

Enabling Quality Home Healthcare

Healthcare in sub saharan Africa is the worst in the world



Patients:

48% of Africans do not have access to health care and hospitals are overcrowded and underfunded

Nurses:

Nurses are overworked, undervalued and under paid with little opportunity for career growth

Payers:

Up to 50% of healthcare financing in Africa is from private pockets with a big part coming from Africa's diaspora.

We leverage Africa's diaspora to pay for quality home healthcare



For patients:

Match patient to qualified nurse within close proximity

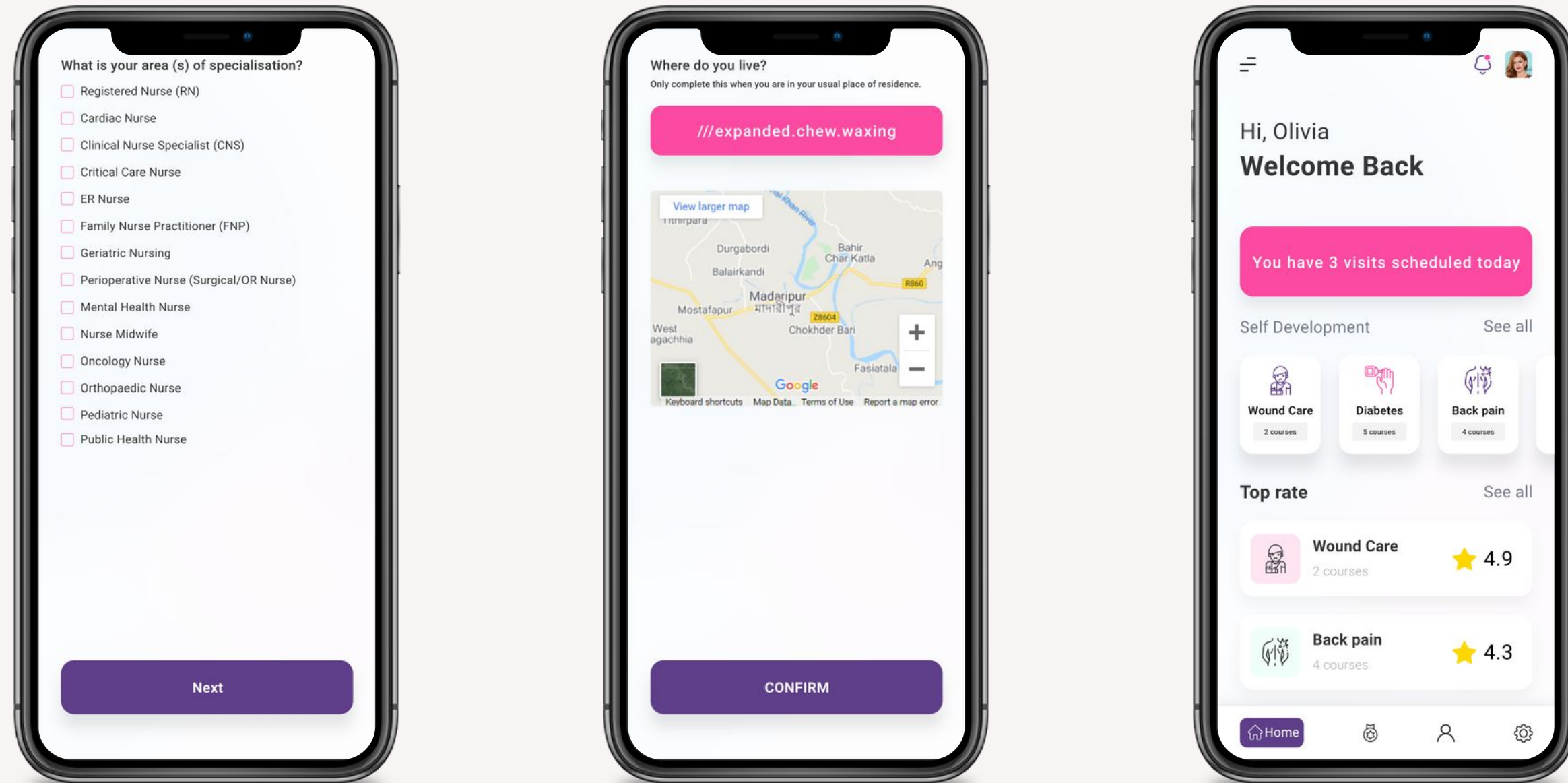
For Nurses:

Enable nurses to choose their working time, location and payment frequency

For Family Members:

Regular updates on patient health progress. Accountability & Transparency in care and pricing

Healthcare in 3 simple steps



- The Patient signs up his/her availability and location.
- The nurses sign up their availability and location and
- Klarah matches nurses to patients based on patients' need, carer's experience and their proximity to each other.

Market Size

9,562,500 Africans in the Diaspora. They sent over **\$21B** in remittances to Africa for the health of their loved ones in 2021.



Current Africa remittances: **\$48B**

45% of remittances go toward healthcare



% of Africa remittances for **healthcare: \$21.6B**

 46M People



% of West Africa remittances for **healthcare: \$10.8B**

 23M People

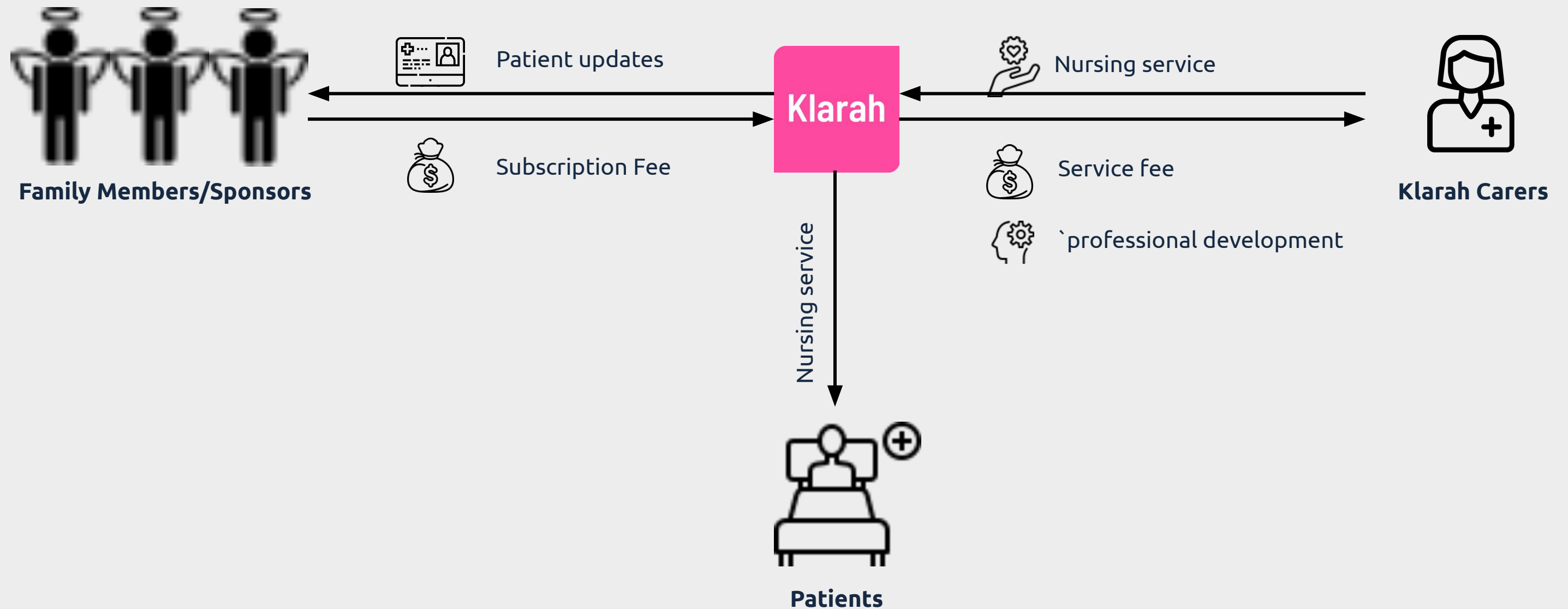


Monthly Subscription: \$480

Healthcare spend: \$1.3B

 2.8M People

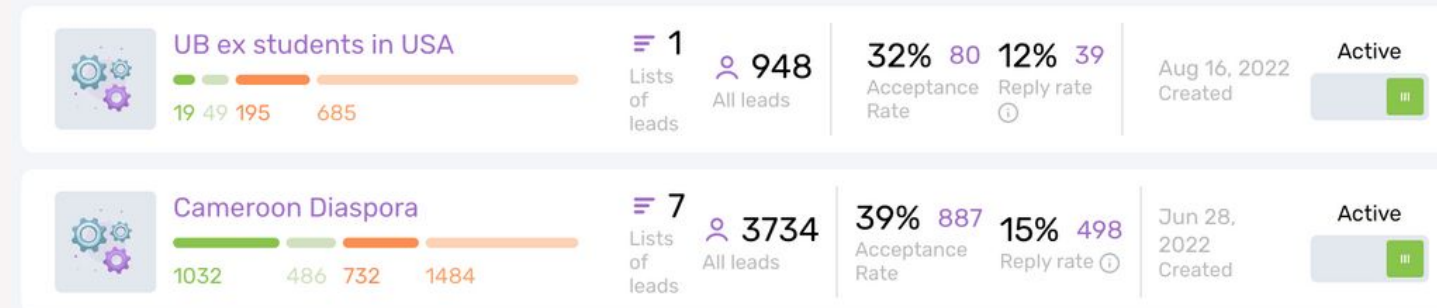
SaaS Business Model



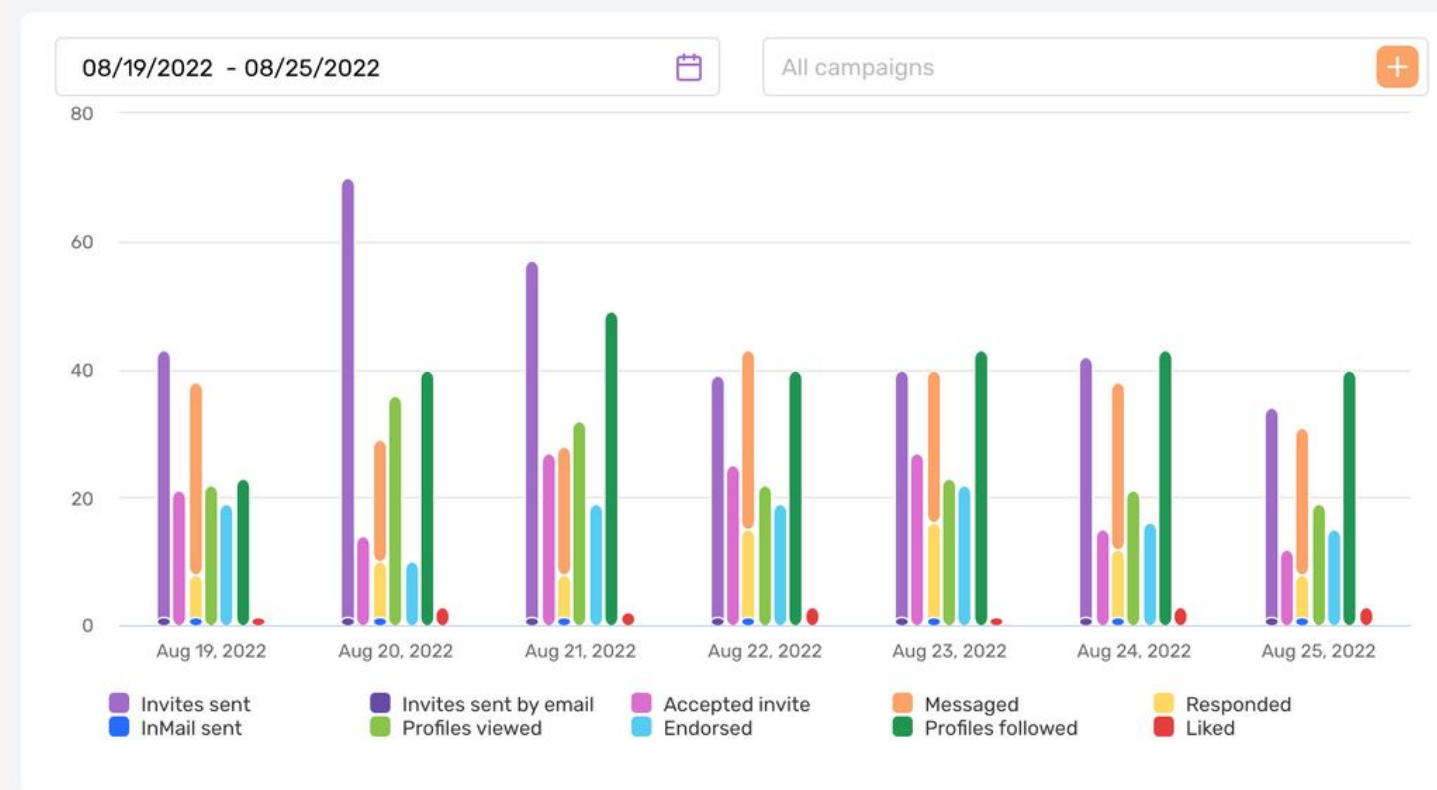
Family members pay a monthly subscription fee to Klarah for their patients and, Klarah pays the Carers for their nursing services and provides regular short courses for professional development. Patients are taken care of by the Carers in the comfort of their homes.

Go to Market

Recent campaigns



LinkedIn performance



Ginyu Innocentia Kwalar, PhD

Pricing plan: Advanced | Role: User

- Active campaigns: 2
- Connections: 2999
- Pending invites received: 0
- Profile views since last week: 12
- Weekly search appearances: 59
- Profile rating: Expert

Sign in →

Phases:

- Diaspora
- Partnerships
- Urgent Care
- Other countries

Currently using WOM and recently started LinkedIn automation to target Cameroonian professionals in the diaspora and are already building a healthy pipeline: 3 booked meetings, 1 subscription and hundreds of positive feedback.



Traction

\$9376.60
Total Revenue

\$40
Subscription Cost

\$680
MRR

5%
Churn

21%
MoM

\$480
LTV




509
Nurses

8
Runway



Services

Competition

	 Klarah	 DiaspoCare	 Waspito	Hospitals
Home care quality	●	●	●	●
Nurse pay	●	●	●	●
Care activity monitor	●	●	●	●
Digital medical history	●	●	●	●
Doctor Network	●	●	●	●
Transparent billing	●	●	●	●

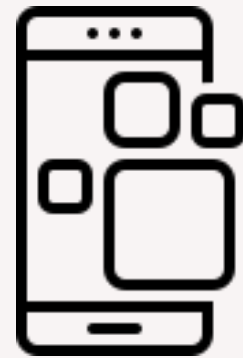


Ask & Use of funds

\$300K



Explore other go to market channels



Grow engineering and product team

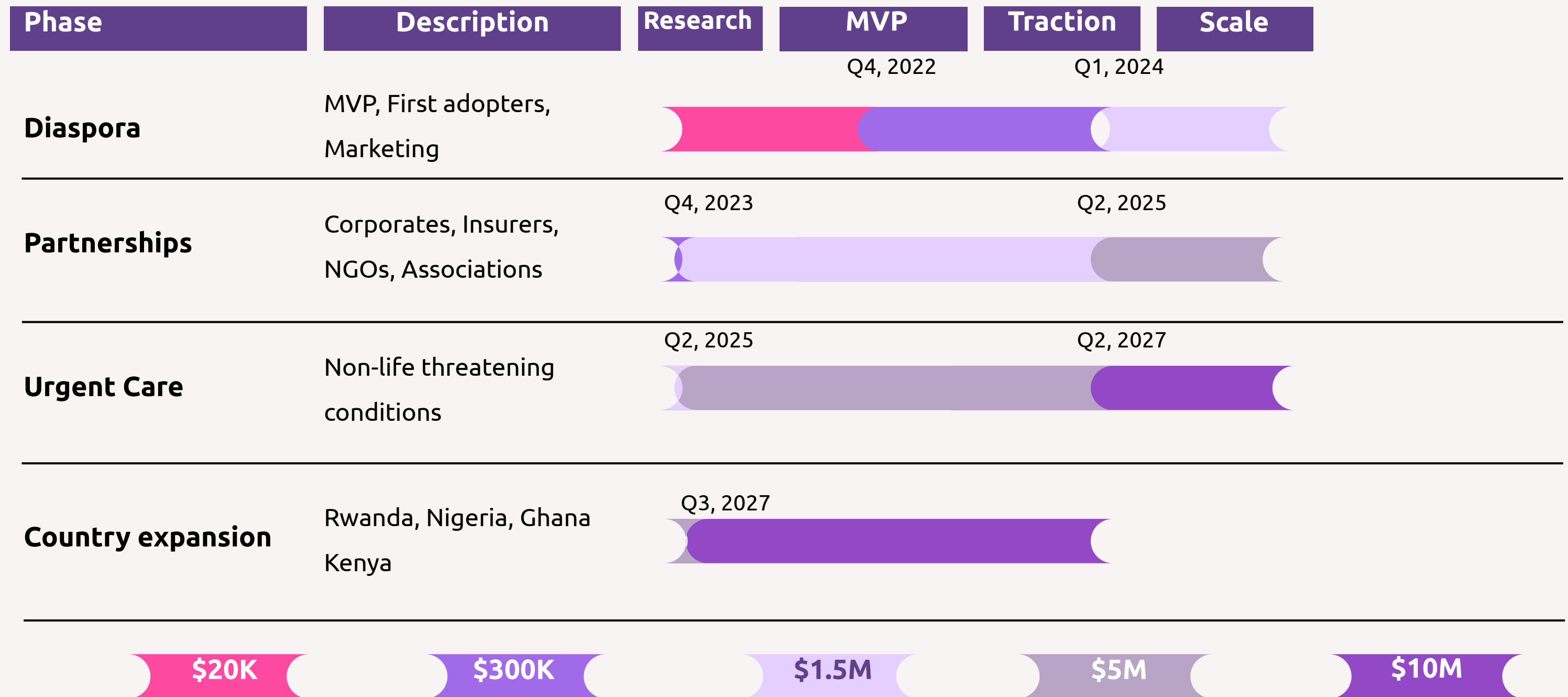


Refine matching algorithms



THE GLOBAL GOALS

Ask & Use of funds





KLARAH

Leadership Team

Our CEO is a seasoned nurse practitioner with additional experience in building educational material from being a university lecturer.

She is supported by our CTO who has strong engineering leadership skills and our Product advisor who is a two time founder with experience in building digital products.



Ginyu Innocentia

Kwalar, Ph.D

Founder & CEO

20 yrs nurse



Dr Tim Schoeneberg

CTO

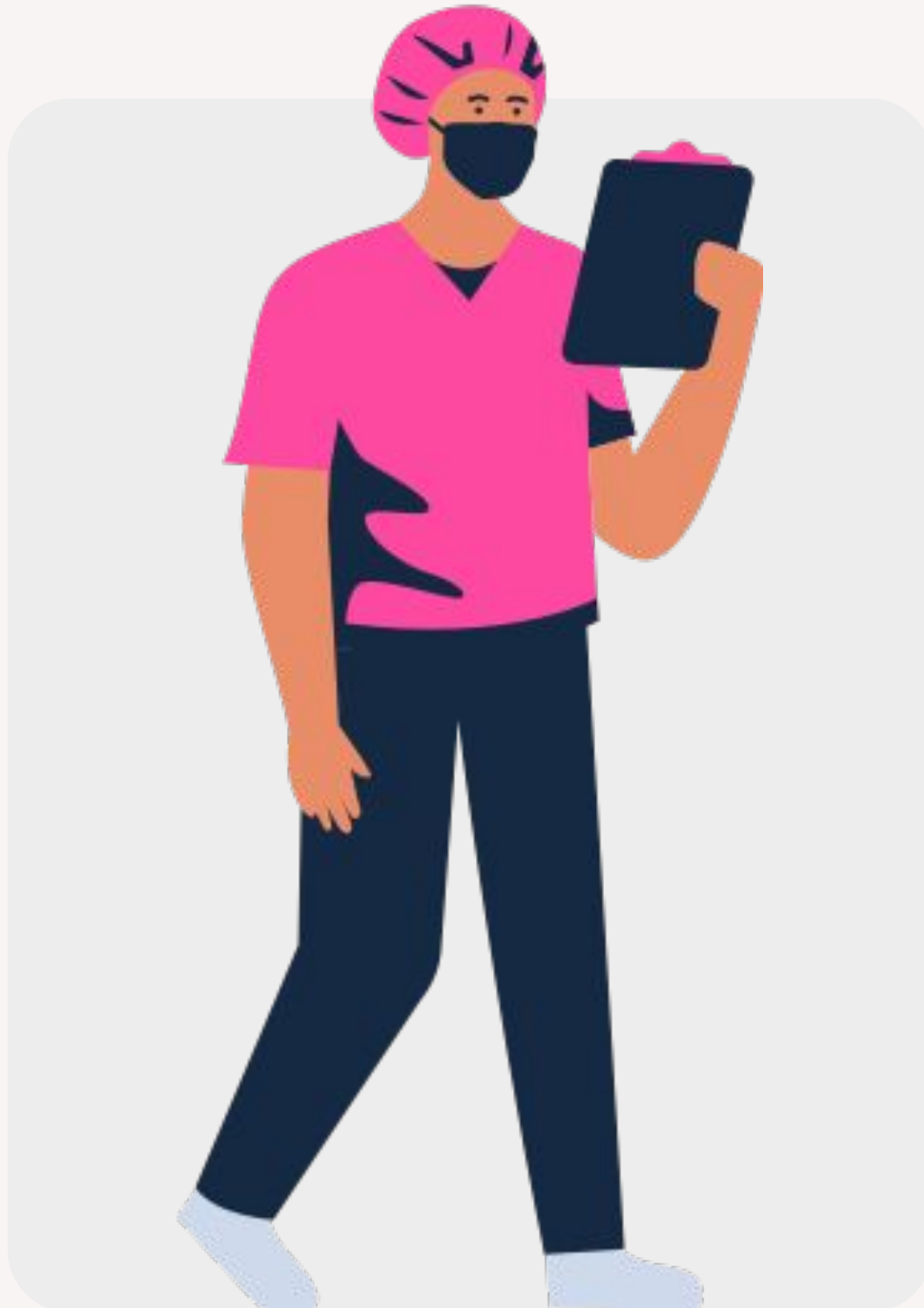
11 yrs engineer



Kingsly Kwalar

FF investor and Product advisor

2x founder



Thank you

How to get in touch

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