



**THE CURATED MEDICATION
MARKETPLACE FOR HOSPITALS
AND PHARMACIES**

U.S. based corporation with operating
companies across emerging markets.

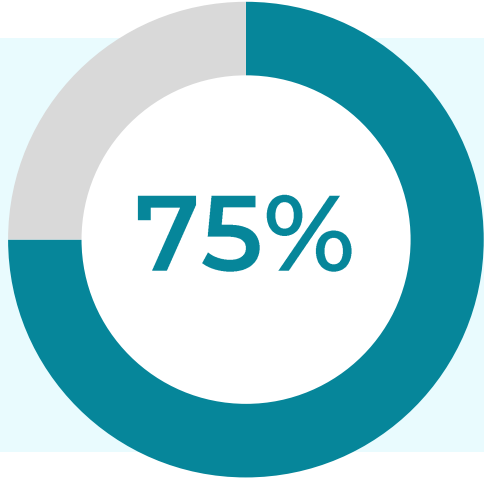


1 in 10 Medications
sold in Africa are fake or
substandard.

(W.H.O, 2017)



THE PROBLEM ACROSS AFRICA



of medical facilities in Nigeria are owned by single owners

Supply Chain issues drive medical facilities to purchase medications from the many open drug markets. If not, they have to work with too many distributors and manufacturers to fulfill all of their medication and consumable needs.



Fragmented medication procurement process



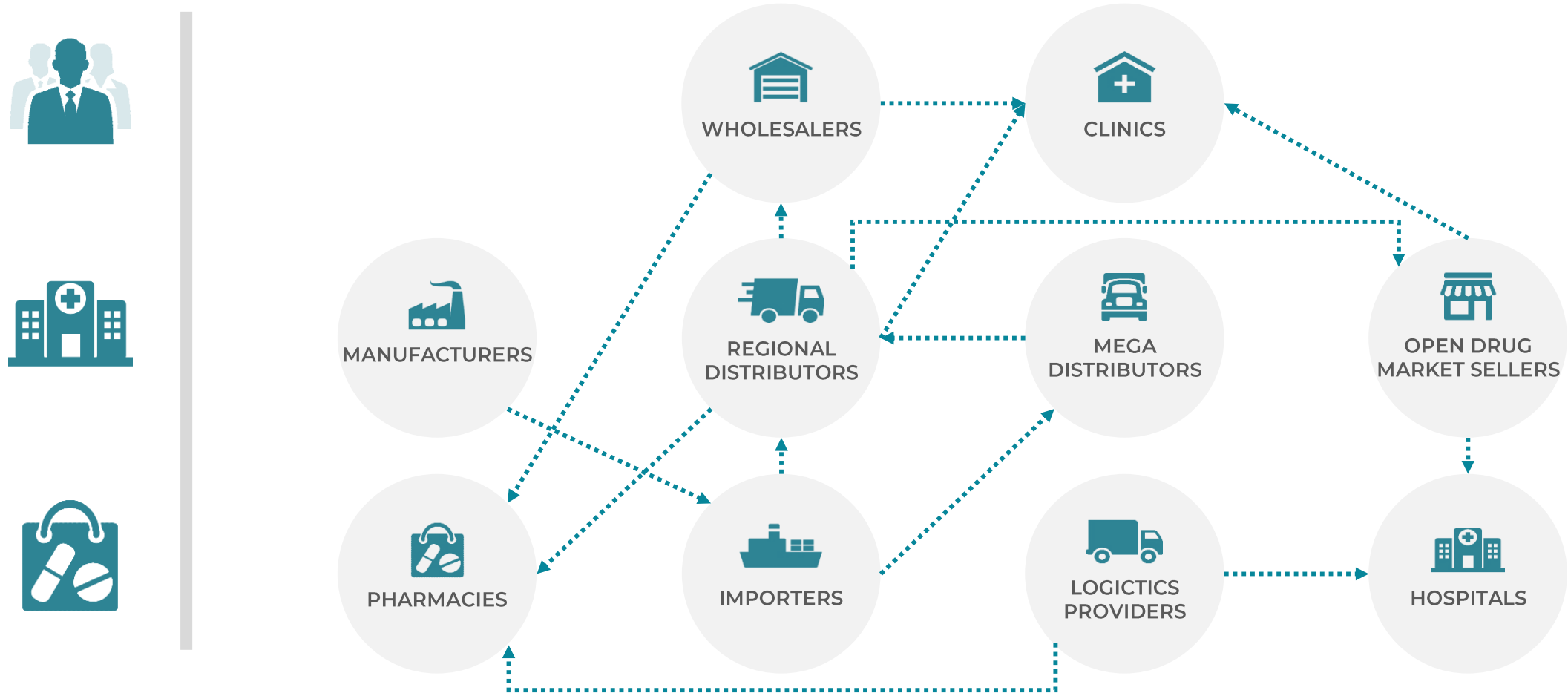
High drug costs



Lack of real-time pharmaceutical industry data



CURRENT OFFLINE MEDICATION SUPPLY CHAIN



PharmAccess Foundation(2015). Nigerian Health Study Market Sector Report
Holt, Tania, McKinsey & Company (May 2017). Winning in Nigeria: Pharma's Next Frontier
Peterson, Kristin, (2014). Speculative Markets: Drug Circuits and Derivative Life in Nigeria

NIGERIA PHARMA OPPORTUNITY



 **\$1.4 BILLION PER YEAR OPPORTUNITY**

PharmAccess Foundation (2015). Nigerian Health Study Market Sector Report.
Holt, Tania, McKinsey & Company (May 2017) Winning in Nigeria: Pharma's Next Frontier
World Health Organization
Nigerian Internet Stats and Telecommunication Reports (Retrieved from www.internetworldstats.com)

THE SOLUTION

THE CURATED MEDICATION MARKETPLACE FOR HOSPITALS AND PHARMACIES



TEAM



Vivian Nwakah
Chief Executive Officer

- Owned and operated home health care agency and caretaker services in Illinois and Indiana
- Started a hybrid-diesel solar installation company in Lagos.
- University of Illinois Urbana-Champaign



Temitope Awosika
Chief Pharmacies

- Licensed Pharmacist trained in Nigeria and UK.
- Helped own and operate a pharmacy & hospital in Lagos.
- University of Bath



Joao Pinheiro
Chief Technology Officer

- Former Senior Programmer at Rocket Internet (Jumia)
- 20 years experience as back-end web developer.
- University of Gaia



Place
Holder **Firstname Lastname**
Chief Operating Officer

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Place
Holder **Firstname Lastname**
Chief Financial Officer

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Place
Holder **Firstname Lastname**
Data Architect

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ADVISORS



Dr. Dere Awosika
Pharma Advisor

- PHD in Pharmacy Technology
- Pioneer of the National Programme on Immunization.
- Access Bank Board Member
- Former Permanent Secretary under two Nigerian Presidencies.
 - Ministry of Internal Affairs.
 - Ministry of Science & Technology.
 - Ministry of Power



Bastian Gotter
Fundraising Advisor

- Experienced African startup investor and company builder.
- Founder and Partner at Spark.ng Investments.
- Founder of IrokoTV Africa's largest film production and distribution company. Raised \$35million.



Grant T. Harris
Strategy Advisor

- Served as Special Assistant and Senior Director for African Affairs to US President Barack Obama. (2011-2015)
- Created the US-Africa Leaders Summit.
- Initiated "Doing Business in Africa Campaign".
- Helped created Power Africa Program
- Launched Young African Leaders Campaign



Yvonne Wassenaar
Technical Advisor

- CEO of Airwave (Commercial Drone Delivery)
- CIO of New Relic (Software Analytics)
- 25 years of leadership experience in cloud and big data analytics. (Silicon Valley)
- Accenture (Partner in High Tech Business Unit)



MEDSAF BUSINESS MODEL



Manufacturers

sell medications to Medsaf at discounted bulk prices.

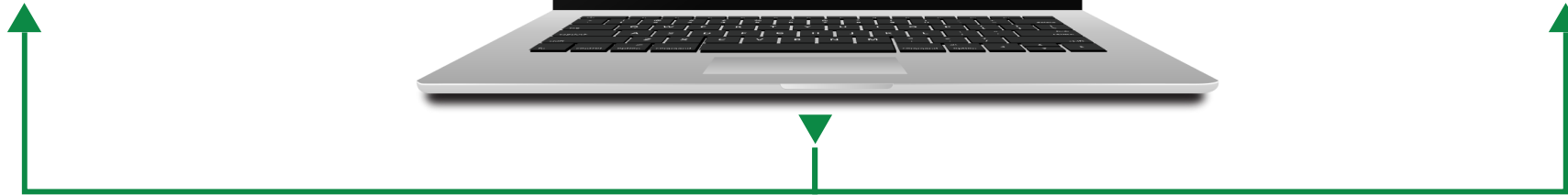


Medical Facilities

Purchase medications and consumables from Medsaf at a reasonable price.

Medsaf sells Data on purchasing trends, and needs.

Medsaf makes a profit from all sales through the platform.



Additional Benefits

Medsaf helps manufacturers protect their brand

Medsaf tracks medications from manufacturer to consumer

Additional Benefits

Freemium Subscription Service for Inventory Management applications

Additional Technology fueled services

FORECAST



2
Years



400
Facilities



\$10 Million
Revenue



X<\$40
CAC



18 month
LTV



+30%
Profit Margin



\$1,600
Average MRR

Next Medsaf countries include Kenya, Ghana, Ivory Coast

2017 MEDSAF TRACTION

- ✓ We started in 2017 with \$10,000
- ✓ No customers
- ✓ Ended with a scalable company
- ✓ \$87,647 revenue in 2017



Soft launch in January 2017



139% average revenue growth rate. Highest month **\$14,690** revenue



\$830 average order size / 3rd & 4th quarter



90% recurring revenue with **98%** revenue growth rate for key customers.



400+ pharmacies and hospitals signed up to Medsaf.



Direct manufacturer relationships



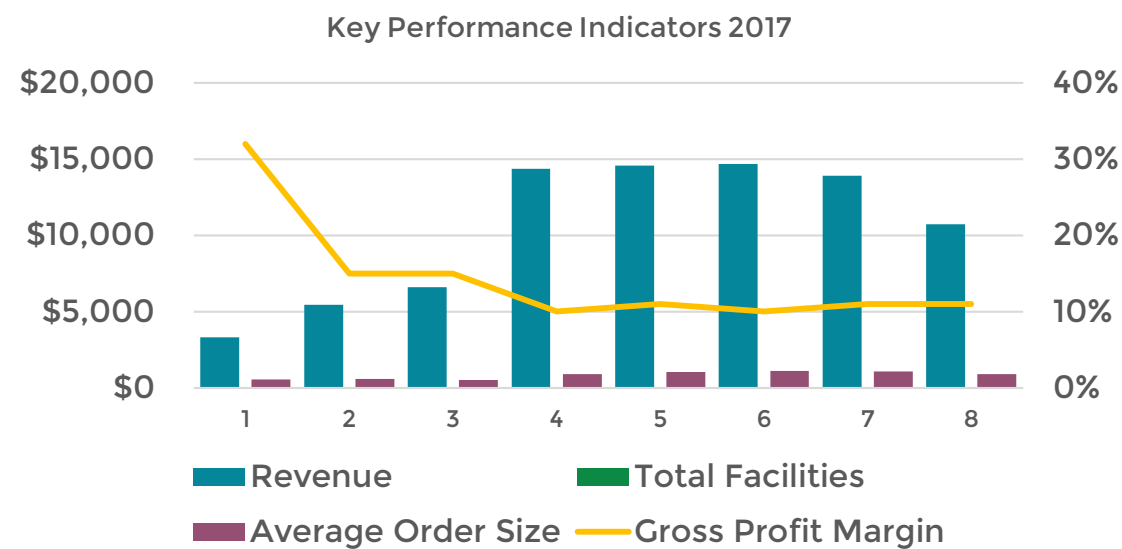
16% average profit margin.



50,000+ medications to patients across Lagos.

2017 MEDSAF TRACTION

Medsaf revolutionized the Nigerian pharmaceutical industry with a “pay as you go” fin-tech partnership to replace distributor credit.
This increased our revenue by 33%



\$10,000 Investment				
	September	October	November	December
Revenue	\$14,571	\$14,690	\$13,921	\$10,743
Facilities Purchasing	14	13	13	12
Average Order Size	\$1,041	\$1,130	\$1,071	\$895
Gross Profit Margin	11%	10%	11%	11%

We achieved these results with only \$100,000 of investment spread out over 1 ½ year!

2017 AWARDS

Her Royal Highness of Netherlands Visits Medsaf



Medsaf wins Best Startup in Nigeria



BBC does expose on and fake and sub-standard medication



Medsaf wins Best Social Impact Award in South Korea



FUNDRAISING



1

Next Round

- ✓ Technology Development
- ✓ Marketing and Outreach
- ✓ Overhead
- ✓ Talent Acquisition

2

Next Milestone

- ✓ \$100,000 monthly revenue
- ✓ \$1000 per order.
- ✓ Over 100 monthly recurring customers.

CUSTOMER TESTIMONIALS



“

Medsaf is revolutionary for us as health care providers because it truly is an enterprise solution. It gives and is designed to give hospitals and physicians greater insight into their operations in order to optimize patient care.”

Timi Soley, Co-Owner Duro Soley Hospital Lagos

IMPACT



Increase in safe and cost effective medication for all end users