

Did you know that the Philippines has **over 1 million zero-dose children**? That means one million kids haven't received a single vaccine—the **second highest in Asia-Pacific** and **fifth highest in the world**, according to UNICEF.

This isn't just a number. It's a crisis. **Every missed vaccination** puts children's lives at risk..

But *why* is this still happening?

The reality is simple: **parents forget**, they **don't have access to accurate vaccine schedules**, and the current systems are outdated, fragmented, and hard to navigate.

That's where **VaxTrack** comes in.

**VaxTrack** is a smart, digital solution built to make **timely child vaccination simple and stress-free**.

With **automated reminders**, **personalized vaccination schedules**, **easy appointment booking**, and **educational resources tailored for Filipino parents**.

**Together with my team, we're bringing VaxTrack to life—so every child gets protected on time, and every parent gains peace of mind.**

So, what exactly does VaxTrack bring to the table?

- ✓ It **reduces missed vaccinations** through smart reminders that keep parents on track.
- ✓ It **boosts parental awareness and compliance**, so no important dates are forgotten.
- ✓ It **centralizes child health data**, making records easy to access anytime, anywhere.
- ✓ It **helps clinics manage appointments more efficiently**, saving time and improving service.
- ✓ And most importantly, it **contributes to better public health outcomes** across communities.

In short— **making vaccination easier, smarter, and more reliable**.

**Here's how it works, in just a few simple steps:**

**First, parents sign up and set up their child's profile.**

**From there, they can book vaccination appointments with participating clinics, receive automated reminders, and track progress through our smart timeline.**

**They can also access educational content that answers common vaccine questions and explore our marketplace for child wellness products and services.**

**Everything in one app—no stress, no guesswork.**

Let's talk market.

Our **initial focus** is on **Cebu City**, where we'll pilot and refine the experience in partnership with local clinics and LGUs.

But the impact goes far beyond that.

With over **21 million children under age 12** in the Philippines, the opportunity to scale this nationwide is not just possible—it's necessary.

And our target users—**parents, healthcare providers, and local governments**—are all ready for a smarter solution.

Now, let me walk you through how we'll get from idea to impact.

We started in **2024**, laying the groundwork

By **2025**, we'll move into **iterative development**, testing and refining based on real user feedback.

Come **2026**, we're set to launch our **pilot program in Cebu**. We'll partner with clinics and local health units to test VaxTrack in real environments.

And in **2027**, we'll begin **scaling nationwide**, bringing VaxTrack to more families and communities across the Philippines.

So how do we keep VaxTrack sustainable while maximizing impact?

VaxTrack is designed with a **multi-stream revenue model** that supports both social impact and growth:

1. **Partnerships with government agencies and NGOs**—allowing us to reach vulnerable communities through public health initiatives.
2. **Clinic and hospital subscriptions**—giving healthcare providers access to our dashboard and scheduling tools.
3. And an **in-app marketplace**—offering childcare essentials, with exclusive discounts for users.

This model ensures we're not just building a helpful tool—we're building a business that lasts.

To reach parents, we'll combine **on-the-ground community outreach** with **targeted social media campaigns**—working with barangays, clinics, and mom influencers to build trust and drive downloads.

For sales, we'll focus on **clinic and LGU partnerships**. Clinics get a subscription dashboard to manage appointments, while LGUs can use VaxTrack to boost vaccination coverage and hit public health targets.

We'll also explore **NGO partnerships** to support access for low-income families.

In short, we meet users where they are—**both online and offline**, through trusted community and healthcare channels.