



Waspito

“Health without a step”

Pitch Deck

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Problem & Solution

PROBLEM:

Africa's healthcare accessibility & affordability issues are getting worse by the day. This is mostly driven by:

- Poor infrastructure
- Human Resources crisis (Not enough doctors)
- Healthcare disinformation

SOLUTION:

Africa's first ever **Health-focused Social Network** that will connect the healthcare ecosystem online and double the number of people with access to quality services and reliable information.



Team

CORE TEAM



JEAN LOBE LOBE
Founder & C.E.O

HR, Finance and Software Design background



DR. ALEXIS TAZINYA
Chief Health Officer

G.P. with Masters in Public health management



MAMBE Churchill
C.T.O.

Software engineer (15 years experience)

Advisory Board



KAMAL ADERIBIGBE
Associate Vice President Human Resources
BNP Paribas
Canada



DR. NGUMMANKA AKUMAH
General Practice
Portsmouth Hospitals NHS
England



DR. KOM PATRICIA
Legal Expert in Forensic Medicine
International Criminal Court, ICC
Cameroon



BASSEM BEKDACHE
General Manager
British American Tobacco
China

Vision, Mission and Strategy

VISION

Connect Africa's health care ecosystem via a health-focused social network to deliver health without a step.

MISSION

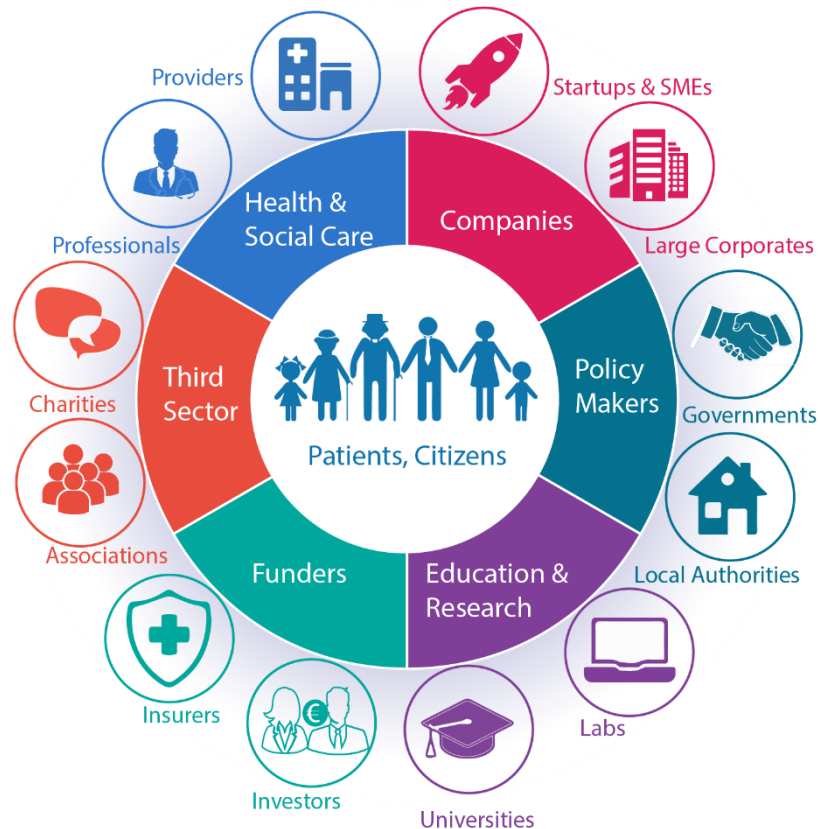
The network that connects as many Africans as possible to the health ecosystem.

STRATEGY PILLARS

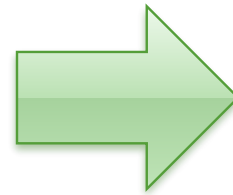
People | Technology | ESG
Brand, Marketing & Sales

CULTURE

Innovation
Care
Entrepreneurship
Reliability
Simplicity



Phase 1 - 2020



Tele-medicine

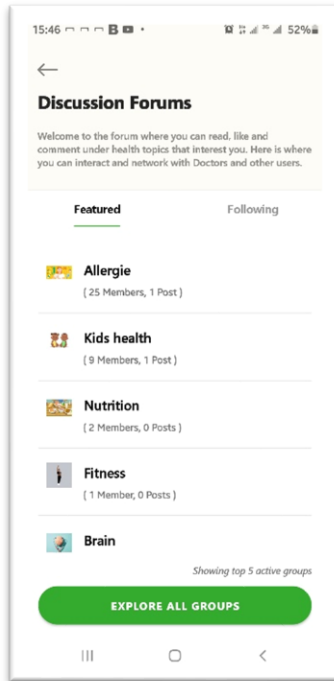
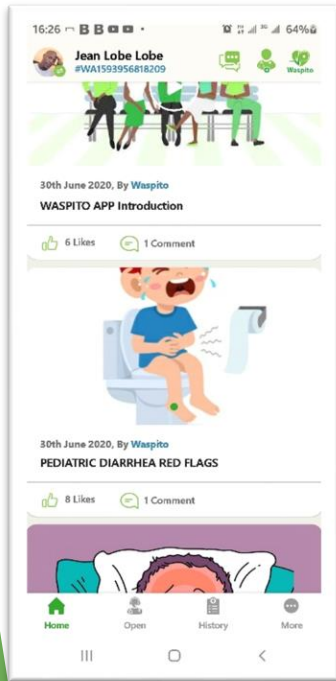


The Product & Tech (Current Phase)

Social Network

Read, like and comment and share health articles from Doctors

Interactive Q&A between Doctors and users in Forum

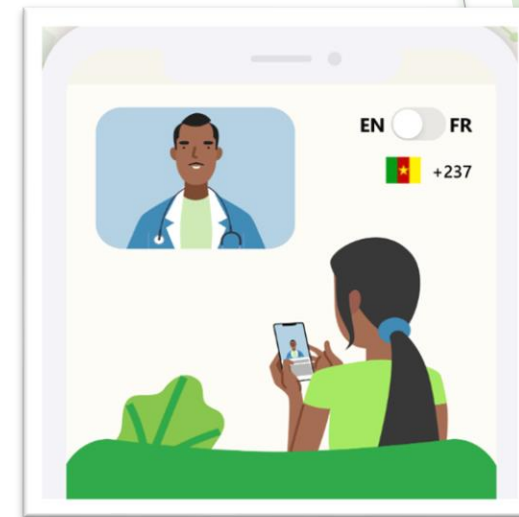
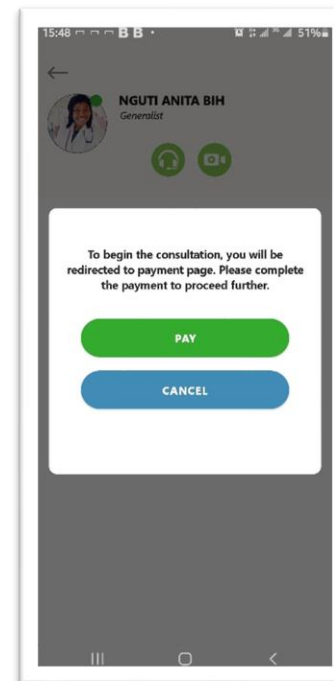
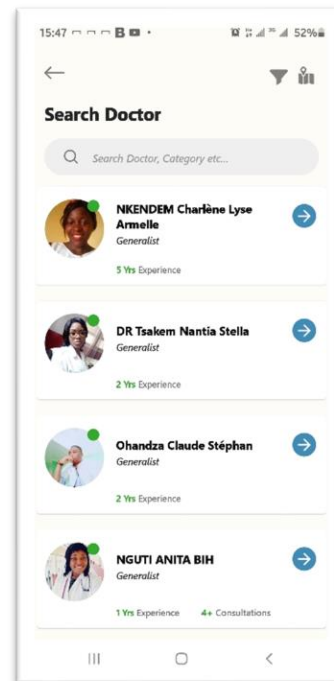


Telemedicine

Pool of 500+ Doctors available for consultations

Pay via Insurance number, Orange money or debit card

Instant Live Video call with your selected doctor



Business model & Customers

B2C - Direct users (individuals & families)

- \$5-10 per consultation (50% commission to Doctors)
- \$30-\$500 Lab and Imagery services (we get 30% commission from labs)

B2B 1 - Insurance companies

- Provide B2C to insured clients and the insurance company reimburses us monthly.

B2B 2 - Corporations and other business (\$1K-\$50K packages)

- Online Company Doctors,
- Annual medical check up management
- Doctors' 2nd opinion
- Mobile lab services
- Ad space for product placement



Competition

- Health Lane
- E-docta
- E-Sante
- Meudocta
- Pharmadream

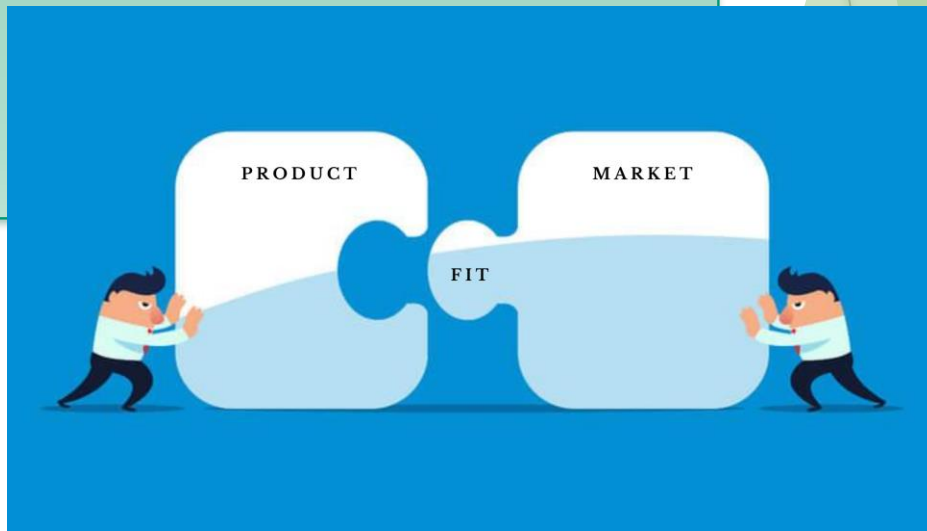
Competitive advantage

- **1st mover** advantage in Africa as a health-focused social network platform
- Relatively advanced tele-consultation platform compared to competition in Cameroon and Africa.



Traction

- ✓ Orange Cameroon partnership giving us access to 3 Million smart phone users from May 2021.
- ✓ Leading the Cameroon Tele-medicine space
- ✓ 25 000 Users with little or no major marketing spend
- ✓ 514 Doctors subscribed
- ✓ 4 000 + consultations done
- ✓ \$35 000 revenue (Target of \$160 000 in 2021)
- ✓ 5 health Insurance partners with 25% of health insurance market share
- ✓ Orange Ventures seed challenge winner (Africa and Middle east) 2020
- ✓ Ministry of public health tele-radiology contract
- ✓ \$500K pre-seed round led by Orange Ventures.
- ✓ **Product market fit validated**

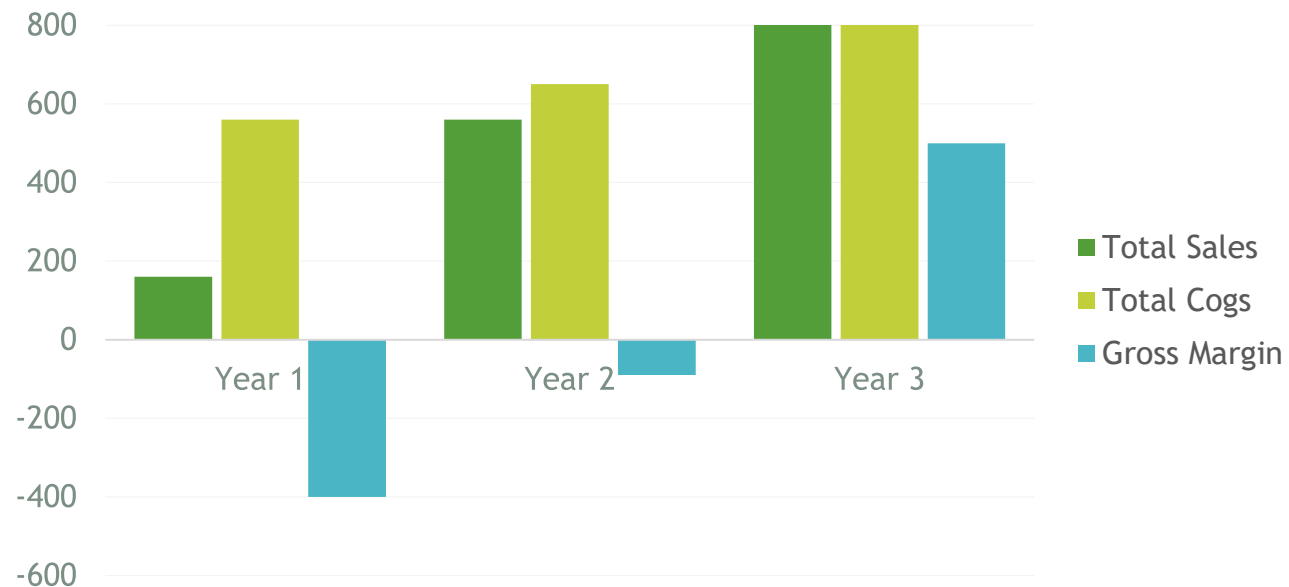


Financials (Cameroon)

Sales Forecasts

3 YEAR SALES SUMMARY	YR1 \$	YR2 \$	YR3 \$
Total Sales	160 000	560 000	2 000 000
Total expenses	560 000	650 000	1 500 000
Gross Margin	- 400 000	- 90 000	500 000

Annual Sales & Gross Profit



Fund raising and next steps

2020:

☐ Pre-seed - \$500 K raised

- Product development and other CAPEX (\$250K)
- OPEX till December 2021 (\$250K)

2021

☐ Seed round Q3 2021 (To raise \$4 M):

- Entry into Nigeria \$2.5M (mostly OPEX and some CAPEX)
- Growth in Cameroon \$1M (OPEX)
- Entry into Gabon \$0.5M (OPEX)

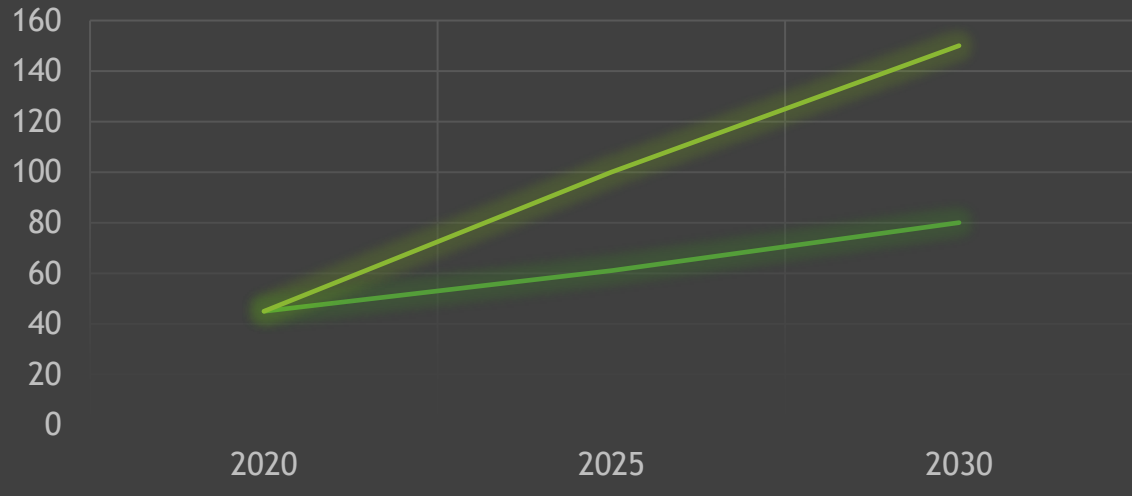


APPENDICES

Market Opportunity Africa (horizon 2030)

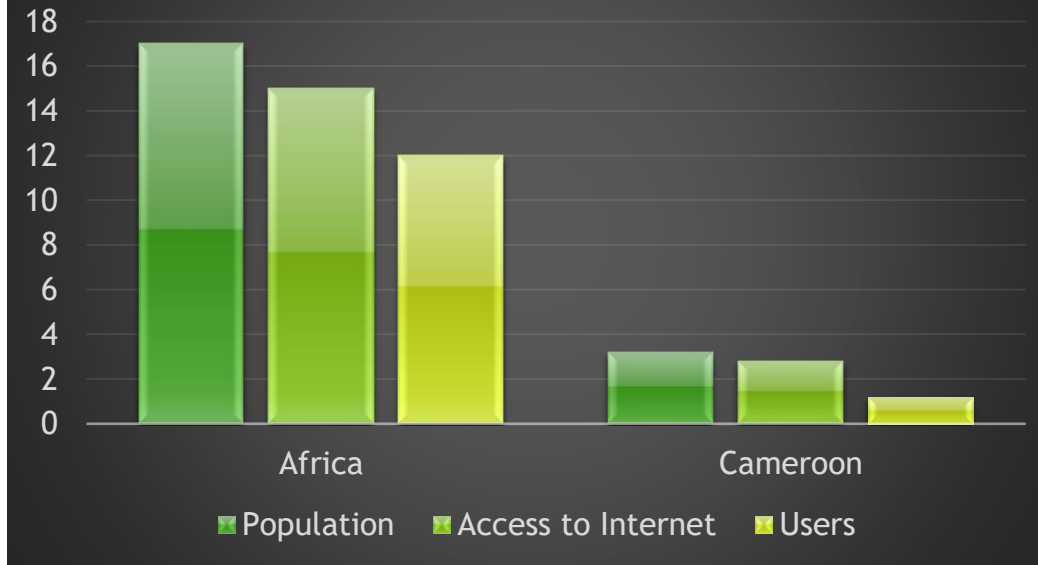
Africa's Health Industry Value

Value without Waspito Value with Waspito



- Healthcare industry value today - **\$45B**
- Expected to be **\$80B** in 2030
- **<40%** of Africans are connected to the health ecosystem
- Connecting the ecosystem digitally will accelerate access to more consumers and hence industry into **\$100B** by 2030

Potential users



- 20% (340M) Africans should be on Facebook by 2030.
- 5% (85M) Africans can be on Waspito by 2030.
- Presence in 40 African countries

Why Now?

- ❑ 4th Industrial revolution technologies available to Africa
- ❑ African Continental Free Trade Area (AfCFTA)
- ❑ Africa's growing Young and tech-literate Population
- ❑ Fast growing Internet penetration
- ❑ Increased funding possibilities
- ❑ COVID19 has shown the importance of the digital services necessity



Marketing plan – next steps

