

# AFRICAN START-UP PITCHES



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COO & Co-founder  
**Lifesten**

# HEALTHTECH INNOVATION FOR CV POPULATION HEALTH IN KIGALI, RWANDA

Implemented by:



Funded by :



The Novartis  
Foundation



With support from:





### LACK OF AWARENESS

Health system focused more on curative than preventive.

*1 out of 3*



### UNHEALTHY HABITS

From sedentary lifestyle to over indulgence of smoking and drinking.

*55%*



### FRAGMENTED ACCESS

Low penetration of diagnostics services.

*6/10 Mortalities*

#### **Self-diagnostics/tracking**

- Remote blood pressure monitoring
- Rewards through our partners

#### **Incentive based programs**

- Nutrition, physical fitness, and mental health challenges
- Can be solo or with a community

#### **Articles & videos Repository**

- Focusing on highlighting and addressing NCDs risk behaviors

# Project Objectives

## OBJECTIVE 1

To increase awareness on CVDs

## OBJECTIVE 2

To increase remote screening for CVDs

## OBJECTIVE 3

To increase linkage and referral services

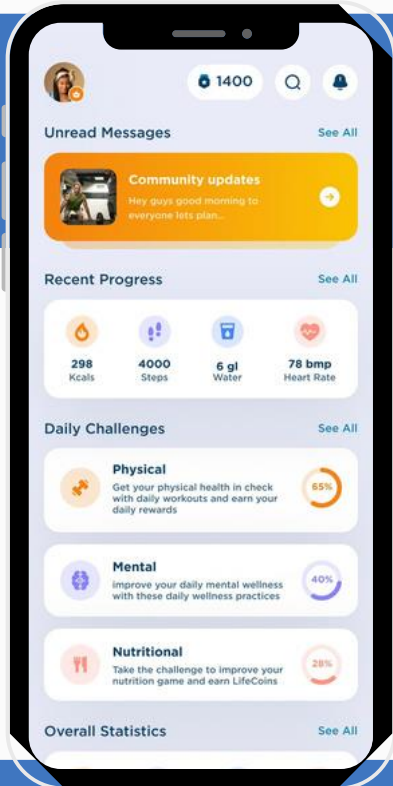
### >>> OUTPUTS

- Provide awareness materials
- Engage in online and offline training

- Increased remote screening services
- Use of agents for remote screening

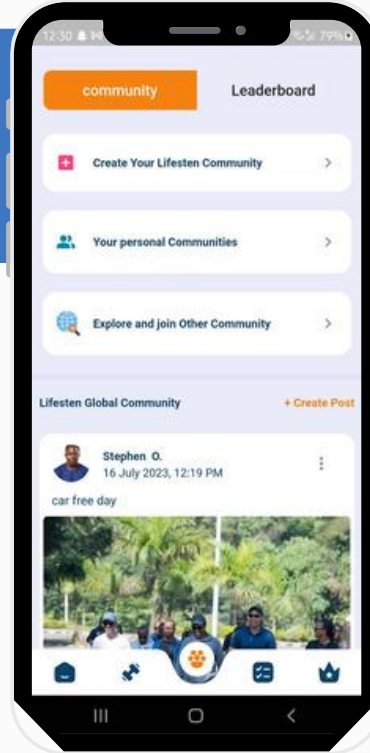
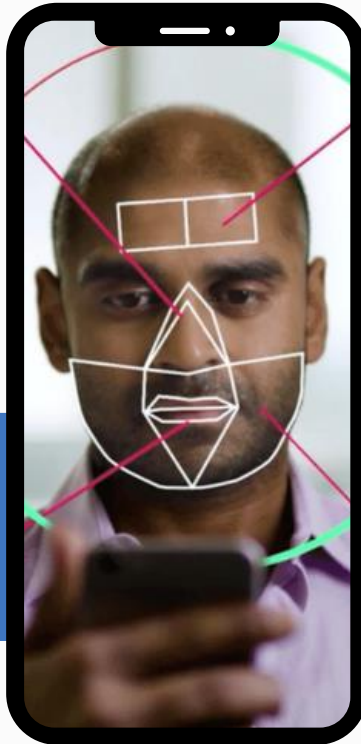
- Increase partnerships with PP organizations
- Partnerships with health and wellness companies

# Tech Innovation



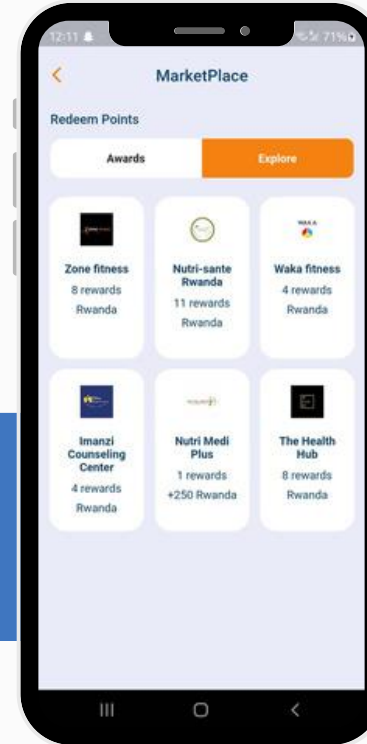
Track health vitals and access daily challenges

Experience AI blood pressure diagnostics



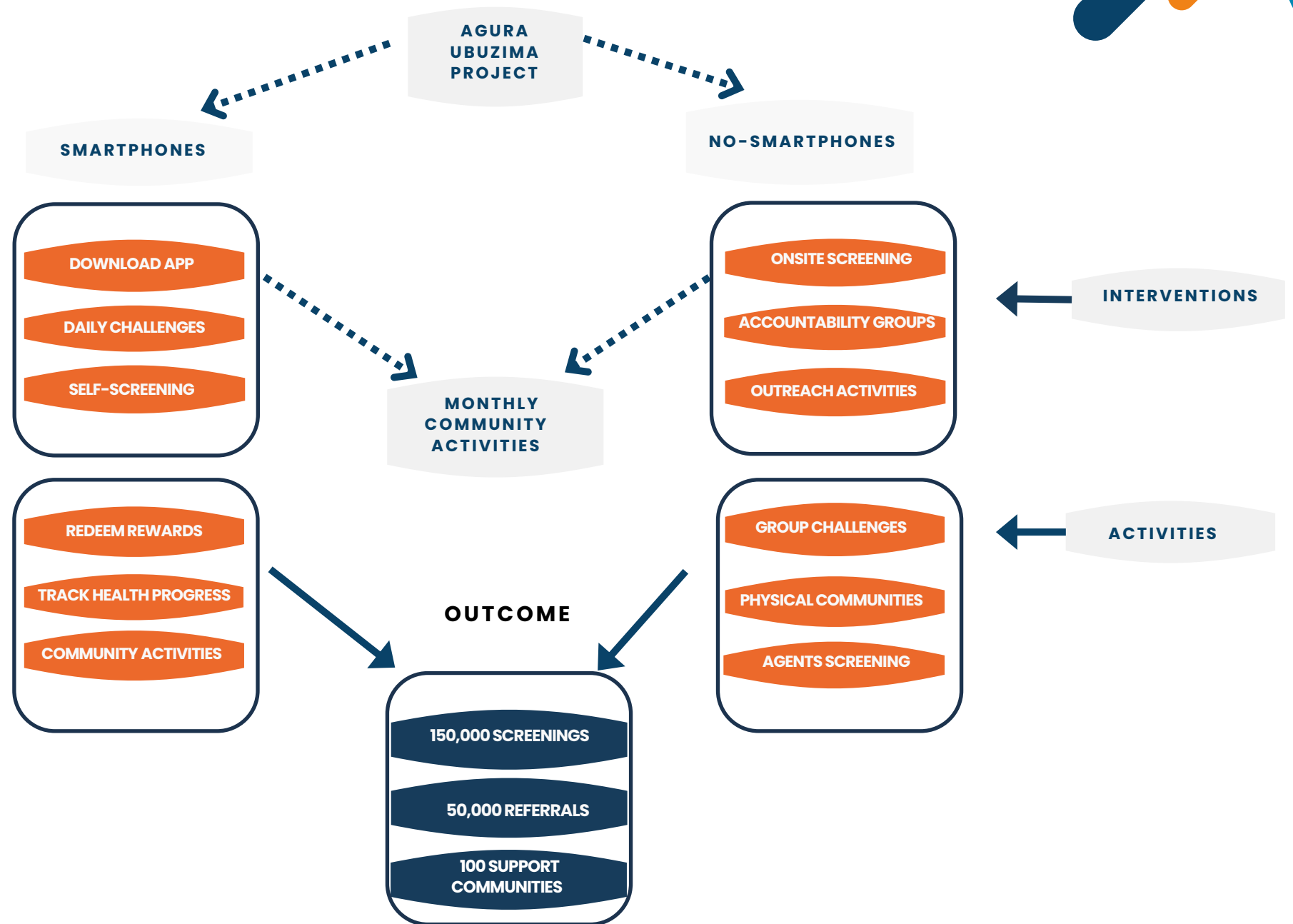
Create and join accountability communities

Redeem your points with our 3rd party partners



Access Admin dashboards for workplaces and 3rd party partners to get metrics on your enterprise

# Project Framework



# Milestones

OVERALL

100+

AMBASSADORS

25+

NURSES

15+

PARTNERS

15

EMPLOYEES

6000

REFERRALS

40000+

REACHED

# Stakeholders

<b>Government</b>	<ul style="list-style-type: none"><li>• Ministry of health</li><li>• Ministry of ICT</li><li>• Rwanda Biomedical center</li><li>• City of Kigali</li><li>• Car free day Rwanda</li></ul>
<b>Public Health facilities</b>	<ul style="list-style-type: none"><li>• 33 health centers within Kigali, for referrals and screenings</li></ul>
<b>Health and wellness facilities</b>	<ul style="list-style-type: none"><li>• 15 Enrolled</li></ul>
<b>Other insitutions</b>	<ul style="list-style-type: none"><li>• College of Technology and Sciences</li><li>• Red Cross Rwanda Student Association</li><li>• College of Medicine and Health Sciences</li><li>• Remera Campus TTC</li><li>• Kimisagara youth center</li><li>• kigali city- Car free day</li></ul>





# Future Roadmap

## FUTURE OF THE CV CHALLENGE

- Educate 150,000 individuals
- Screen at least 75,000 individuals
- Collaborate with at least 30 partners
- Referrals

## PROJECT SUSTAINABILITY

- Individual Subscription
- Workplace Subscriptions
- Third-Party Partners Subscription
- Government/NGOs/Health Insurers Programs and Joint Ventures

# Impact In Pictures



Lifesten with minister of health and minister of ICT



Lifesten agents at Kimisagara



Agents at Umucyo village



Agents in schools



Public health agents



Lifesten agents training



Partners : Amazon Nutrition



Lifesten agents in Biryogo cell

# BUSINESS MODEL & PROJECTIONS

## SUBSCRIPTION BASED



### FREE PLAN

Basic plan offered to all users

**\$6M**

Subscribing to the lifestyle



### B2C PAY AS YOU GO

Individuals have access to specific personalized program in line with their needs: 3-5 USD

**\$4M**

35+ Workplaces



### B2B LIFESTEN PLANS

Lifesten Workplace Plan at 8 USD PM\*  
Lifesten Partner Listing Fee at 50 USD PM\*  
Lifesten with Insurance Firms and Governments

**45**

Health and Wellness Partners

## PROJECTIONS 1-3 YEAR

# OUR ASK

We are raising pre-seed to enroll our first 24 workplaces

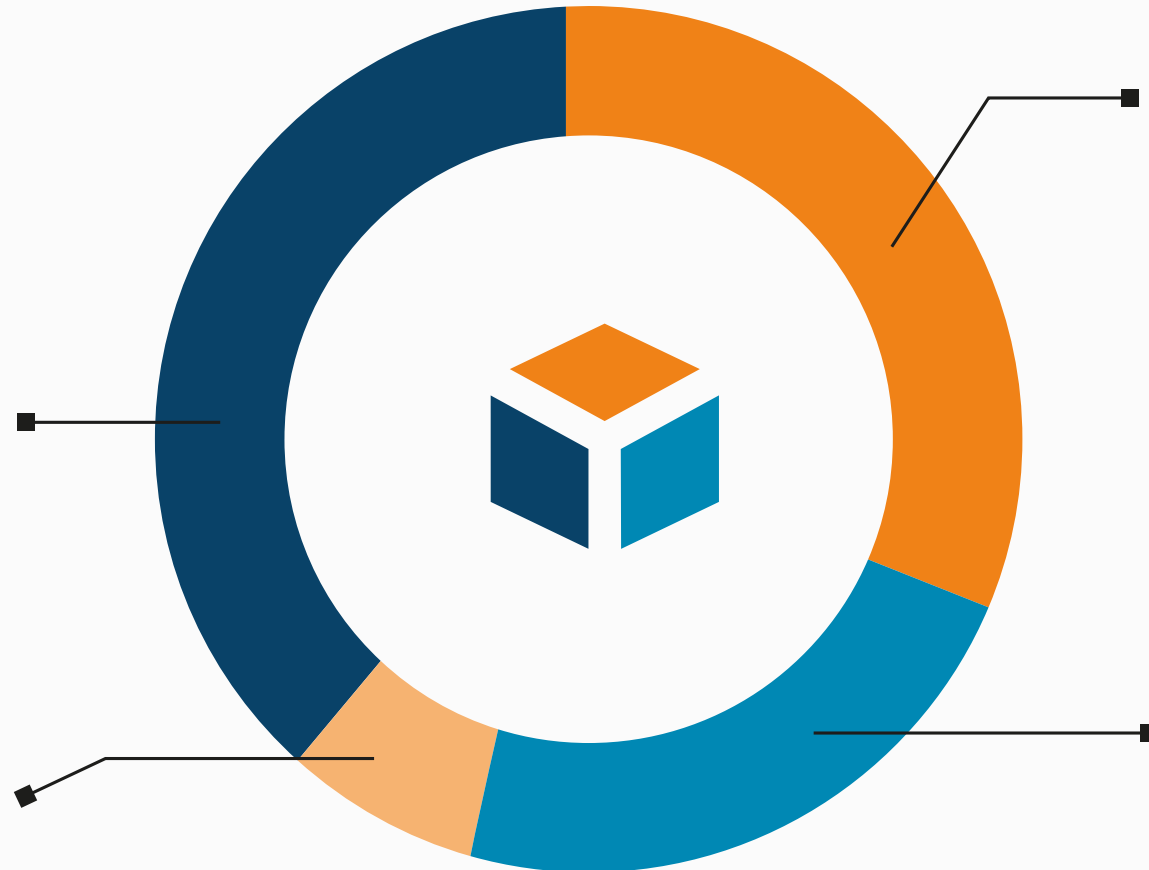
\$500,000

Clients acquisition  
and expansion  
36.7%

Partners  
Onboarding  
10 %

Product  
Improvement  
30%

HR  
23.3%



CHANGING MINDSETS FROM  
I think I am healthy to

**I KNOW I AM  
HEALTHY**



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