

AFRICAN START-UP PITCHES



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COO

Baamtu



Leveraging technology and AI for Hypertension Management in Senegal



Join the Fight, Say No to Hypertension



The Novartis Foundation

Agenda

1. Baamtu/ByFilling Alliance
2. Context
3. Objectives of the Saytu Tension Digital Solution
4. Strategy
5. Overview of the Features

Baamtu/ByFilling Alliance

Baamtu - a Senegalese tech holding company on a mission **to revolutionize lives through innovative and accessible technological solutions.**



Diverse Expertise: BAAMTU offers diverse expertise through three specialized entities, covering areas like data engineering, AI, cloud technology, software engineering, ERP, and DevSecOps. This wide-ranging expertise allows us to create integrated and innovative solutions



Innovation and Technological Leadership: BAAMTU is known for being innovative and a leader in technology. We have a dedicated research and development team that is constantly exploring new methods and technologies, creating cutting-edge solutions that go beyond our clients' expectations. This approach establishes BAAMTU as a pioneer in the technology field.



Commitment to Digital Transformation: BAAMTU stands out by actively committing to its clients' digital transformation journey. With a holistic approach, it has successfully served over 100 clients in Africa and Europe. Beyond delivering technological solutions, BAAMTU acts as a strategic partner, collaborating closely with its clients to ensure a successful and sustainable digital transformation



Culture of Excellence and Ongoing Training: BAAMTU places a strong emphasis on continuous improvement through investments in team training. This philosophy, centered around quality and innovation, promotes the enhancement of digital skills and the nurturing of talent, ensuring both client satisfaction and employee development.

Baamtu/ByFilling Alliance

- **ByFilling** – Senegalese Startup

BY FILLING is an inbound and digital marketing agency that assists large companies, high-growth SMEs, and non-profit organizations, both national and international, in French-speaking Africa to thrive in the digital realm for the common good.

BY FILLING guides its clients to excel by attracting, converting, and retaining their target audiences, all while avoiding the limitations of traditional marketing approaches (ever-decreasing conversion rates, high costs, outdated methods) in an increasingly interconnected world.

BY FILLING's commitment to Corporate Social Responsibility revolves around the concept of the 'common good.' We pledge to deliver success and fulfillment ethically and responsibly

BY FILLING is the first ISO 9001 certified inbound and digital marketing agency in Senegal



Context

Among all Non-Communicable Diseases, Hypertension is the most widespread cardiovascular risk factor:

- Globally, nearly one billion people have hypertension, and 19% of deaths are related to this condition.
- 640 million hypertensive individuals live in developing countries.

In Sub-Saharan Africa: 20 to 40% of the population is affected.

- In Senegal, 30% of people aged 18 to 69 have hypertension.
- Among them, only 28.4% are aware of their condition, and 16% are on treatment. Only 8% of hypertensive individuals have their condition well controlled.



Context

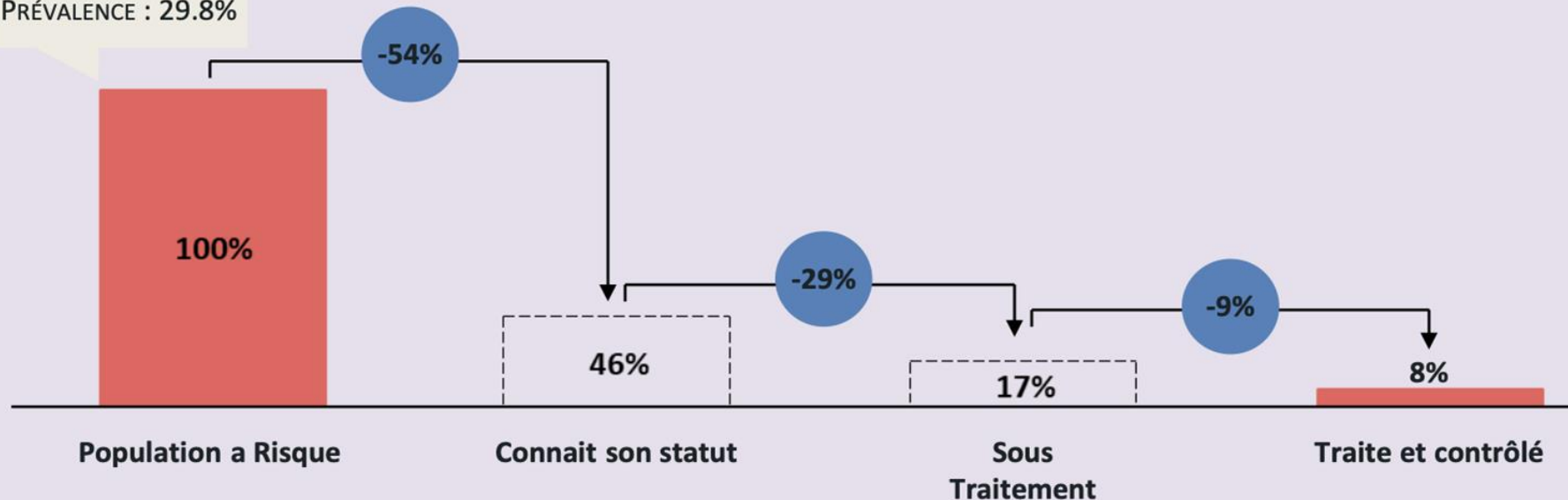
Prevention

Detection

Diagnostic

Treatment / Follow-up

PRÉVALENCE : 29.8%



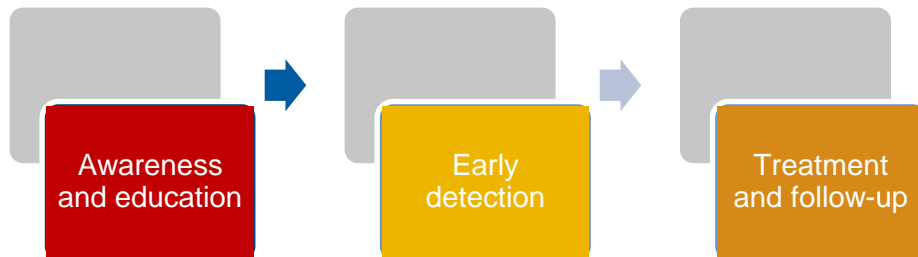
Objectives of the Saytu Tension Digital Solution

Public health challenge

Helping people **know their hypertension status** so they can **receive early and effective care** to reduce the risk of cardiovascular complications.

Saytu Tension Objective

Reduce acute cardiovascular events by 10% through the following **three levers**:

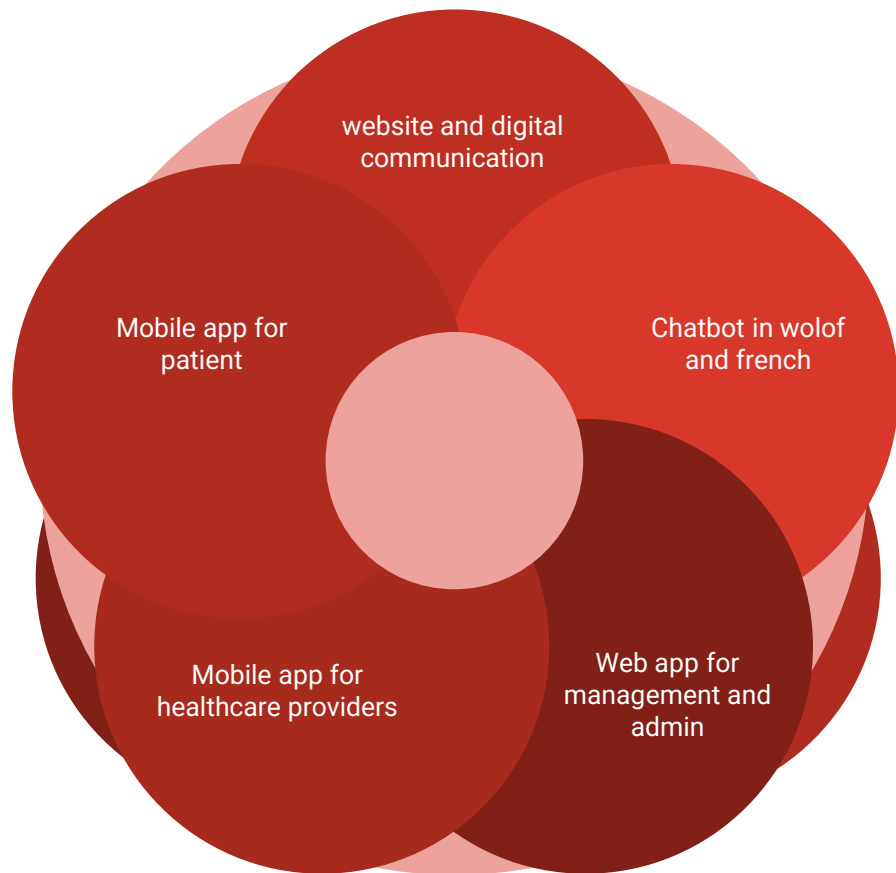


Strategy

SAYTU TENSION

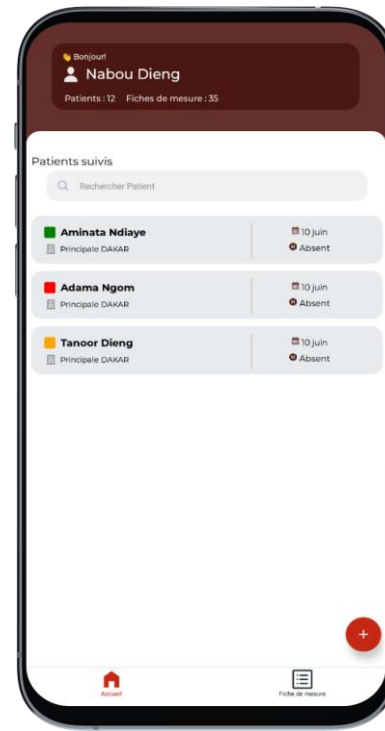
Multi-platform and multi-channel digital solution for the population and healthcare providers for better detection and management of HTN.

In a simplified manner, the implementation of our solution will occur in the following stages:



Overview

SAYTU TENSION – MOBILE APP FOR PATIENTS



Overview

SAYTU TENSION – FEATURES

01	Prevention	<ul style="list-style-type: none">• Chatbot• Website• Social networks• Medical Advice
02	Detection	<ul style="list-style-type: none">• Self assessment• Chatbot
03	Diagnostic	<ul style="list-style-type: none">• Patient Record• Consultation• cohort management
04	Treatment	<ul style="list-style-type: none">• Medication prescription• Campaign• Tips and advices
05	Follow-up	<ul style="list-style-type: none">• Appointments and Consultation• community agent follow up• Tracking• Reporting



FEATURES

SAYTU TENSION - WEB SITE



- Section About
- Section Prevention
- Section Detection + Self-assessment
- Section Monitoring
- Section Blog
- Section Events
- Section Contact (useful numbers + geolocation of the nearest healthcare facility)

FEATURES

SAYTU TENSION - SOCIAL NETWORKS



Saytu TENSION
Ensemble, disons non à l'hypertension artérielle !

SAYTU TENSION
GET IT ON Google Play Available on the App Store

Disponible prochainement sur APP STORE et Google Play Store

N° vert gratuit 800 00 50 50
@saytutension@sante.gouv.sn

Conseils & Astuces

Mesurez régulièrement votre tension artérielle avec précision pour vivre plus longtemps !

N° vert gratuit 800 00 50 50
@saytutension@sante.gouv.sn

Ensemble, disons non à l'hypertension artérielle !

Saytu TENSION
Ensemble, disons non à l'hypertension artérielle !

17 MAI
Journée mondiale contre l'hypertension artérielle
Thème: Mesurez votre tension artérielle avec précision, contrôlez-la et vivez plus longtemps !

N° vert gratuit 800 00 50 50
@saytutension@sante.gouv.sn

Ensemble, disons non à l'hypertension artérielle !



Fonctionnalités

SAYTU TENSION - EN CHIFFRES

13 500
subscribers
(Facebook,
LinkedIn,
Instagram,
Twitter, Tik Tok,
YouTube)

55,500 visits to
the Facebook
page and **4,000**
visits to the
Instagram page

5 500 views of
one educational
youtube video

Plus d'un million
cinq cent (
+ 1 500 000
personnes
touchées par nos
messages de
sensibilisation)

300 private
Facebook
messages

Nearly **27,000**
interactions on
Facebook (likes,
comments, and
shares of posts)

MERCI, THANK YOU, JËRËJËF

