

# AFRICAN START-UP PITCHES



Elizabeth Adeshina

Founder

**Wazima Health**



## INTELLIGENT HEALTH AI PRESENTATION

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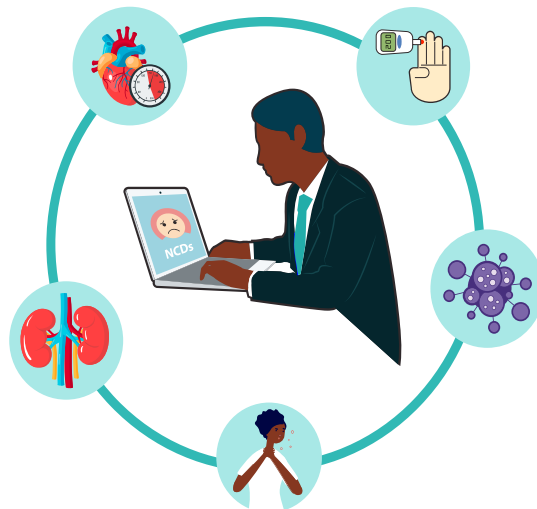
**UK & Nigeria based Health Tech Company  
delivering Healthcare to Sub-Saharan Africa**

**Healthcare | Access | Empowerment | Change**

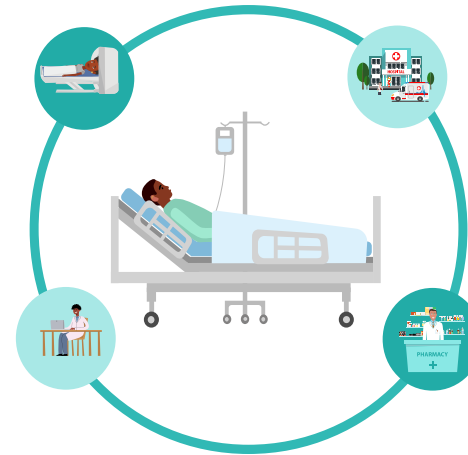


My 36 year old friend, Yemi, called me distraught to inform me that her 39 year old husband had suddenly had a massive heart attack, he sadly died 3 days later leaving behind a single income family of four. He had hypertension which was unmanaged.

# Growing Need for Accessible, Affordable Wrap-around Care



Limited access to  
connected screening and  
diagnosis



Inadequate and  
inaccessible continuous  
management in up to 60%



Non-Communicable Diseases (NCDs)  
will be the leading cause of death in  
Sub-Saharan Africa by 2030

**\$60 bn  
Per year**

Total Primary and Secondary Health Service in Sub-Sahara African.

615 million people have limited or no access to healthcare services (Health policy watch Africa 2021).

Paying an average of \$100/year for health out-of-pocket.

**\$8.6 bn  
Per year**

Wazima Health Sub-Saharan Africa Potential.

85% mobile phone & 40% internet penetration.

246 million people paying an average of \$35/year out of pocket or via insurance.

**\$430m  
Per year**

Wazima Health Obtainable Target Market

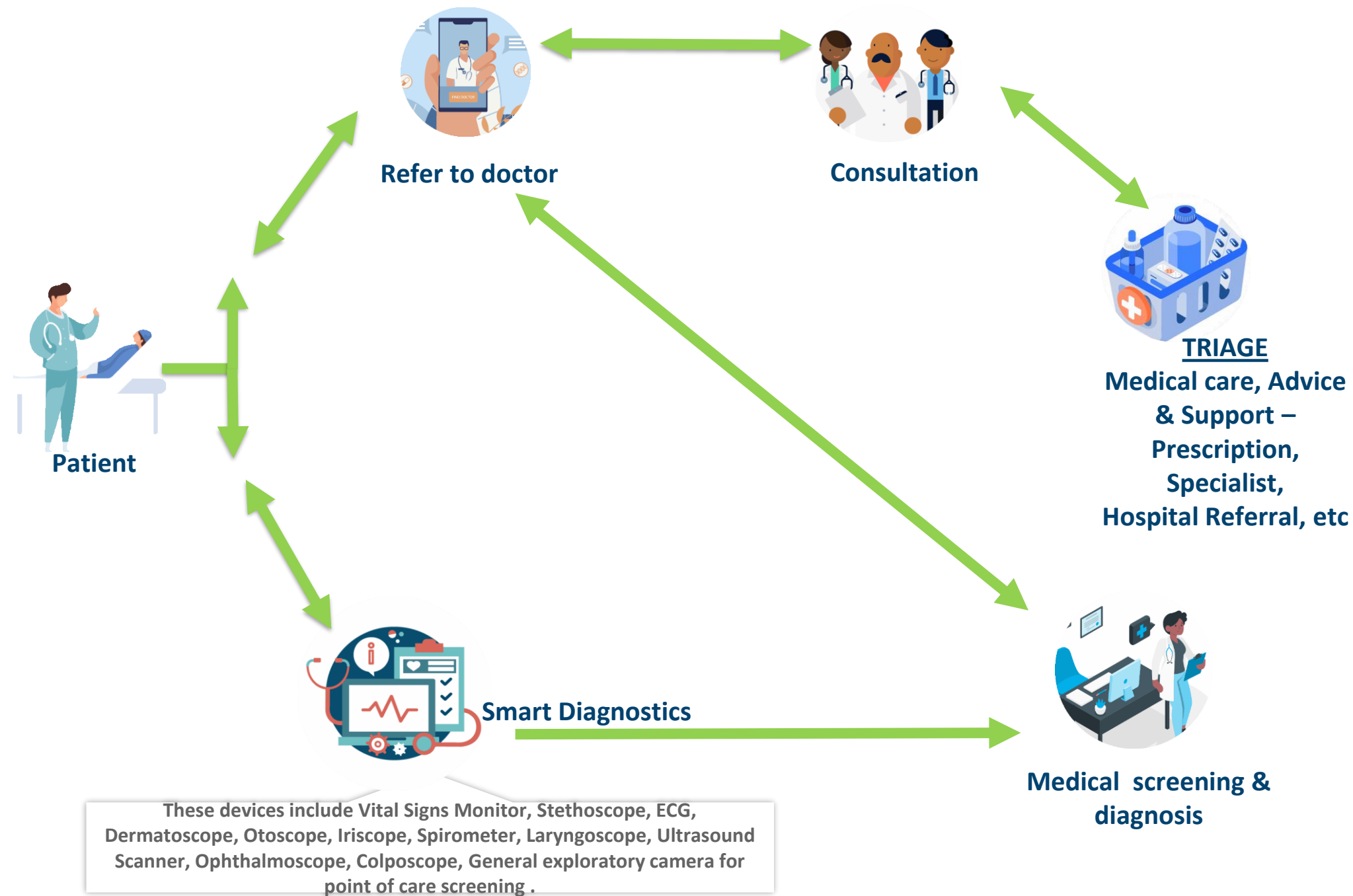
Reachable Digital Screening & Telemedicine adopters.

5% market share by 2027.

# Continuous Wrap-around Care



# User Journey





# Promising Results and Steady Growth



Ghana, Mozambique,  
Nigeria, Tanzania.



Patients Served  
308,500+



Referrals  
69,000+



Partnerships  
115+



Consultations  
311,200+



Screenings  
152,100+



Women's Health  
64% of Users



2022 Revenues  
£564,875

## SDGs





# Global Recognition & Partners



Winner Bayer G4A Startup  
pitch



HealthTech Hub Africa



AXA Global Partnership for  
Nigeria



GIZ/GMZ/LOT e-health  
Solution for Ghana



# Multiple Revenue Streams



## B2B

- Subscription + Data
- Commissions- E-Shop + Partnerships
- Licensing



## B2C

- Subscriptions
- Sales of Devices

Commissions up to 45%

Average B2B Subscription £3,000

Average Licensing Fee £15,000

# Seasoned Entrepreneurs with Deep Africa Experience



**ELIZABETH ADESHINA**  
**Founder and CEO**

Proven entrepreneur with deep healthcare and Sub-Saharan Africa experience.



**ANDREW EWEKA**  
**CMO**

12+ years sales & marketing experience.  
Strong sales channel creator & negotiator.



**PARMINDER VIR OBE**  
**Executive Director**

Commercially focused executive with broad international experience in entrepreneurship, business development & media.



**JOHN BRAY**  
**Executive Director**

Former USA Consul General to Nigeria,  
business strategist & implementer.



**GEORGES KOTROTSIOS**  
**Technology Advisor**

Seasoned professional with 20 years  
delivering digital innovations.

## Advisors:

**Dr. OLADAPO O FAFEMI** MBBS , FRCSEd, FRCS  
Surgeon, Clinical Director NHS, UK

**Dr. JOSE CRESPO** MRCGP  
GP with Specialist Interests

**PETER PANI PETROU**  
Lawyer, Aspen Morris Law

**Dr. JOHN GLEES**  
MD FRCR DMRT

# To Accelerate Growth & Cement Competitive Advantage

## Our Ask

We are looking for One Million pounds sterling and aligned partnerships to enable us to become the premier digital remote screening and telemedicine company within our markets.



**£1,000,000**



**Aligned  
Partnerships**

## Contact Info:



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**Thank You!**