



# Ellipsis Care

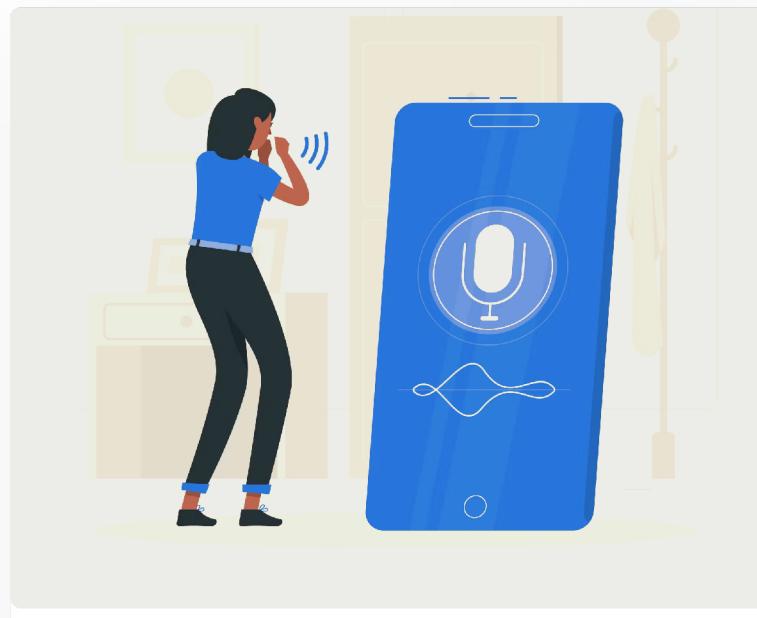
An AI-powered platform for  
accessible, proactive health  
management for caregiving  
and chronic conditions.



# Problem Statement

- In Nigeria, healthcare is largely reactive, leaving elderly individuals and those with chronic conditions without continuous support outside hospital visits.
- Many struggle with managing medications, tracking appointments, or monitoring their health effectively.
- This gap in preventive and accessible care leads to worsening conditions, higher costs, and reduced quality of life.

# Solution Overview



## A VOICE-GUIDED HEALTH MANAGEMENT PLATFORM

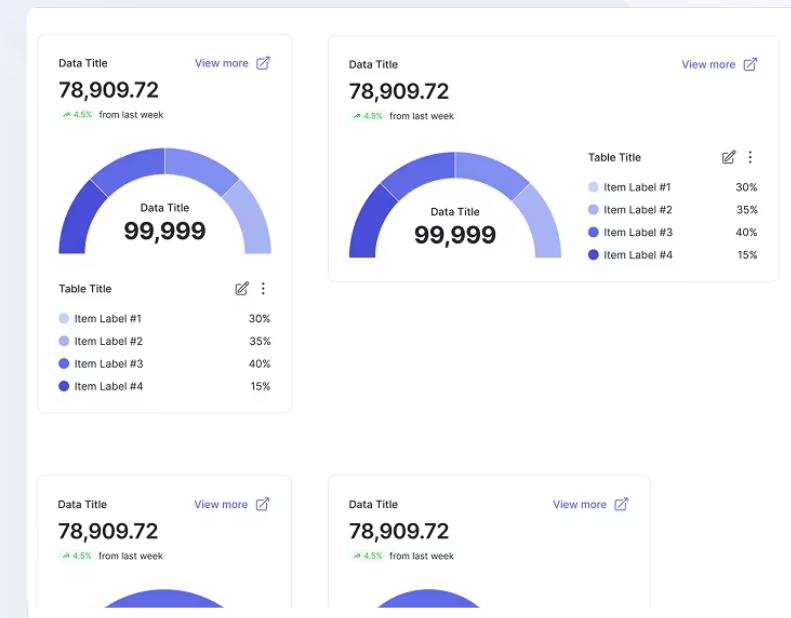
Tailored to assist the elderly and individuals with chronic conditions.

Try Pitch



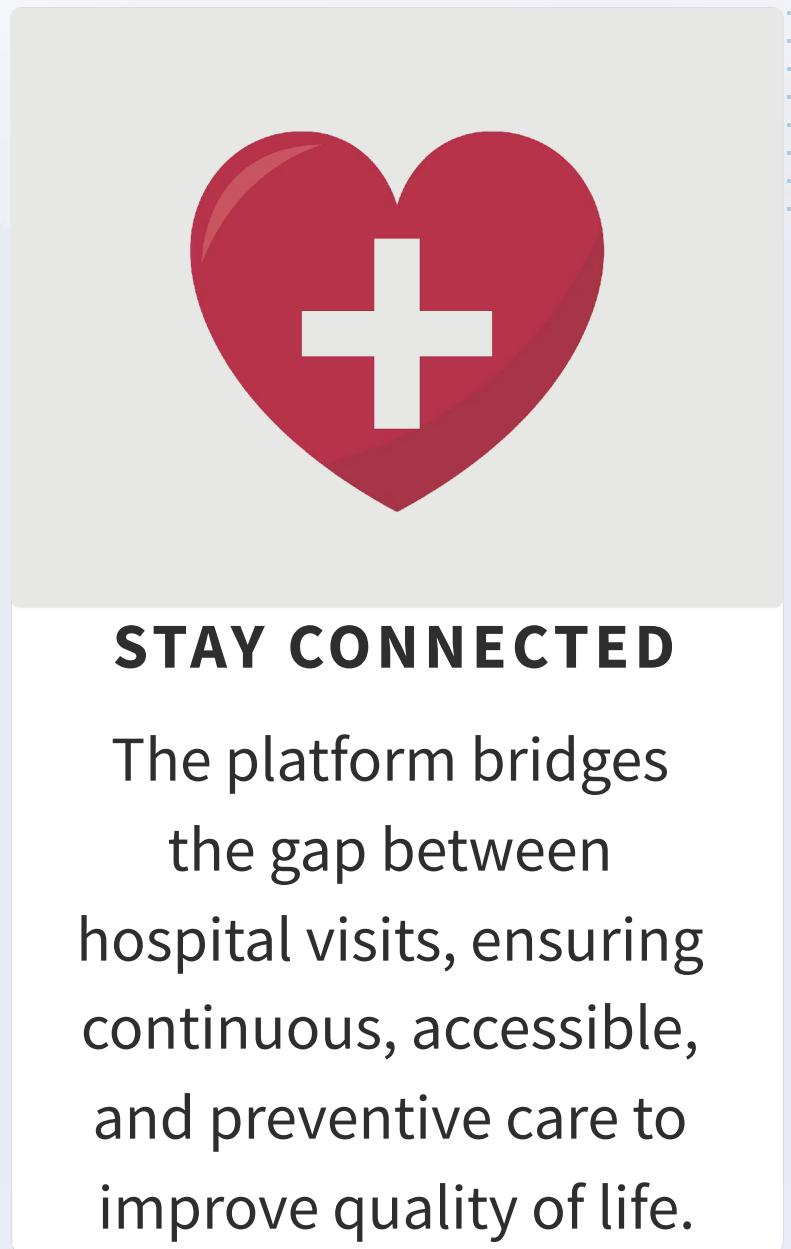
## PERSONALIZED REMINDERS

Delivers personalized reminders for medications, appointments, alongside AI-powered diagnostics.



## CONNECTED DASHBOARD

This allows loved ones, caregivers, and HMOs to monitor progress and receive alerts when necessary.



## STAY CONNECTED

The platform bridges the gap between hospital visits, ensuring continuous, accessible, and preventive care to improve quality of life.

# Product Features



Voice-Guided Onboarding



Real-Time Monitoring



Doctor and HMO Collaboration



Main Dashboard



Automated Drug Refills



Customizable Settings

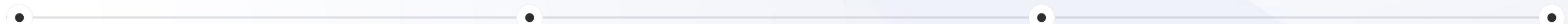


Proactive Voice Assistant



Emergency Alerts

# How It Works



## AI-POWERED PERSONALIZATION

Continuous analysis of user data to deliver tailored health insights.

## VOICE INTERACTION

AI-powered, hands-free health management via natural language processing for seamless user experience.

## SEAMLESS USER EXPERIENCE

Simplified health management from onboarding onward, prioritizing user focus on wellness.

## INTEGRATED ECOSYSTEM

Facilitates real-time data sharing between patients, caregivers, and providers for collaborative, preventative care.

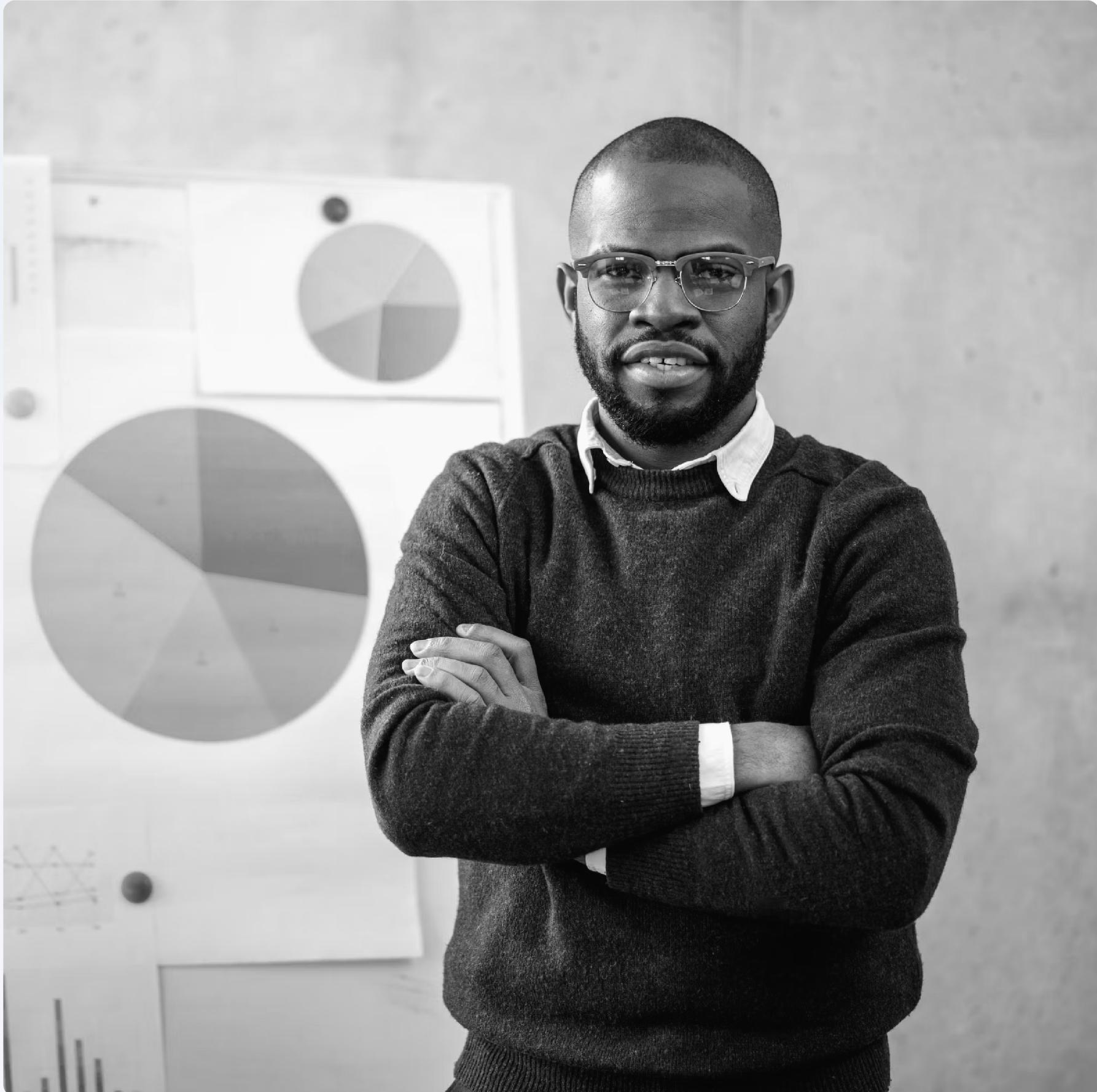
# Business Model

## Revenue Streams:

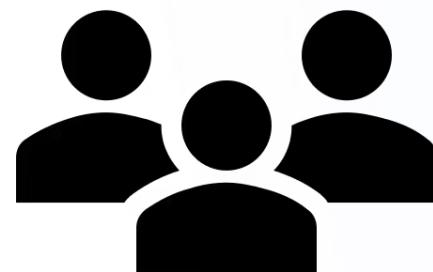
**1. Subscriptions: Core platform access (monthly/annual).**

- **Pricing: ₦1,000, ₦2,000, and ₦4,000/month subscription tiers**

**2. HMO Partnerships: Licensing & shared savings.**



# Target Audience



## PATIENTS

Older Adults (50+).  
Individuals with Chronic  
Conditions.



## CAREGIVERS

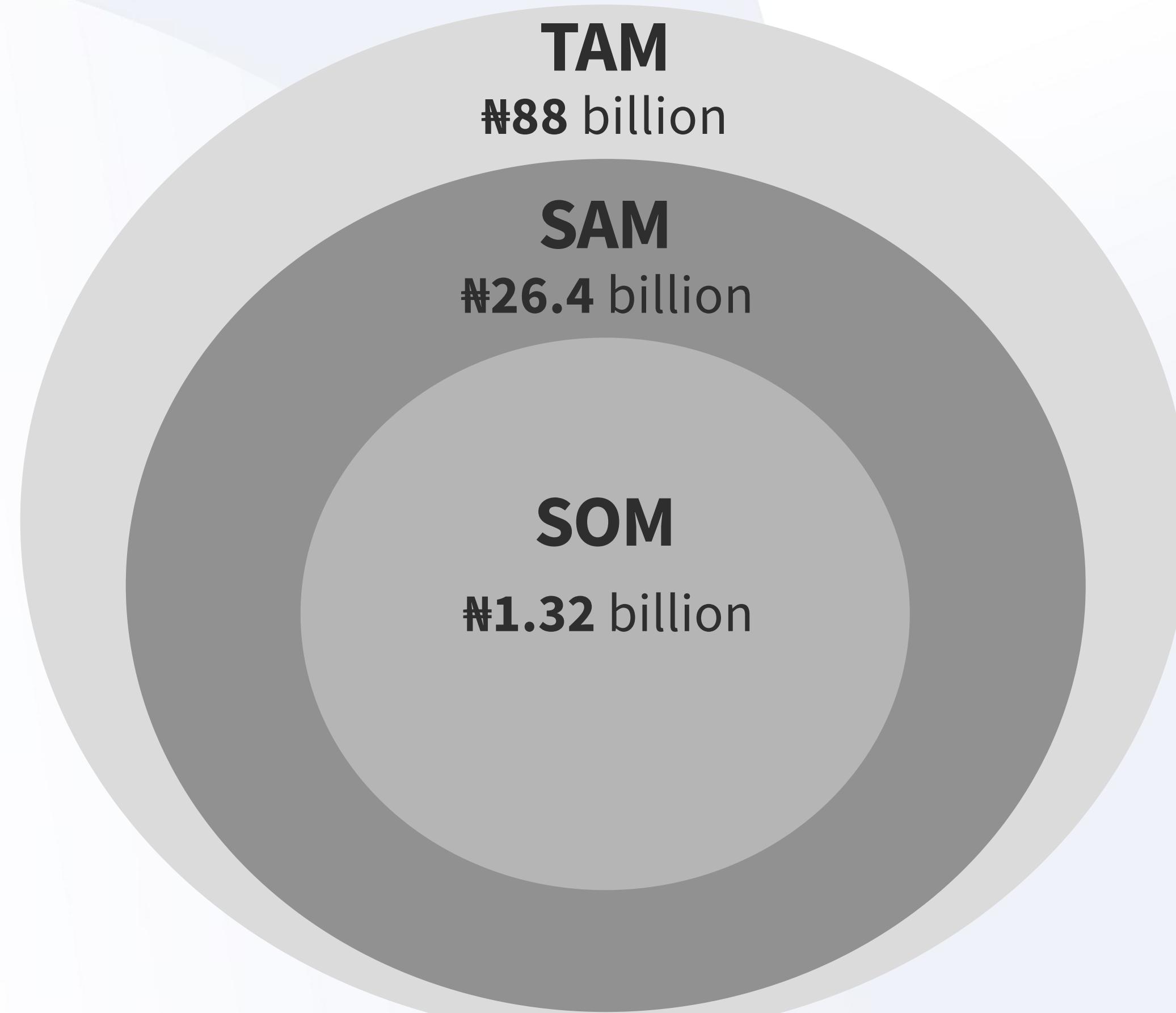
Family Members.  
Professional Caregivers.



## HEALTH MANAGEMENT ORGANIZATIONS (HMOs)

Doctors and Specialists.  
Healthcare Professionals.

# TAM, SAM, SOM ANALYSIS



# TAM, SAM, SOM ANALYSIS

## TAM

- Adults with Specific Health Conditions (20+):  
~20% of the population
- Pricing: ₦1,000, ₦2,000, and ₦4,000/month subscription tiers
- Revenue Potential:
  - ₦2,000/month:  
₦88 billion/month (~\$57 million)

## SAM

- Estimated Reach: Middle- to upper-income individuals with smartphone access (~30% of the TAM)
- Revenue Potential:
  - Monthly Revenue:  
**₦26.4 billion (~\$17 million)**

## SOM

- Adoption Rate: ~5% of SAM
- Revenue Potential:
  - Monthly Revenue:  
**₦1.32 billion (~\$851,613)**

# Go-to Market Strategy

01

## HMO PARTNERSHIPS

- Integrate Ellipsis Care into existing member benefits.
- Target chronic condition patients for continuous monitoring.

02

## REFERRAL PROGRAMS

- Incentivize user referrals for organic growth.

03

## ORGANIC MARKETING

- Engage local health influencers & support groups.
- Create targeted, localized health management content.

04

## LOCALIZED CAMPAIGNS

- Tailor messaging to local health, family, & caregiving norms.

# Competition Analysis

Competitor	Ease of Use	Voice Interaction	Real-Time Monitoring	Medication Management	Healthcare Integration	User-Friendly Design	Focus on Elderly
MyFitnessPal	✓	✗	✗	✗	✗	✗	✗
Medisafe	✓	✗	✗	✓	✗	✗	✗
CareZone	✓	✗	✗	✓	✗	✗	✗
HealthTap	✓	✗	✗	✗	✓	✗	✗
Samsung Health	✓	✗	✓	✗	✗	✗	✗
Lark Health	✓	✓	✗	✗	✗	✓	✗
Pill Reminder	✓	✗	✗	✓	✗	✓	✗
ellipsis care	✓	✓	✓	✓	✓	✓	✓

# Meet The Team



**Hussein Khidr**

**FOUNDER**

Full Stack Developer

## Design



**Sheriff  
AbdurRahman**  
Product Designer



**Benjamin Uche**  
Graphic Designer

## Development



**Olaoluwa Toki**  
Mobile Developer



**Bamgbola Samuel**  
AI Integration