



Driving **A**ffordable,
Accessible, and **A**uthentic
healthcare through data



We've got the **A** Team



Hannan Hashmi
Co-CEO | **PRODUCT**
Medicine
Law
ML

Barts Health
NHS Trust

ashurst



David Chen
Co-CEO | **BUSINESS**
Pharma Thought Leader
B2B Sales



hydrogen | Consulting
Solutions



Femi Amoo
CTO
Enterprise Software
Blockchain
Cybersecurity



BANK OF AMERICA



Vinesh Pramlall
CSO | **STRATEGY**
Pharma Exec
MBA Pharma Innovation



There is **no way** to use the wealth of **healthcare data** to answer the critical business questions for pharmaceuticals

*“African markets, are higher risk because of limited data.
With quality data, these markets become a lot more
attractive”*

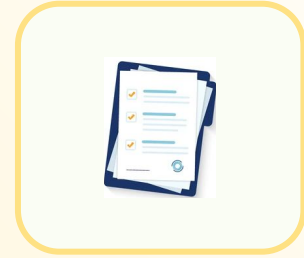
**Amine Mansouri - Senior Principal - North, East &
West Africa IQVIA**

We are enabling the systematic use of healthcare data to provide key stakeholders with the information that they need

Moving from **reactive to **proactive** decision making.**



We give healthcare providers services in order to create high fidelity market intelligence



3
2

Phase 1

Technology Enablement

Digital Transformation to enable data flows

Phase 2

Partner Business Intelligence

Business intelligence dashboard

Helps HCPs optimise for certain KPIs

Phase 3

Systematic Market Intelligence

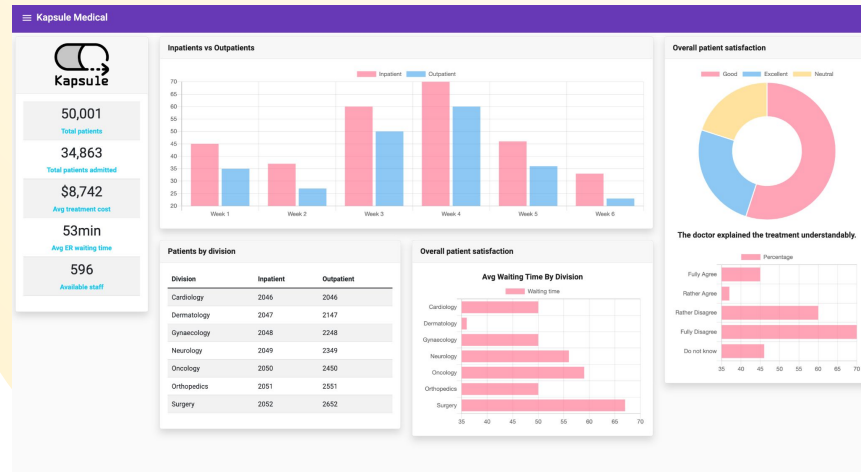
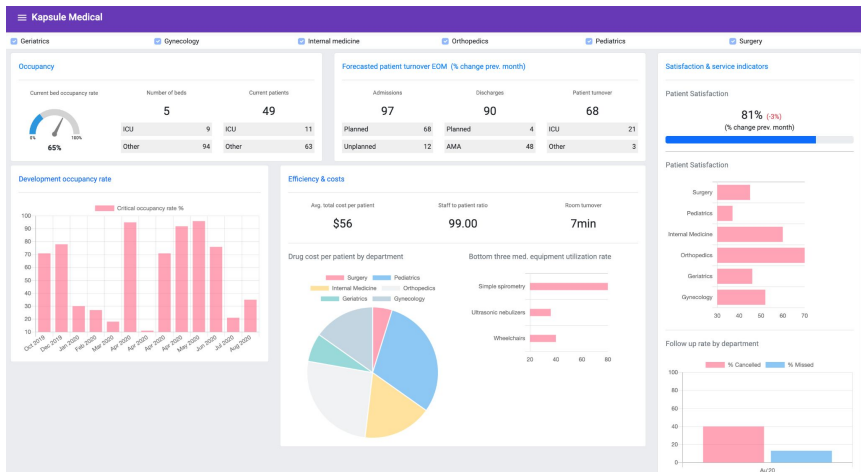
Aggregate anonymised patient data from entire healthcare provider network

Identify trends incl. demand data.

Healthcare Provider Product

Financial Performance Data

Operations data



Market Intelligence Product

	A	B	D	E	K	L	M
1	Calend	Customer Class Name	Customer ID	Cust Postcode	Brand	Description	Sales Unit
2	Jul_20	Hospital - Public	997507	2250	oxaliplatin	oxaliplatin V 200mg 1	1
3	Jul_20	Hospital - Public	997507	2250	oxaliplatin	oxaliplatin V 400mg 1	1
4	Jul_20	Hospital - Public	997507	2250	oxaliplatin	oxaliplatin V 80mg 1	9
5	Jul_20	Pharmacy - Community	635338	2450	oxaliplatin	oxaliplatin ACTPen 162mg/0.9ml SC 4	3
6	Jul_20	Pharmacy - Community	994735	2460	oxaliplatin	oxaliplatin ACTPen 162mg/0.9ml SC 4	1
7	Jul_20	Pharmacy - Community	635338	2450	oxaliplatin	oxaliplatin PFS 162mg/0.9ml SC 4	4
8	Jul_20	Pharmacy - Community	994735	2460	oxaliplatin	oxaliplatin PFS 162mg/0.9ml SC 4	2
9	Jul_20	Hospital - Public	219037	2430	oxaliplatin	oxaliplatin V 200mg 1	1
10	Jul_20	Pharmacy - Hospital Based	303418	2444	oxaliplatin	oxaliplatin V 400mg 1	2
11	Jul_20	Hospital - Public	219037	2430	oxaliplatin	oxaliplatin V 400mg 1	1
12	Jul_20	Pharmacy - Hospital Based	303418	2444	oxaliplatin	oxaliplatin V 80mg 1	2

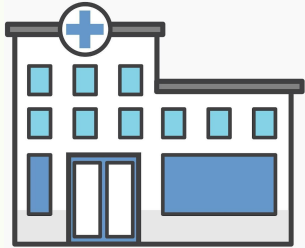
Access to Compiled Data

Insightful Research

Pharmaceutical Industries achieved net revenues in Q119 worth USD4,295m, down by 15.2% over the USD5,065mn reported for Q118, and down by 5.8% over the USD4,559mn reported in Q418. Operating income stood at USD134mn; whilst this was down by 91.2% over the USD1,525mn reported a year earlier, it was a considerable improvement over the operating loss of USD3,164mn reported for Q418. reported a net loss attributable to it of USD105mn, compared to a net income of USD1,120mn in Q118, but this was a substantial improvement over the net loss of USD2.886mn reported in Q418. reported that the decrease in revenues was largely the result of generic competition for *Copaxone*; branded glatiramer acetate product indicated for use in multiple sclerosis, along with a decline in revenues from its respiratory products and US generics business.

We're in the market and have a paying customer

Signed Pilots



5

HCPs (Closing)

500+

Records Processed



100k

Unique data points

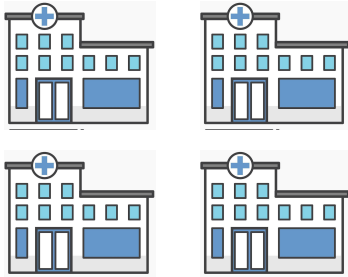
25

Paying Customers

>\$3,000 MRR



1



1

Healthcare Provider Services - Freemium

Provide Healthcare providers the tools to analyse their own to local data and drive business KPIs in exchange for access to data.

BUSINESS MODEL

2



Market Intelligence Data - Sell Secondary sales-out data

**Commercial contracts for aggregated
data**

per Therapeutic Area, per geography

Sub-Saharan Africa

17+ Therapeutic Areas

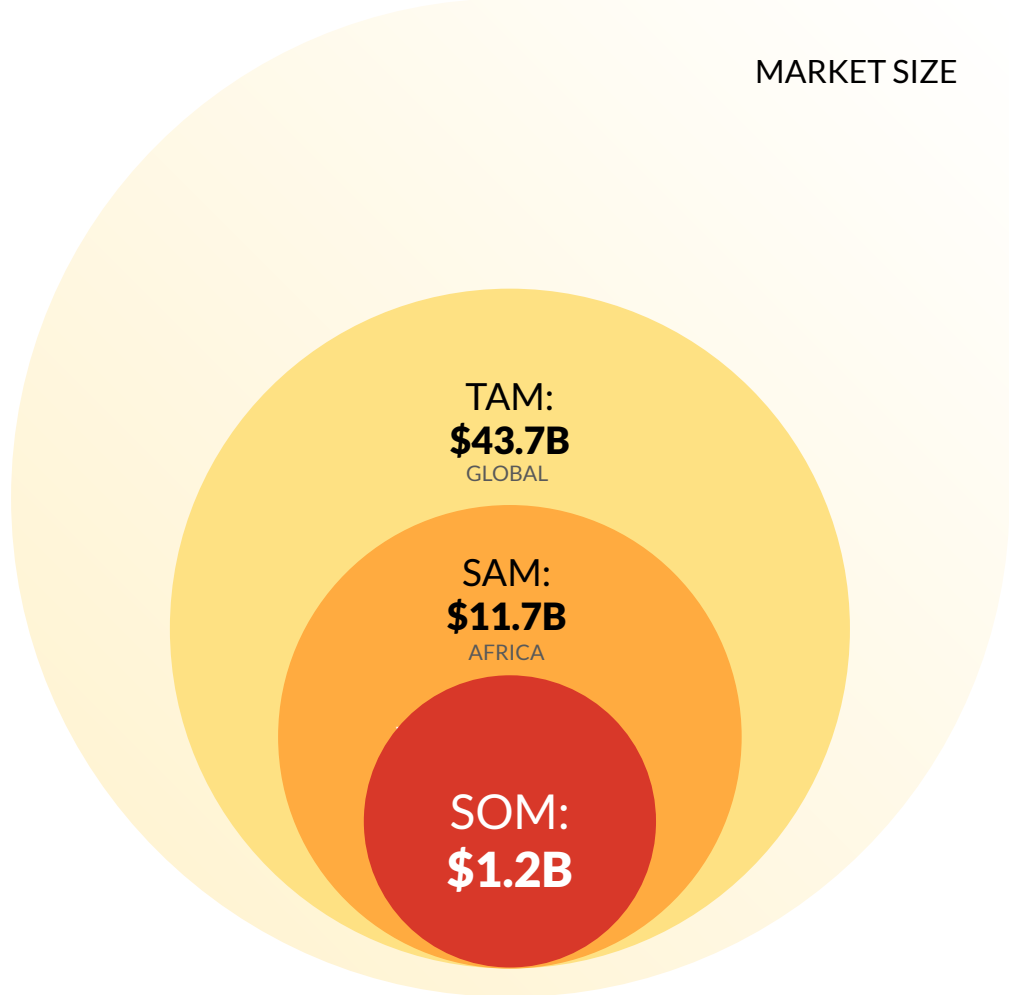
Pharmaceutical Data Market

Beachhead Market - Africa






Highest % of GDP spent on pharma

3-7% annual GDP growth (IMF)

>10% CAGR for pharma data



Best positioned to be the **leading data provider** for LMICs

	Uses Proprietary data	Provides forecast data	Designed to work in Africa	Provides timely actionable health data	Capturing sales out data	Provides resource utilisation metrics
	✓	✓	✓	✓	✓	✓
	✓	✓	✗	✗	✗	✓
	✗	✓	✗	✗	✓	✗
	✓	✗	✓	✓	✗	✗
	✗	✓	✗	✓	✗	✓

Roadmap

Q3
2022

Sign up 50+ HCPs ✓

Process 100,000 patient records ✓

Q4
2022

Aggregate Partner BI

Refine Business Intelligence product, Grow sales & marketing.

Q1
2022

1,000,000 Records

Expand into 3 African Countries

Q2
2023

New Product Launch

Using EMR Data launch insurance product



Connect with us

In driving forward **Affordable**,
Accessible, and **Authentic**
healthcare through data

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