

Physiometra – Physiotherapy & Performance Center (Dubai)

Business Plan According to Venturekit Framework

Location: WellFit Studio, Meydan (Nad Al Sheba 1), Dubai, UAE\ **Founder:** Dipl.-Phys. Muhab Oweis\
Date: July 2025

Executive Summary

Physiometra is a specialized physiotherapy and performance center located inside the WellFit Studio in Dubai Meydan. It combines evidence-based sports physiotherapy with advanced diagnostics and active rehabilitation. The goal is to bridge the gap between traditional physiotherapy and performance-based aftercare. The model is based on a profitable low-cost setup thanks to integration into the existing WellFit infrastructure.

Mission

Our mission is to sustainably improve the performance and quality of life of health-conscious clients, athletes, and rehabilitation patients through holistic physiotherapy and movement diagnostics.

Problem

Many patients receive standardized treatment plans without a connection to functional movement or fitness. There is a lack of integrated, practical therapy environments tailored to active individuals in performance-driven contexts.

Solution

Physiometra links personalized therapy, modern diagnostics, and active rehab with access to premium gym infrastructure. Through expert sports physiotherapy and hands-on care, the rehabilitation process becomes faster and more effective.

Core Services

- **Sports Physiotherapy & Manual Therapy**
 - **Postoperative Rehab & Pain Therapy**
 - **Performance Diagnostics & Movement Testing**
 - **VIP Athlete Care & Home Visits**
 - **Workshops & Screenings for WellFit Members**
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Business Model

- Direct patient payments (300 AED per session)
 - Partnerships with insurance providers and medical networks
 - 30% revenue share with WellFit in exchange for full facility use (no fixed rent)
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Industry Overview

- The physiotherapy market in the UAE is growing over 8% annually.
 - Driven by lifestyle diseases, a fitness boom, and rising health awareness.
 - Digitalization and performance-oriented therapy are leading trends.
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SWOT Analysis

Strengths - Elite background of the founder (Bayer Leverkusen, German Judo Team) - Location inside an exclusive fitness facility targeting active clientele - Integrated diagnostic, therapy, and rehab workflow

Weaknesses - New brand in the Dubai market - Limited solo treatment capacity initially

Opportunities - Expansion to other WellFit branches - B2B partnerships with sports clubs, corporates, insurers

Threats - Regulatory delays (DHA licensing) - Economic cycles influencing private health spending

Target Audience

- Health-conscious expats aged 25–55
 - WellFit members with acute physical complaints
 - Professional and amateur athletes with rehab needs
 - Office professionals with musculoskeletal issues
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Execution & Infrastructure

- Dedicated 15 m² treatment room within WellFit Meydan
 - Full access to gym machines, reception, locker rooms
 - Initial investment of AED 5,000 for diagnostics and rehab tools
 - Licensing: via WellFit clinic license + personal DHA license (No. 46131639)
 - IT: Cloud-based patient records, online booking, insurance billing systems
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Financial Projections (Full 5-Day Operational Model)

Days/ Week	Sessions/ Week	Annual Revenue (AED)	Operating Costs (AED)	Net Profit (AED)	WellFit Share (30%)
1	16	230,400	80,000	150,400	45,120

Days/ Week	Sessions/ Week	Annual Revenue (AED)	Operating Costs (AED)	Net Profit (AED)	WellFit Share (30%)
2	32	460,800	85,000	375,800	112,740
3	48	691,200	90,000	601,200	180,360
4	64	921,600	95,000	826,600	247,980
5	80	1,152,000	100,000	1,052,000	315,600

Note: Costs include licensing, insurance, software, minimal equipment depreciation. 30% revenue share to WellFit covers rent, utilities, and front desk support.

Growth Strategy

- Start with 3 days/week operations + exclusive WellFit screening offers
- Expand to 5 days/week within 6–12 months
- Build team for mobile services and sports event coverage
- Replicate the Physiometra model at other WellFit branches (Dubai & Sharjah)

Outlook

Physiometra aims to become Dubai's leading premium destination for sports physiotherapy within 3 years. By combining clinical excellence, infrastructure efficiency, and scalable systems, the brand is positioned for high impact and sustainable growth in a health-focused UAE market.

Created based on the Venturekit framework and the clinical/entrepreneurial background of Dipl.-Phys. Muhab Oweis