

Gestión de Procesos Digitales para Farmacias Modernas





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Una empresa de tecnología sanitaria digital, innovadora y de rápido crecimiento, con sede en el sur de Italia, está transformando el sector minorista farmacéutico mediante software inteligente y logística integrada. La empresa ofrece una plataforma propia basada en la nube que aprovecha la IA y la tecnología de vanguardia para optimizar las operaciones de farmacia, garantizar la trazabilidad de los medicamentos y mejorar la continuidad terapéutica, especialmente para las poblaciones de pacientes vulnerables.

La empresa gestiona un modelo de negocio híbrido que combina farmacias físicas propias, una moderna plataforma de comercio electrónico farmacéutico y un centro logístico de vanguardia. Su visión es construir una cadena de suministro de bienes y servicios sanitarios totalmente digitalizada y altamente eficiente.

Beneficios para el inversor

- Incentivos fiscales: Reconocida como "startup innovadora", lo que permite a los inversores reclamar hasta el 30% del capital invertido como crédito fiscal.
- Perfil de bajo riesgo: Operaciones activas con un sólido historial de ejecución.
- Alto potencial de mercado: Atender la creciente demanda de servicios de farmacia digitalizados y eficientes en el panorama sanitario italiano, en constante evolución.

Oportunidad de inversión

La empresa busca 800.000 euros para acelerar su expansión estratégica, que incluye:

- Adquisición de 3 farmacias adicionales para reforzar la huella regional.
- Ampliar la capacidad de almacenamiento e integrar herramientas estadísticas para prevenir la escasez de medicamentos.
- Desarrollo de patentes para programas informáticos integrados en sistemas sanitarios nacionales.
- Mejorar la experiencia digital del cliente mediante una presencia web renovada y la optimización de los procesos internos.

Instantánea financiera (en miles de euros)

- 2022 Ingresos: 2,5 millones de euros
- 2023 Ingresos: 3,5 millones de euros

BUSINESS TYPE

Empresas sanitarias

COUNTRY

Italia

BUSINESS ID

L#20250942

- 2024 Ingresos: 4,5 millones de euros
- 2025E Ingresos: 5,0 millones de euros
- Crecimiento constante del EBITDA con previsión de mejora de los márgenes.

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