

DermCheck

Phone-photo AI skin analysis with dermatologist referral when flagged. Most Indian skin concerns never see a dermatologist because the path is unclear + intimidating.

DermCheck makes triage + decision-clear at ₹99-499.

Category	Set 6 · Consumer & Family
Customer	Indian individuals with persistent skin concerns (acne + pigmentation + hair loss + suspicious moles + recurring rashes) who haven't seen a dermatologist
Monetisation	■99-299 per check · ■499/mo Premium (unlimited + tracking + dermatologist consult discounts)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

DermCheck addresses the under-served gap in Indian skin care: millions of people have persistent skin concerns (acne, pigmentation, hair loss, suspicious moles, recurring rashes) that they neither self-treat well nor escalate to dermatologists. The reasons: dermatology appointment costs ₹800-2,500 per visit + 1-3 week wait, the patient is uncertain whether their concern warrants a visit, and the path from concern to action is unclear. Result: ~70% of treatable skin conditions in India go untreated or under-treated.

DermCheck: phone-photo of concern + 4-minute structured intake (history + symptoms + duration) → AI-assisted analysis with structured assessment (likely conditions + severity + urgency level) → recommendations (self-care guidance / OTC products / dermatologist consult recommended / urgent care recommended). When dermatologist consult is recommended, integrated booking with partner-dermatologist network at preferential rates.

Year-1 target: 12,000 paid checks + 800 Premium subscribers generating ₹1.6 crore annual revenue against ₹38 lakh costs. Cash-positive month 3-4. The wedge against full dermatologist visit is accessibility + cost; against generic skincare apps is medical-decision focus + India-specific dermatology partnerships.

The Problem

An Indian adult with persistent acne or pigmentation or noticed-mole-changes or recurring rashes faces a decision problem. Should I see a dermatologist? Each visit costs ■800-2,500 + 1-3 week wait + uncomfortable conversation. The alternative is self-treating with WhatsApp-uncle advice + Amazon-purchase OTC products + Instagram-influencer skincare routines, with frequent worsening + wasted money + persistent concern.

The medical reality: many of these concerns are easily treatable when seen by a qualified dermatologist + many self-treatments are counter-productive + a small but non-zero fraction of skin concerns (specifically suspicious moles + persistent unusual lesions) are early-stage cancers where delay materially matters.

Existing options. Practo + 1mg telemedicine (\$150-400 per consult) work but require active engagement + are skip-the-queue + lack the structured AI-pre-analysis layer that reduces friction. Generic skincare apps (Skin360 by Olay, Visage AI) focus on cosmetic skincare not medical concerns. The middle gap: a structured AI-triage product priced at ■99-499 that helps the user decide whether to escalate to a dermatologist + provides interim guidance.

The Solution

DermCheck flow. User uploads 1-3 phone photos of skin concern + completes 4-minute structured intake (duration of concern + symptoms + medical history + family history + medications + previous treatments tried). AI processes photos + intake to produce structured assessment in 3-8 minutes: likely conditions (ranked by probability with confidence scores), severity assessment, urgency level (self-care / dermatologist within 4 weeks / dermatologist within 1 week / urgent care).

Recommendation output based on assessment. Low-severity, common condition (mild acne, minor irritation): self-care guidance + OTC product recommendations + tracking template for monitoring progress. Moderate (persistent acne, pigmentation, hair loss): dermatologist consult recommended within 4 weeks + integrated booking with partner network at ■600-1,200 preferential rate (vs. ■1,500-2,500 standard). High urgency (suspicious mole, persistent unusual lesion, severe acute reaction): dermatologist within 1 week or urgent care recommendation with explicit guidance on what to flag to the doctor.

Tracking module (Premium tier): for users monitoring chronic conditions (pigmentation progress, hair-thinning trend, acne severity), structured photo-tracking with AI-assisted comparison over time.

Three structural differences from existing options. First, structured triage focus (decide whether escalation is needed). Second, integrated dermatologist booking at preferential rates (partner network solves the 'where do I actually go?' question). Third, India-cost-tier (■99-499 vs. ■800-2,500 for direct dermatologist visit).

Market Opportunity

Indian adult population with persistent skin concerns at any time: estimated 200-300M. Per-year willing-to-pay segment: ~15-25M would pay ₹99-499 for structured triage.

At ₹400 average revenue per user/year (mix of one-time + subscribers), SAM is ~₹600-1,000 crore. Realistic 3-year capture: 0.2-0.6% = ₹2-6 crore ARR.

Adjacent expansion. Year 2: pediatric variant (children's skin concerns). Hair-loss-specific deep product (huge underserved sub-segment). Year 3: cosmetic-procedure-decision guidance (pre-procedure consultation triage).

Target Customer

Primary persona: a 31-year-old marketing professional in Bengaluru with persistent post-acne pigmentation. Has tried 4-5 Amazon-purchased products without improvement. Reluctant to spend ₹2,000 on dermatologist without knowing if it'll help. Will pay ₹299 for DermCheck assessment to inform decision.

Secondary persona: a 45-year-old father in Pune noticed a mole on shoulder that 'looks different' from how it used to. Will pay ₹299 for assessment urgently + follow integrated booking recommendation.

Tertiary persona: a 28-year-old woman in Delhi with hair-loss concern + recurring rashes. Will pay ₹499/mo Premium tier for ongoing tracking + multiple checks.

Product

Photo upload: 1-3 photos with guidance (lighting + angle + scale reference for size).

Structured intake: 4-minute questionnaire covering duration + symptoms + medical history + family history + medications + previous treatments.

AI analysis: image classification + symptom-history-correlation analysis producing ranked likely conditions + severity + urgency assessment.

Recommendation output: self-care / OTC / dermatologist-4-week / dermatologist-1-week / urgent-care, with specific guidance.

Dermatologist booking integration: partner network with ~800 dermatologists across 18 cities; preferential rates booked through DermCheck.

Tracking module (Premium): structured photo-tracking with AI-comparison over time for chronic conditions.

Educational content: condition-specific guides + treatment journey expectations.

Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

AI: image classification via fine-tuned CNN on dermatology dataset; GPT-4o for symptom-correlation analysis + recommendation generation. Per-check compute cost ~\$3-5.

Dermatologist partner network: backend booking + revenue-share infrastructure.

Payments: Razorpay.

Compliance: DPDP Act + medical-data residency (India), encryption.

Business Model & Unit Economics

Per-check pricing + Premium subscription. Per-check ■99 Basic / ■299 Detailed (with dermatologist booking referral if needed). Premium ■499/mo: unlimited checks + tracking + dermatologist discount.

Plus: revenue share with partner dermatologists on referred consults (~15% of consult fee).

Conversion: 7% of trial users convert to paid first check. 18% of paid-check users convert to Premium subscription.

Gross margin: 78% on per-check; 84% on Premium; 22% on dermatologist-referral share.

Unit Economics (Year-1 base case)

Year-1 paid checks (target)	12,000
Year-1 Premium subscribers	800
Year-1 dermatologist-referrals processed	2,500
Year-1 revenue	■1.6 crore
Gross margin	76%
CAC	■220
Year-1 all-in costs	~■38 lakh
Year-1 net contribution	~■85 lakh

Go-to-Market

Channel 1 — SEO (40%): high-commercial-intent queries ('best acne treatment India', 'is this mole dangerous', 'hair loss dermatologist Bengaluru').

Channel 2 — Skincare-creator partnerships (25%): credibility from Indian dermatology + skincare creators.

Channel 3 — Dermatologist-partner co-marketing (20%): partner derms recommend DermCheck for triage between visits.

Channel 4 — Paid acquisition (15%).

Roadmap (first 12 months)

- Month 1-3: MVP with photo + intake + AI assessment + ■99-299 per-check pricing. 800 paid checks.
- Month 4-5: Dermatologist partner network (first 80 derms in 6 cities), 3,000 cumulative paid checks.
- Month 6-8: Premium tier launched + tracking module, 6,500 cumulative paid checks + 250 Premium subscribers.
- Month 9-10: Expand partner network to 18 cities + 800 derms, 9,500 cumulative.
- Month 11-12: 12,000 cumulative paid checks + 800 Premium subscribers, ■1.6 crore year-1 revenue.

Key Risks

- Medical-liability: misdiagnosis or missed urgent condition is severe liability. Mitigated by clear scope disclaimer (triage tool not diagnosis) + conservative urgency thresholds + professional indemnity insurance + clear escalation guidance.
- Regulatory: India is tightening regulation around telemedicine + medical AI. Mitigated by close monitoring + partnership with regulated dermatology partners (we are triage, they are care).

- AI accuracy variance across skin tones: dermatology AI historically trained on lighter skin tones; Indian skin types under-represented. Mitigated by India-specific training data + ongoing model improvement.
- Dermatologist-network coverage: partner network must be substantial enough for booking to actually work in user's city. Mitigated by phased city-launch.
- Customer trust: medical AI trust requires building. Mitigated by transparent science + dermatologist endorsement + clear scope.