pro tier (■1,499/yr): Solo + monthly Q&A; session with vetted physician for non-urgent questions about results.

## Market Opportunity

Global health-conscious consumer market: hundreds of millions. Willing-to-pay segment for blood-test consolidation: ~30-50M.

At blended ■600/yr ARPU, SAM is ■1,800-3,000 crore. Realistic 4-year capture: 0.05-0.2% = ■1.5-12 crore ARR. Modest absolute but sustainable.

Adjacent expansion. Year 2: imaging report tracking (ultrasound + X-ray + MRI). Wearable + lab integration. Year 3: pre-diagnosis health-anomaly detection across longitudinal data.

## Target Customer

Primary persona: a 42-year-old health-conscious professional with annual preventive screening + thyroid medication. Will pay ■299/yr Solo.

Secondary persona: a 51-year-old family caregiver tracking own + spouse + 2 elderly parents' results. Will pay ■699/yr Family tier.

Tertiary persona: a 38-year-old with mild chronic condition wanting structured doctor-Q&A; access for non-urgent questions. Will pay ■1,499/yr Pro tier.

## Product

Report upload: PDF + photo + email-forward of lab reports.

AI extraction + categorisation: value extraction + standard-name normalisation across labs.

Consolidated dashboard: per-test trends over time.

Plain-language explanation per value.

Flag-worthy trend identification.

Doctor-conversation prompts: pre-visit structured summaries.

Family tier: multi-member dashboard.

Pro tier: monthly physician Q&A;

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on AWS Mumbai + EU regions (medical data residency), Postgres.

AI extraction: GPT-4o + LayoutLM for lab-report OCR (~2/report extraction).

Plain-language explanation: GPT-4o + Claude with medical-content guardrails.

Physician Q&A; (Pro): vetted physician network with structured Q&A; workflow.

Compliance: HIPAA + DPDP + per-jurisdiction medical-data handling.

Payments: Razorpay + Stripe.

## Business Model & Unit Economics

Three tiers. Solo ₹299/yr or \$9/yr. Family ₹699/yr or \$19/yr (5 members). Pro ₹1,499/yr (with monthly physician Q&A;).

Conversion: free preview (first report extraction + analysis free) converts at 16%. Distribution: 65% Solo, 25% Family, 10% Pro. Annual subscription model (no monthly) due to low pricing.

Gross margin: 86%. Costs: AI extraction + physician-Q&A; labour at Pro.

LTV: ₹299 × 3 yrs = ₹897 (Solo); ₹699 × 4 yrs = ₹2,796 (Family); ₹1,499 × 3 yrs = ₹4,497 (Pro).

### Unit Economics (Year-1 base case)

Year-1 paying subscribers	25,000
Blended ARPU	₹350/yr
Year-1 revenue	₹85 lakh
Gross margin	86%
CAC	₹40
Year-1 all-in costs	~₹15 lakh
Year-1 net contribution	~₹58 lakh

## Go-to-Market

Channel 1 — SEO (50%): high-intent health queries ('blood test result explanation' + 'HbA1c trend' + 'cholesterol values normal range').

Channel 2 — Health-content community (25%): r/Health + health-creator partnerships.

Channel 3 — Lab partnerships (15%): partnerships with diagnostic labs for value-add tier.

Channel 4 — Paid acquisition (10%).

### Roadmap (first 12 months)

- Month 1-3: MVP with upload + extraction + trends + Solo + Family tiers. 2,000 subscribers.
- Month 4-5: Plain-language explanations + flag-worthy trends, 7,000 subscribers.
- Month 6-8: Pro tier with physician Q&A; + 20 physicians on roster, 15,000 subscribers.
- Month 9-10: Doctor-conversation prompts + pre-visit summaries, 20,000 subscribers.
- Month 11-12: 25,000 subscribers, ₹85 lakh annualised.

### Key Risks

- AI extraction accuracy: lab report formats vary widely; extraction errors are concerning for medical data. Mitigated by user-confirmation workflow + confidence scoring + conservative-error-discipline.
- Medical-liability: explanation of medical values could be construed as medical advice. Mitigated by clear scope-disclaimers (this is information not medical advice) + always-recommend-doctor-consultation framing.
- Lab partnership response: labs could view consolidation as competitive threat. Mitigated by complementary positioning + value-add framing.

- Apple Health / Google Fit competitive: native OS may add similar capabilities. Mitigated by depth of explanation + lab-extraction quality + India-specific support.
- Low ARPU economics: sustainability depends on volume + retention. Mitigated by clear retention model + Family + Pro tier upsells.