

# How Valeo Health is Reimagining Preventive Care in the GCC

## Investopia Game Changers



A Future 100 health-tech startup on a mission to shift the region from reactive to proactive healthcare — powered by AI, home testing, and personalized wellness.

When Sundeep Sahni, Nadine Karadag, and Ankur Majumder co-founded Valeo Health in 2021, they weren't looking to build another telehealth platform. They saw a deeper gap — one that affected how people in the Gulf manage their well-being on a daily basis.

“The traditional healthcare model in the region has been largely reactive, focusing on treating illnesses rather than preventing them, where the customer journey is very fragmented. We saw a critical gap — people wanted to take control of their health but lacked the tools and guidance to do so effectively.”

---

### The Vision: Simplify, Personalize, and Prevent



Based in Dubai and operating in both the UAE and Saudi Arabia, Valeo was founded with a clear mission: to make preventive, personalized care not just accessible, but seamless. At the core of its offering is a digital platform that lets users book home tests, receive AI-powered health insights, access doctor consultations, and follow structured wellness programs — all in one place.

This holistic approach resonated quickly, especially post-pandemic, as health consciousness spiked and users sought more autonomy over their bodies and lifestyles. Today, Valeo supports everything from metabolic health to weight management and longevity optimization.



## Navigating Complexity with Simplicity

Building a health platform in the Gulf is no small feat. Fragmented regulations, varying levels of digital maturity, and legacy healthcare models presented challenges from day one. But Valeo doubled down on compliance and collaboration — partnering with accredited diagnostic labs, aligning with health authorities, and building a platform that integrated smoothly into users' lives.

It wasn't just about the tech. The real challenge was changing mindsets. "Many people associate healthcare with hospitals and treatments rather than proactive management," Sahni recalls. Through a combination of AI-driven recommendations, thought leader partnerships, and real-time progress tracking, Valeo shifted the narrative. The message? Wellness is a daily practice, not a reaction to illness.

## The Results: Growth, Recognition, and Trust

The response has been powerful:

**+100,000**

users have signed up  
since launch

**82**

NPS

**4.9**

Google rating  
*far above global  
healthcare averages*

**Named to the UAE's  
"Future 100" list**

spotlighting top  
companies shaping the  
nation's economic future

Valeo's impact has also aligned directly with the health agendas of Vision 2030 (KSA) and We the UAE 2031, both of which emphasize preventive care, obesity reduction, and tech-driven health solutions. That alignment has opened doors for government partnerships, corporate wellness collaborations, and growing investor interest in the region's booming health-tech space.



# Built to Scale, Not Strain

Healthcare is notoriously capital-intensive — but Valeo has avoided the trap of bloated infrastructure. The startup runs a lean, tech-first model, prioritizing AI and automation to deliver quality at scale. That's allowed it to grow without burning massive capital or sacrificing user experience.

With rising regional investor appetite for digital health and more VC and public capital flowing into the space, Valeo is well-positioned to expand — both in scope and geography.

---

## What's Next: Genetic Testing, Biohacking & Beyond

The future for Valeo is as bold as its beginnings. The team is already exploring genetic testing, biohacking, and longevity-focused programs — all centered on its core value: user empowerment through personalized care.

The company is also looking to expand further into the GCC, creating more localized solutions for preventive care. “We’re expanding further within the GCC and exploring new services. AI-driven personalized healthcare will remain our primary focus,” said Sahni.



## Final Thoughts: From Startup to System Shift

Valeo's journey is a case study in how to build a health-tech company in a complex, highly regulated region — without compromising on speed, user experience, or impact. It's not just offering a service; it's reshaping how healthcare works in our part of the world.

And with the support of national strategies, a data-driven culture, and a team committed to staying a "Day 1 company," Valeo Health is showing what the future of wellness looks like — preventive, personalized, and powered by you.