

# medikhata

AI · FOUNDER VERDICT INTELLIGENCE

# 17

/49

FOUNDER VERDICT SCORE

VERDICT

## PIVOT

13 kill flags raised · 2/5 kill checks passed

**X NO-GO — Needs rethinking**

IN India

### PRODUCT BRIEF

ONE-LINE PITCH

medikhata

TARGET CUSTOMER (ICP)

people using lab report

PRIMARY MARKET

IN India

UNFAIR ADVANTAGE / MOAT

good framework based analysis

DISTRIBUTION CHANNEL

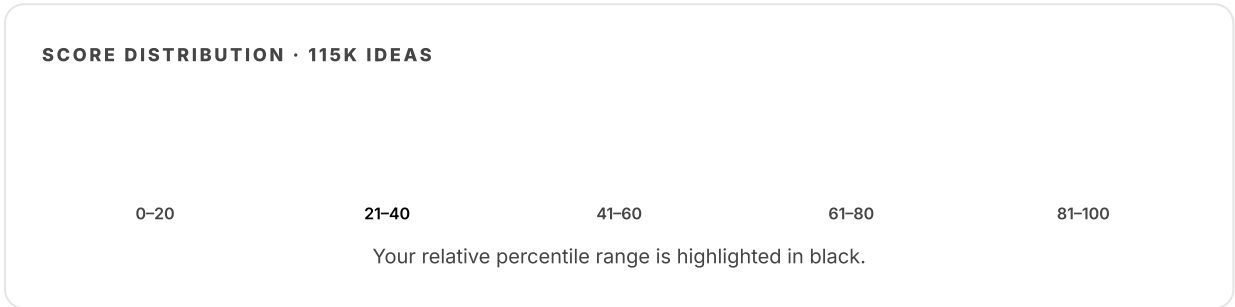
App Store / Web

**HOW DOES YOUR SCORE COMPARE?**

**17**  
Your Score  
Out of 49 points

**Top 30%**  
Percentile Rank  
Better than 70% of ideas

**27**  
AI Product Avg  
↓ 10 pts below



**BUSINESS SUCCESS PROBABILITY**

**7%**

BUSINESS SUCCESS PROBABILITY · NEAR AI-POWERED PRODUCT BASELINE

vs 7% category baseline

## FRAMEWORK SCORE OVERVIEW

17/49

**Problem Validation****2**/<sub>6</sub>

Lab report interpretation is a real pain point in India where doctor consultations are expensive, but 'analyze lab reports' is a loosely defined outcome — medikhata gives no evidence that misinterpretation causes dangerous or costly decisions for their stated ICP 'people using lab report'.

**Demand Validation****5**/<sub>12</sub>

The ₹299-per-report and ₹999/month pricing is set against a market where Practo and 1mg offer free or near-free report summaries, and Indian consumers historically resist paying for health information they expect for free from their doctor.

**Market Opportunity****3**/<sub>6</sub>

India's diagnostics market is ~\$11B, but medikhata's addressable slice is only consumers willing to pay ₹999/month for AI report analysis — a niche that shrinks dramatically once free alternatives from Apollo Healthify and 1mg are excluded, giving a realistic SAM well below \$50M.

**Competition & Differentiation****2**/<sub>7</sub>

The stated moat — 'good framework based analysis' — is indistinguishable from what GPT-4o or Gemini 1.5 can do out of the box with a prompt, and provides zero proprietary differentiation versus 1mg or Practo who can build the same feature in weeks.

**Revenue Potential****2**/<sub>6</sub>

Offering both ₹299/report and ₹999/month without defining which ICP pays which tier, what the upgrade trigger is, or what 'per idea' means in the context of lab reports, signals aspirational pricing rather than validated willingness to pay.

**GTM Feasibility****2**/<sub>6</sub>

The pitch contains zero mention of a distribution strategy — no partnership with Redcliffe Labs, Thyrocare, or hospital EMR systems, no PLG motion, no referral loop — leaving customer acquisition entirely undefined for a market where 1mg already owns the last-mile lab-to-consumer relationship.

**Founder-Market Fit****1**/<sub>6</sub>

The one-line pitch 'AI will analyze lab reports' demonstrates surface-level problem framing with no clinical vocabulary, no mention of LOINC codes, reference ranges, or doctor-handoff workflows — suggesting limited domain depth in health diagnostics

[AI-suggested from problem depth].

**SCORE BY CATEGORY**

SCORE: 17/49

Problem	54/100
Customer	15/100
Market	49/100
Product	20/100
Business	30/100
Execution	34/100

**STRENGTHS & RISKS****STRENGTHS**

- Defined problem space
- Clear target customer
- Executable timeline

**RISKS**

- No data or workflow moat — "AI wrapper" risk
- No AI reliability / hallucination mitigation strategy
- No validated paying customers yet — high assumption risk
- Low score on icp clarity

**KILL-CHECK RESULTS****2/5 PASSED**

- I have spoken to 10+ real target customers (not friends) who confirmed this problem exists
- At least one person has agreed to pay before the full product is built
- The problem occurs frequently enough (weekly+) to justify a monthly subscription**
- My product has at least one capability no current competitor has**
- I have deep personal experience with this problem or direct ICP community access**

**CATEGORY INSIGHTS****INDUSTRY REALITY**

AI products in 2025 face intense competition from OpenAI, Anthropic, and Google's native features. The winners build WORKFLOW depth, not just capability breadth. LLM API costs compress margins — your 72% target requires either proprietary model hosting or usage-based pricing that passes costs to customers. Find one painful workflow, automate it completely, and charge for the outcome.

**CRITICAL SUCCESS FACTORS**

- 1 Validate with 10+ paying or committed customers before scaling
- 2 Define primary distribution channel before building more features
- 3 Build structural moat: data lock-in, network effects, or workflow integration
- 4 Model LTV:CAC before spending on paid acquisition

**COMPETITIVE POSITION**

Weak differentiation detected. This is the highest-priority issue — a copycat risk exists if the market proves real.

**BUSINESS POTENTIAL — MONTH 12 PROJECTIONS**

SCENARIO	CUSTOMERS	MRR	ARR
<b>Conservative</b> 50 customers × ₹2,000/mo	50	₹1.0L	₹12.0L
<b>Moderate</b>	150	₹3.0L	₹36.0L
<b>Strong</b>	400	₹8.0L	₹96.0L
<b>Aggressive</b>	1,000	₹20.0L	₹2.4Cr

AI tool pricing in India: ₹500–5,000/mo

**UNIT ECONOMICS — AI-POWERED PRODUCT**

METRIC	CATEGORY BENCHMARK	YOUR ESTIMATE
<b>CAC</b>	₹200	₹230 ↗
<b>LTV</b>	₹1,800	₹1,620 ↗
<b>LTV:CAC</b>	9:1	2:1 ↗
<b>Churn</b>	8% mo	8% mo ↗
<b>Payback</b>	6–14 months	10 months ↗

## FOUNDER DECISION · FINAL VERDICT

# PIVOT

## SCORE

17/49

## SUCCESS PROB.

7%

vs 7% baseline

Score: 17/49 for AI-Powered Product ·  
≥35=BUILD · 25-34=INVESTIGATE · 15-24=PIVOT · <15=KILL

The idea scores 17/49 for AI-Powered Product, placing it in the PIVOT zone (threshold: 15–24). The core concept has potential, but the current form has too many unresolved risks.

Critical issues: No data or workflow moat — "AI wrapper" risk; No AI reliability / hallucination mitigation strategy. These affect the fundamental viability of the idea as described.

A meaningful pivot is required before investing further. Consider narrowing the ICP dramatically, changing the distribution model, or solving an adjacent problem where your strengths are stronger.

**IMMEDIATE NEXT STEPS**

- 1 Map your ICP's existing workflow — find the single most painful manual step you could automate
- 2 Interview 5 customers of competitors about their top 3 frustrations
- 3 Reformulate your pitch around a specific trigger event (regulation change, platform shift, cost threshold)