

# AFRICAN START-UP PITCHES



Dr Joseph Olowe  
Founder & CEO  
**Doktorconnect**

# Driving Preventive Healthcare **in** **Africa**



# — The Problem —

## High Rate Of Preventable Deaths

1 in 3 Nigerian is Hypertensive

4.3% of the Nigerian Population is Diabetic.

1 in 1000 Nigerians have had Stroke and 40% Die Within 30 Days.

WHO Projects Over the Next Ten Years, Over **5 Million** People in Nigeria Will Die From A Chronic Disease

## A Reactive and Disconnected Process



# — The Solution —

We Are  
Changing The  
Delivery of  
Healthcare To  
A Proactive  
And  
Preventative  
Approach

**Objectives of Care** 

**TEST**  
**TREAT**  
**TRACK**  
**THRIVE**

**TEST**  
Baseline Data



DNA/Genomics

Mental Health  
Screening

Wellness  
Screening—Over 80  
Tests/250  
Biomarkers

**H Revolution**



**YOU**

- Connected Devices
- Remote Monitoring
- Monthly Medical Report
- AI Driven Predictive Health Recommendations.

**TRACK**  
Progress  
Management

**DATA  
FLOW**

**LIFESTYLE  
MANAGEMENT  
PLAN**

**THRIVE**  
**Gamification  
of Care**

- In-Person/Virtual Consultation
- Doctors/Medical Providers
- Therapists (Mental Health)
- Dietitians/Nutritionists
- Health Coaching

**TREAT**  
Prevention and  
Management  
of Diseases

# — 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 —



**Corporate  
Organizations**

*(Medium to Large Scale Companies)*



**Individuals**

*30 – 70-year-olds*



## Business Model



SAAS Subscription  
Model



Retail Margins on  
Device Sales



Retail Margins on Lab  
services

## Go to Market Approach

### Digital/Growth Marketing

- Content Marketing
- SEO/SEM
- Word of Mouth/User Generated Content

### Partnerships and Business Development

- Insurance Companies
- Corporate Organizations
- Government
- Medical Facilities



# Competitive Advantage

	Doktorconnect	Tremendoc	CribMD	Doctall	Healthconnect 247
DIY Medical Devices	✓	✗	✗	✗	✗
Virtual Consultations	✓	✓	✓	✓	✓
Remote Patient Monitoring	✓	✗	✗	✗	✗
Home Care	✓	✗	✓	✓	✗
Virtual Gym Service	✓	✗	✗	✗	✗
Medication Prescription/Delivery	✓	✓	✓	✓	✓
Genetic Profiling	✓	✗	✗	✗	✗
Lifestyle Management and Coaching	✓	✓	✗	✗	✗
Proactive Wellness Screening	✓	✗	✗	✗	✗



## Traction Since Feb 2021 Launch in Nigeria



**\$400,000+ in Revenue Generated**

**40,000+ Sign Ups**

**Secured regulatory approvals for our Medical Devices and Test kits**

**Secured partnerships with over 15 Health Insurance Companies including Reliance, United, etc and onboarded corporates such as BDO, FSDH, Adron Homes, etc.**

**Impact:** Driving fulfilment of 4 SDG's around Good Health & Wellness, Reduced Inequalities, Climate Action, and Industry, Innovation and Infrastructure



# — The 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

**COO**



**Jide Fadairo**

Over 20 years experience leading  
technology efforts

MSc. ITIL Expert

**CTO**

# — Financials —

**We are raising \$2,000,000 in SAFE**



**Marketing**



**Operations**

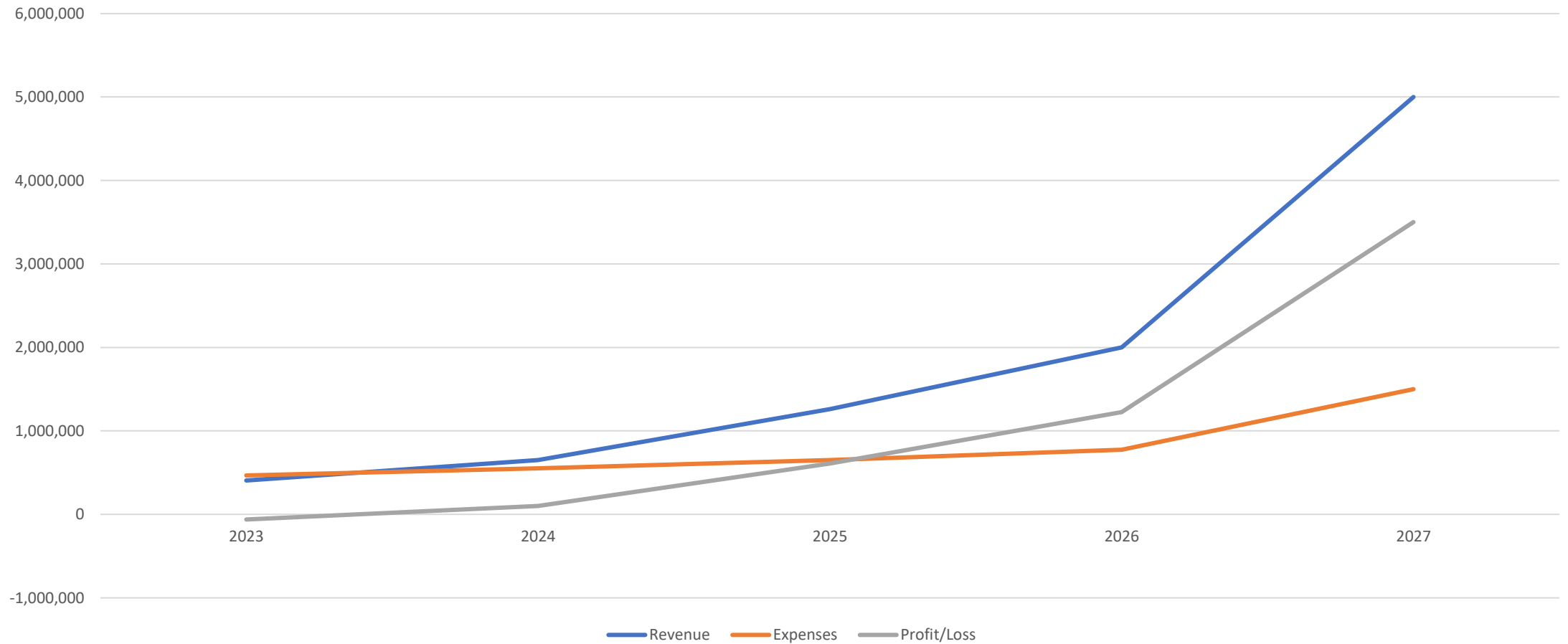


**Hiring**



**Product Development**

# Forecast



# Contact Us

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