



Giving Africans Access
to Quality Healthcare,
One Phone at a Time.





The Problem

- **Acute shortage of healthcare facilities across Africa**
(Over 70% of Nigeria's population live in rural areas with little or no access to primary healthcare)
- **Poor health system efficiency**
(Nigeria ranks 187 out of 191 countries in health system efficiency)
- **Low Doctor to Patient Ratio**
(Nigeria has 1 Doctor to 5,000 Patients vs 1 Doctor to about 350 Patients in UK/USA)
- **High rate of preventable deaths**
(Nigeria accounts for the highest number of malaria deaths and is estimated to lose USD 8 billion over the next 10 years from premature deaths, due to heart disease, stroke, and diabetes)

A Human Face To The Situation

Meet **Bose Balogun**



Bose - A 35-year-old mid-level staff in a bank.

Busy, that's the only word that seems apt for her.

Work barely gave her any breathing space. And whatever time she had went to spending time with her young family. The work never stopped, and she was barely keeping the balance between being a mother, wife and career lady.

She had had this pain in her lower abdomen for a month, but she never had time to get it checked out. It was hard to find 30 minutes to drive down to the hospital to see a doctor. She did not even want to think about the waiting time.

Eventually, she was forced to go to the hospital by her husband when he noticed that she had pain after sex..

It turned out to be cancer. Stage II cervical cancer. Bose had skipped her last pap smear test earlier in the year because she did not have the time.

But now, work had to wait, Bose had the battle of her life ahead of her.

A Human Face To The Situation

Meet **Chike Amadi**



Chike - a 45-year-old farmer in Nigeria.

He lives in Umuduru, a town in Imo, a Southeastern State in Nigeria. A stubborn headache that was resistant to Panadol had been plaguing him for a few days. He did not go to the private hospital in the next town because it was too expensive. Instead, he planned to go to the government hospital over 20 km away.

There, he will face long queues, pay exorbitant bribes to fast track the process and lose a whole day of farming, just to see the doctor for a minor headache.

“He had children to feed, little money to spare, and a little headache never killed anyone”, Chike thought.

3 months later, he had a stroke. If he had spoken to a doctor earlier, Chike would still be actively farming, able to keep his family afloat with his produce.



What Could Have Been Different?

- Bose would have had a fighting chance by simply speaking to a doctor online during her lunch break and getting her samples taken at home/office for her lab test.
- Chike would have benefited from consulting a doctor online and getting his vitals checked at home.
- They don't have to leave their work or family, neither do they need to travel a distance through traffic and bad roads, nor spend excessively to access quality care.
- We are committed to saving Bose and Chike, and millions like them across Africa.



The Solution

(Teladoc of Africa)



**BUILD AFRICA'S
DIGITAL HOSPITAL**

Our Products



Doktorconnect

Advanced Comprehensive Health Screening + Online Consultations with qualified doctors



● DIY Medical Devices/TestKits

Do-It-Yourself devices and kits that allows for vital readings and malaria/typhoid checks at home



● Lifepro Medicare

A Laboratory and Imaging Facility for diagnostics services and wellness checks

Our Products

Comprehensive Wellness Screening

- We deliver Nigeria's most comprehensive wellness screening boasting of rare and advanced medical tests available nowhere else in the country
- Our team of qualified doctors work with customers to deliver a personalised health plan
- Using the Doktorconnect app, we offer 24/7 access to our team of doctors for medical consultation

80+ Tests Comprehensive Health Checkup




Medical History
Health history,
Lifestyle Assessment



Mental Check
Mental Health
Assessment



Body Analysis
Weight, Body Fat,
Body Water, Bone
Mass, Muscle Mass.



Diabetes
Blood Sugar,
HBA1C *




Lung
TB Serology *



Blood
Complete
Hemogram



Heart Health
Double Arm
Blood Pressure,
12 lead ECG +
Specialist review,
Heart rate,
Lipid Profile,
Cardiovascular
ultrasound scan.




Hormones
Thyroid
Function
Test *



Immunity
ESR *



Stomach
Hpylori *



Kidney Test
Kidney Function
Test, Urinalysis,
Uric Acid



Liver Check
Liver Function test,
Hepatitis B/C *



Musculoskeletal
Joint and Posture Check,
3D foot Scan,
Calcium.*




Dental Check
Dental Screening



Vision Check
Visual Acuity

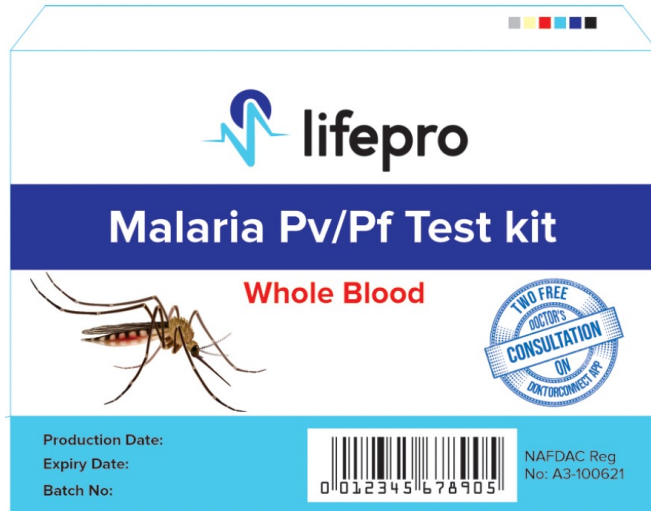


Hearing Check
Audiometry



Cancer
Mammogram,
Breast scan,
PSA,
Pap Smear *

Rapid Diagnostics Test kits

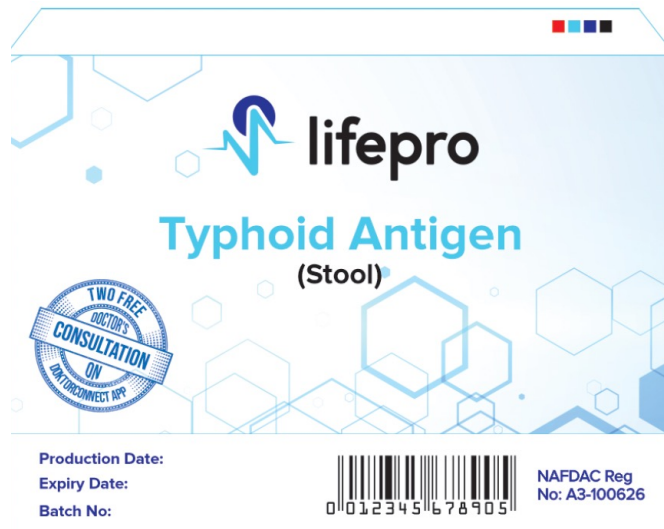


27% of malaria occurrences and 32% of malaria deaths happens in Nigeria

Market Size stands at \$1.2 Billion with 60 Million + Nigerians infected with Malaria annually

We have secured the highest regulatory approval to introduce an innovative RDT kit to the market

We are delivering a 60% reduction in Malaria Management across Nigeria & ultimately Africa



The Market

Strong demand for healthcare services



\$431.82 billion Global Telemedicine Market Opportunity projected by 2030

\$15 Billion Nigeria Healthcare market with an annual growth rate of 9%

\$504 million Nigeria Laboratory services market with a 4.7% CAGR



Target Market



Individuals

18 – 70-year-olds with access to a phone



Hospitals/HMOs



Corporate Organizations

(Medium to Large Scale Companies)

Competitive Advantage

	Doktorconnect	Tremendoc	CribMD	Doctall	Healthconnect247	Vezeeta
DIY Medical Devices/Test kits	✓	✗	✗	✗	✗	✗
Doctor Available 24/7	✓	✓	✓	✓	✓	✓
Accidental Medical, Disability & Life Insurance	✓	✗	✗	✗	✗	✗
Virtual Gym Service	✓	✗	✗	✗	✗	✗
Owned Laboratory Facility	✓	✗	✗	✗	✗	✗
Home care	✓	✗	✓	✓	✓	✗
Access to a Comprehensive Subscription Based Wellness Checks	✓	✗	✗	✗	✗	✗
Medication Prescription/Delivery	✓	✓	✓	✓	✓	✗

Business Model



- SAAS
Subscription
Model

With average annual
subscription of \$100 & a 50%
gross margin

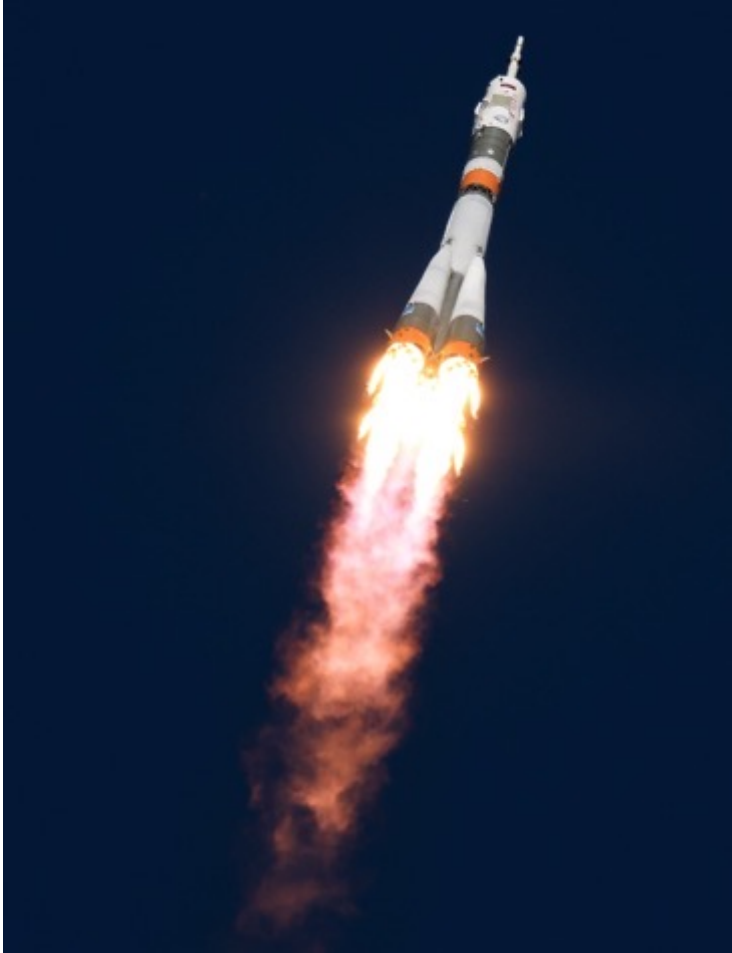


- Retail Margins
on Device Sales



- Retail Margins
on Lab services

Early Traction since Launch in Feb 2021



\$400,000+ in Revenue Generated

30,000+ Sign Ups

Secured regulatory approvals for our Test kits and Laboratory

Secured partnerships with over 13 Health Insurance Companies including Reliance, Philips, etc and onboarded corporates such as BDO, FSDH, Adron Homes, etc.

Submitted proposal to NIH, AFWERX, and been invited to submit a full proposal to NSF in U.S.A

Team



Dr. Joseph Olowe

Doctor of Physical
Therapy with over 30
years experience

MSc, MBA

Founder/CEO



Adewale Osideinde

Business/Marketing
professional with over 10 years
experience

HarvardX, LBS

Country General Manager



Jide Fadairo

Over 20 years
experience leading
technology efforts

MSc. ITIL Expert

CTO

Financials

We are raising \$1 million in SAFE
to deliver \$3 million in ARR



Drive our
marketing



Expand and
Improve our
Operations



Hire Talent



Improve our product
and offerings



Contact Us

Dr Joseph Olowe

+1 (915) 478 8807

joseph.olowe@josmolgroup.com