BioSpectrum the business of Bio & Health Sciences ASIA EDITION

Vietnam's POC Pharma raises $10.3 M in Series A funding

27 April 2022 | News

The funds will be used to accelerate the roll-out of its digital go-to-market solutions

Vietnam and Hong Kong-based startup POC Pharma, a B2B service SaaS, has raised a $10.3-million Series A funding round led by Alven, along with co-investment from seed investors Picus Capital, FEBE Ventures, and FJ Labs who have doubled down their investments.

The funds will be used to accelerate the roll-out of its digital go-to-market solutions for the Pharmaceutical Industry in emerging countries, in Southeast Asia, South Asia, Middle East, and Africa.

Pharmaceutical companies employ hundreds of thousands of sales representatives in emerging countries to reach and engage with their customers and supply retail pharmacies.

Using its SaaS, data and network, POC Pharma helps pharmaceutical companies structure their data and connect all the stakeholders along the value chain. “That way, we unlock potential for data leverage, and create avenues for integrated and digitalized processes” says Miklavec, “74% of healthcare providers in Vietnam expect interactions with Pharma companies combining face-to-face and digital. However, our clients still massively rely on sales reps visiting customers”.

POC Pharma has already onboarded a dozen of global and regional pharmaceutical companies in Southeast Asia, with proven impact on performance: “Teams using POC Pharma solutions have increased their market share by 24%”. The company is now deploying its solutions in more geographies, with a hub opened in Dubai and new clients in South Asia and Africa.