AFRICAN START-UP PITCHES



Kidist Tesfaye **Chief Executive Officer** YeneHealth















CITY PARTNER







FAST GROWING ECONOMY (INCREASE IN URBANIZATION

& INCREASING IN DEMAND)



UNDERSERVED POPULATION

(UNMET NEED FOR ESSENTIAL HEALTHCARE SERVICES)



BLUE OCEAN MARKET

(LITTLE-TO-NO COMPETITION)



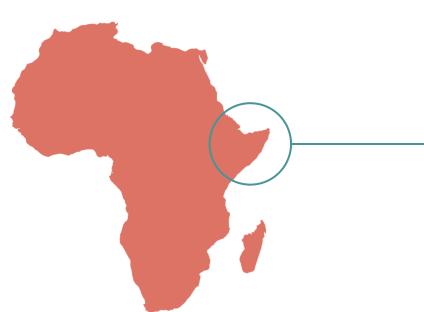
HUB FOR AN ENTIRE CONTINENT

(GATEWAY TO OTHER MARKETS)



AFRICA

Our Target Market



280 million

Women of Reproductive age (15-49 years old)

Source: <u>UNICEF</u> 2015

25% have an unmet need

TAM: \$2.95 Billion

ETHIOPIA

Our Starting Point



27 million

Women of Reproductive age (15-49 years old)

Source: Guttmacher 2019

24.4% have an unmet need

SAM: *\$123M*

BUILDING A TRUSTED BRAND FOR MILLIONS OF WOMEN ACROSS AFRICA

EVERY DAY

in Sub Saharan Africa

1,500

lack access to modern contraceptives

23,000

face unintended pregnancies

10,000

are forced to have unsafe abortions

550

die due to complications related to pregnancy and childbirth

PROBLEM 1

25% UNMET NEED

For Sexual & Reproductive Health (SRH) Care products and Services. Unreliable and inconsistent.

THE PROBLEM

PROBLEM 2

WOMEN FACE STIGMA

Judged for asking and buying SRH products & services in pharmacies.

PROBLEM 3

LOW LEVEL OF KNOWLEDGE

Limited access to information, resources, and health management tools regarding SRH/FP.



PREVENTABLE



FOUNDER STORY

How I got here.





Kidist Tesfaye

Learn more about my founder journey here: https://youtu.be/GOrCpflOwQk



Frequent travel for healthcare



Bachelors in Public Health, Global Studies and Strategic Communications, Minor in Spanish



Branch Manager



Masters in Medical Education and Entrepreneurship in Africa



Financial Advisory Trainee



Co-Director



Volunteer and Student Trainee



Director of Innovative Strategies



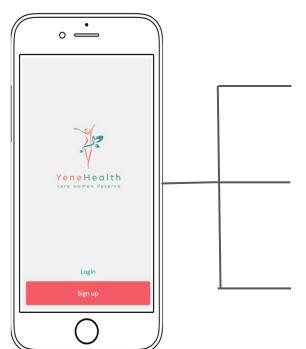
Advisor to the Minister





Previous Business Founder and Advisor

We believe that improving women's reproductive health is accomplished by improving access to quality services and products



Leveraging AI & technology to improve women's Sexual & Reproductive health.

Al Powered Menstrual, Pregnancy & Medicine Tracker

Suite of personalizable web and mobile features that are built with local languages and local calendars

Women-Centered E-Pharmacy with Learning Portal

E-commerce shop with discreet ordering & delivery feature and educational content to help women make informed decisions while boosting their health literacy and agency

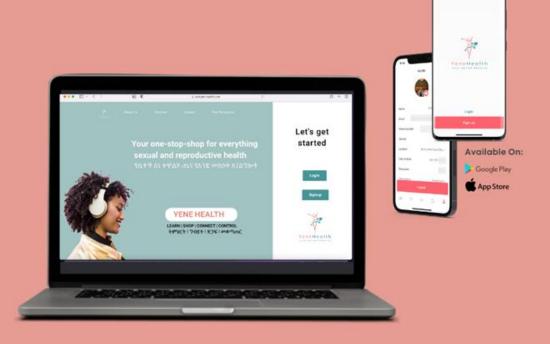
On Demand Telehealth Services

Verified healthcare professionals at the fingertips of users (launching in Q3/4 2023)



TRACK | MONITOR | SHOP | CONTROL | CONNECT

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We believe that health education is key to informed decision making.

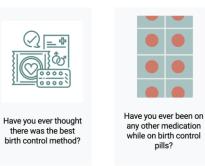
Multilingual and culturally responsive content (images, audio, video, diagrams)

Educational Videos (multi-lingual)

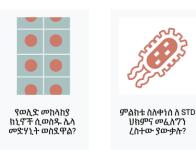




Blogs (multi-lingual)









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Have you ever thought there was the best birth control method? There is no one-size-fits-all type of birth control that works for everyone. Instead, there are a variety of factors to consider that are specific for you. These factors are: your medical history, additional roles you want your birth control to play like regulating your menses, your lifestyle, habits, Yours's as well as your partners preferences etc. Therefore, we recommend reading as well as to consult a health professional to find out about the different options of contraceptive.



Free Downloadable Resources



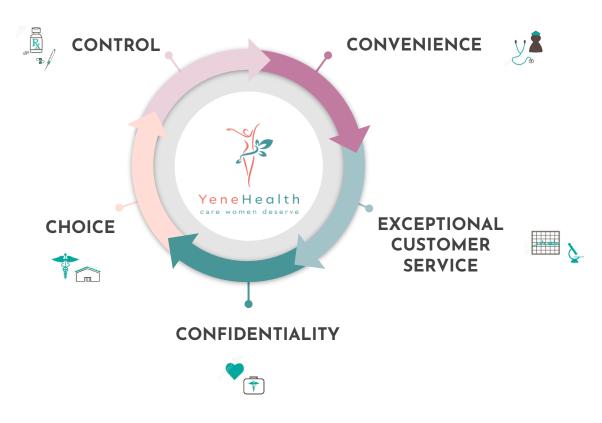






VALUE PROPOSITION DRIVERS

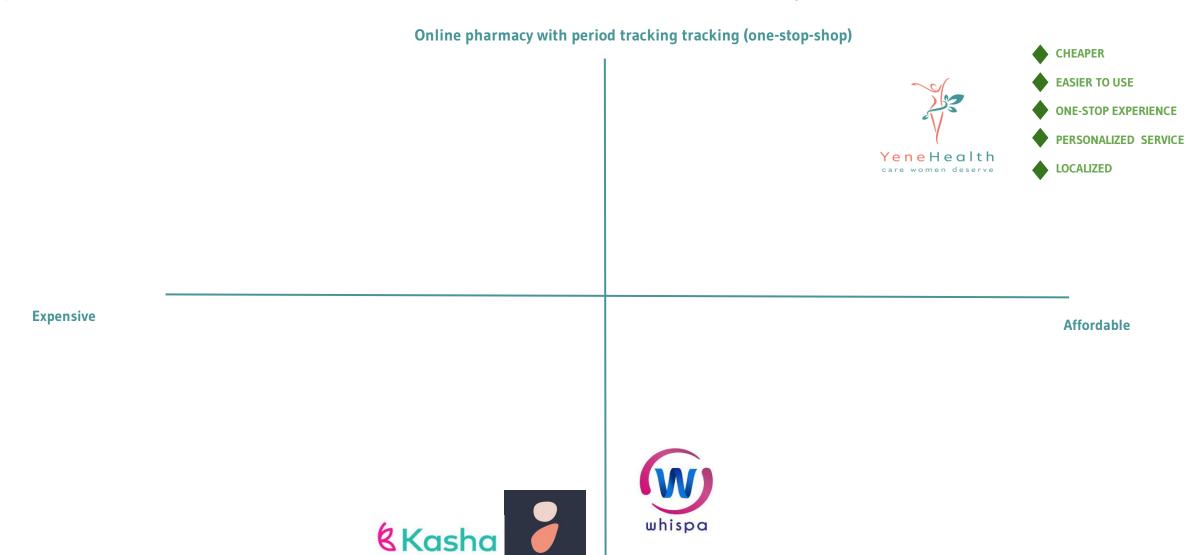
Our competitive advantage is underpinned by these five key components





COMPETITION IN AFRICA

Raising the Bar: We are creating the new standard in the delivery of services for reproductive health for African Women because we believe there's a smarter and easier way of how it's done now.



A proven business and revenue model

We are building a comibination of FLO and TelADoc or the

Meet You (美柚) for African women

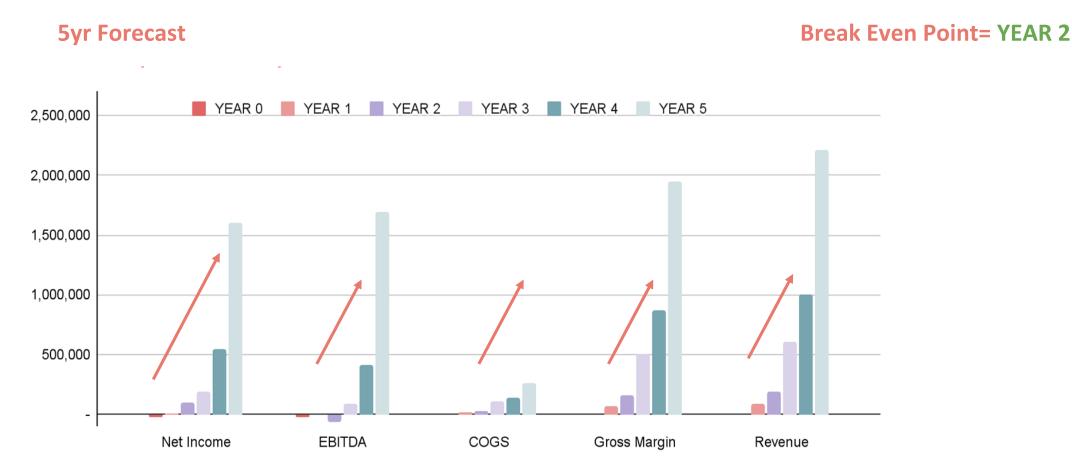


How we make money is simple>

We earn 3%-10% Margin from other pharmacy products we sell on our e-pharmacy (B2B2C) Import & wholesale for B2B* 20%-70% Margin We earn a % from Packaging and Delivery fees Users Pay Per Consult, Premium Membership subscriptions for Consultation,



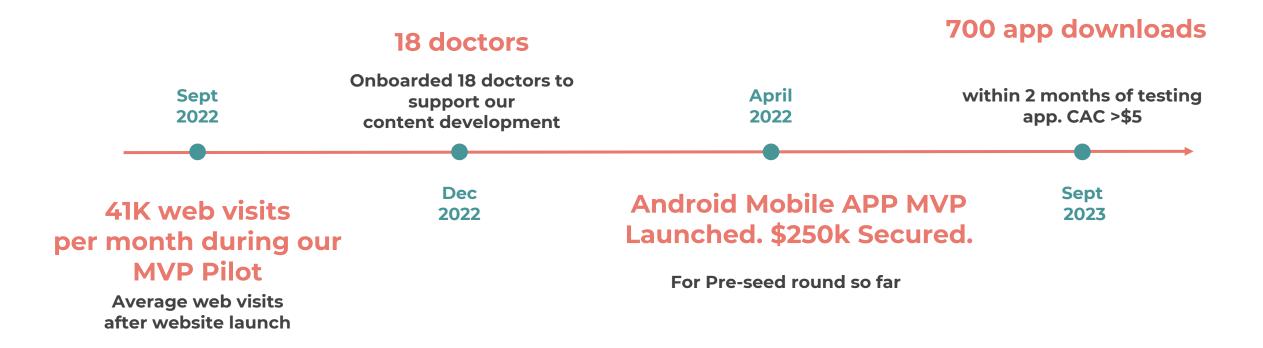
PROJECTING YEAR TO YEAR UPWARD GROWTH



Assumptions: Average Estimated Transactions Per Day - Weekdays + Weekends 113.33, B2B Clients 811.11, Average Per Cheque 250.00, Average Daily Sale 52,666.66, Average Monthly Sale 1,579,999.90, Average Yearly Sale 18,959,998.80, Cost Estimate 35%,



Traction: Our beta app achieved >90% organic downloads in two months, we're using the learnings to improve our products and grow our customers in Q4 2023





We've built a network of funders, supporters & affiliates, and partners to join us in the journey of increasing health accessibility

Our Funders

Supporters & Affiliates

Partners









































Our global team has over 50 years of combined management experience with diverse competencies

We have complimentary skills in finance, healthcare, tech, education, supply chain, logistics, and business



Kidist Tesfaye

CEO

Serial Entrepreneur and

Business Strategy expert

B.I.S., University of Minnesota

M.Ed., Harvard University



Eyoel Berhan

Head of Business
and Operations

Senior Business and Management

Expert

B.S., Haramaya University

MPH, Gondar University



Mickias Tesfaye

Head of Finance

Supply-Chain and Logistics

Expert and Certified

Accountant and Auditor

B.A., Unity University



Emerson

Head of Product and
Engineering

Senior Healthcare
Software Engineer and
mobile app dev expert

B.S., University of Maryland

Nicholas Chidozoie



Edom Wessenyeleh

Growth and

Strategy Lead

Business Analyst & Public Health

Professional

B.A., Dartmouth College

M.S., London School of Hygiene
and Tropical Medicine



Shagggy (Mickyas) Getachew
ICT and Product Lead
Lead Developer and ICT
Expert, E-commerce
Techpreneur
B.Sc. in Computer Science,
Addis Ababa University



Betelhem Ayalew

Head of Pharma Business
& Sales

Senior Pharmacist and
pharmacuetical product sales
expert

D.Pharm., University of Mekelle



Feven Kebede

Marketing and
Outreach Intern

Student (Diplomacy and
International Relations)

B.S., Nursing, Seton Hall
M.A. Candidate, Seton Hall
University



Tsion Tulu

Research and Community

Engagement Intern

Global Health Researcher and
Fellow at Center for Justice
and Law

B.A., Hamline University



Our teams' experiences in logos





McKinsey &Company























HealthPartners[®] Park Nicollet[®]







Our TeleHealth YeneDoctHers











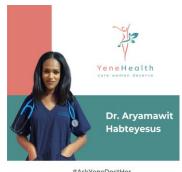






#AskYeneDoctHer













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YENEHEALTH IN THE FUTURE

The Healthcare Marketplace for African Women

YENE-Learning

A digital educational portal where women can access a library of culturally responsive, multilingual, and fact-based health information



YENE-Pharmacy

An online pharmacy with a range of choices for products that offers customized medication reminders, discreet ordering and delivery service



A Telehealth service specifically equipped with women's health specialists and care providers with on-demand access to nurses





YENE-Health Insurance

A portal to allow women to enroll and utilize the Ethiopia's national health insurance on YH services



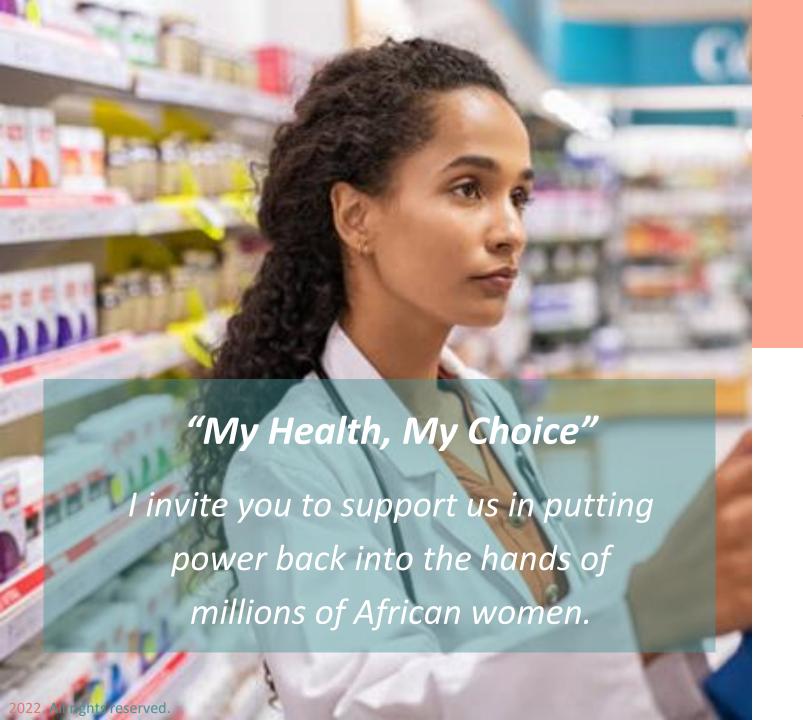
A points-reward system that incentivizes women for staying healthy and proactive





YENE-Capital

A credit-assistance program and payment financing plan that offers women flexible options for their healthcare needs





WE ARE WORKING TOWARDS:

- FURTHER VALIDATING OUR PRODUCT-MARKET-FIT
- UPDATE APP FEATURES
- HIRE TECH AND MARKETING TALENT
- FUNDRAISING: 16 MONTH RUNWAY

OUR ASK



\$500K PreSeed

SAFE



























THANK YOU connect with us.









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YeneHealth



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