VENTURE CAPITAL PORTFOLIO

Evaluating the Global Health Tech Market

TABLE OF CONTENTS

ABOUT ME

I am an agile social innovator with 3+ years experience in sustainability and project management, I am driven by a passion for creating positive change. Currently, I am focused on pursuing a career in ESG investing, with a particular interest in Venture Capital firms in Africa.

Throughout my career, I have honed my skills in project management, sustainability strategy development and implementation, stakeholder engagement and relationship management. I believe that my expertise in these areas can help organizations navigate the complex landscape of ESG investing and create sustainable, long-term value for their stakeholders.

Beyond work and learning, I enjoy seeking new experiences and exploring the world around me. As a big believer in the "Seek Discomfort" concept, I am always looking for opportunities to step outside my comfort zone and challenge myself. Whether it's trying new foods, learning a new language or meeting new people, I believe that growth and development come from pushing ourselves beyond our limits.

If you are interested in collaborating or sharing ideas, I would love to connect on LinkedIn. Let's work together to create a better, more sustainable future for all.

Market Analysis

Evaluating the Global Health Tech Market

Market Outlook

Health tech is a rapidly evolving industry that combines healthcare and technology to improve medical services, diagnostics, patient care and overall health outcomes. The market for health tech has been growing globally, driven by technological advancements, increased healthcare needs and a focus on improving efficiency and patient outcomes.

The Covid 19 pandemic resulted in a significant increase in the burden on healthcare organisations across the globe. Healthcare facilities faced immense pressure to create a well-coordinated environment where all clinical devices are connected internally and the organisation operates in coordination with other healthcare units.

COVID-19 sparked the advance of virtual healthcare, sparking a 72.5% increase in electronic prescriptions written through telehealth during the first month of COVID-19.
This shows how healthcare providers and patients have now embraced technology as a means to maintain continuity of care.

Market Size

The global digital health market size was estimated at USD 211.0 billion in 2022 and is expected to reach USD 245.3 billion in 2023. It is expected to grow at a compound annual growth rate of 18.6% from 2023 to 2030 to reach USD 809.2 billion by 2030.

Customer Analysis

The health tech market serves a diverse range of customers. These include:

- The healthtech market helps **Healthcare Providers** streamline operations, enhance patient care, improve diagnostic accuracy, manage electronic health records (EHRs) and optimise workflow efficiency.
- **Patients** benefit from technologies that empower them to manage their health, access medical information, schedule appointments, track vital signs, and communicate with healthcare professionals remotely.

- **Pharmaceutical Companies** leverage technology for drug research and development, clinical trials, data analytics, patient monitoring and supply chain management. Additionally, digital health platforms facilitate direct engagement with patients and enable remote medication management.
- **Insurance Providers** utilise health tech solutions to streamline claims processing, risk assessment, and policy management.
- **Research Organisations** use health tech solutions for conducting studies, collecting data and analysing health trends.
- **Employers and Corporations** are investing in health tech solutions to promote employee wellness, monitor occupational health, and offer remote healthcare services.

Customer Perception

POSITIVE	NEGATIVE
It is a **convenient and accessible** way to receive healthcare services.	As health tech solutions collect and store personal health information, customers are cautious about the **confidentiality and protection** of their data.
Empowers customers by giving them more control over their health. Patients can actively monitor their vitals, track progress, and receive personalised insights.	Some customers may perceive virtual consultations and remote monitoring as **impersonal**, missing the face-to-face connection and personalized care traditionally associated with healthcare.
Customers appreciate solutions that provide **value for money,** reduce healthcare expenses, and offer accessible alternatives to traditional healthcare services.	**Technical Complexity and User Experience:** difficulty in navigating digital platforms, and complex interfaces may lead to frustration and resistance to adopting health tech solutions.
Good health achieved through remote monitoring, wearables and health tracking apps enable early detection of potential health issues, adherence to treatment plans and preventive measures.	
Seamless **integration**, interoperability of health records, and collaboration between healthcare providers and technology platforms contribute to a positive customer experience.	

Trend Analysis

Key trends and highlights in the industry

Key Trends

- **Drug Discovery through AI**

Artificial Intelligence plays a vital role in accelerating clinical research and drug discovery processes. It can effectively detect side effects and identify the most efficient combinations of medications, leading to improved pharmaceutical development.

- **Supply chain disruptions**

These disruptions have the potential to impact various aspects, ranging from pharmaceutical delivery to the availability of diagnostic tools and patient care services at healthcare facilities. The consequences of these disruptions may pose risks to patient health and safety, necessitating careful consideration and proactive measures to mitigate their impact.

- **Big Data**

Big Data usage is a significant advance for healthcare trends. Big data can be extremely helpful in improvising the patient's therapy and comparative lowering the cost of their diagnostics, thereby enhancing their welfare.

Deal Activity

1. Drug Discovery through AI

MegaRobo Technologies ($300 million Series C in 2022) Led by Goldman Sachs Asset Management, Asia Investment Capital and GGV Capital
Empowers the life sciences industry with a complete suite of automation solutions ranging from benchtop workflow automation for simple workflow to fully automated platform for complex work flow in large system journey applications, and further penetrating into the next generation life sciences infrastructure system for R&D and AI Drug development services.

ConcertAI ($150 million Series C in 2022) Led by Sixth Street
Their mission is to accelerate insights and improve outcomes for patients through leading real-world data, AI technologies, and scientific expertise in partnership with the leading biomedical innovators, healthcare providers, and medical societies.

Celsius Therapeutics ($83 million Series A in 2022) Led by Casdin Capital
They are dedicated to pioneering precision medicine in inflammatory disease and cancer by harnessing the power of single-cell RNA sequencing and human disease biology at scale enabled by an automated machine learning platform to deliver insights rapidly.

Deal Activity

2. Supply chain disruptions

Zipline ($330 million series F in 2023)
Zipline is an instant delivery service that operates a drone manufacturing and delivery system, delivering medical supplies as well as non-medical products including ecommerce and animal health products. The delivery technology aims to create logistics solutions that serve all humanity equally by leveraging its expertise in robotics and autonomy to design, manufacture and operate an automated delivery system.

3. Big Data

Komodo Health ($200 million series E in 2022)
Komodo health created a groundbreaking predictive analytics platform that leverages real-time data to improve healthcare decision-making.

Exscientia ($225 million series D in 2021)
Exscientia is applying AI and big data processing to accelerate drug discovery and development.

Key Players

Zipline

Market Metrics	#
Valuation	S4.2B
Headcount	600,000
Market Share	21%
Sales Revenue	$25.2M (2022)
Employees	350

Recent Developments

- Secured S330M in VC funding for African expansion. (2023)
- Unveiled new autonomous drone delivery system for home deliveries. (2023)
- Partnered with the government of Rwanda as national drone service provider. (Dec 2022)
- Completed 215,000 deliveries in 2022.
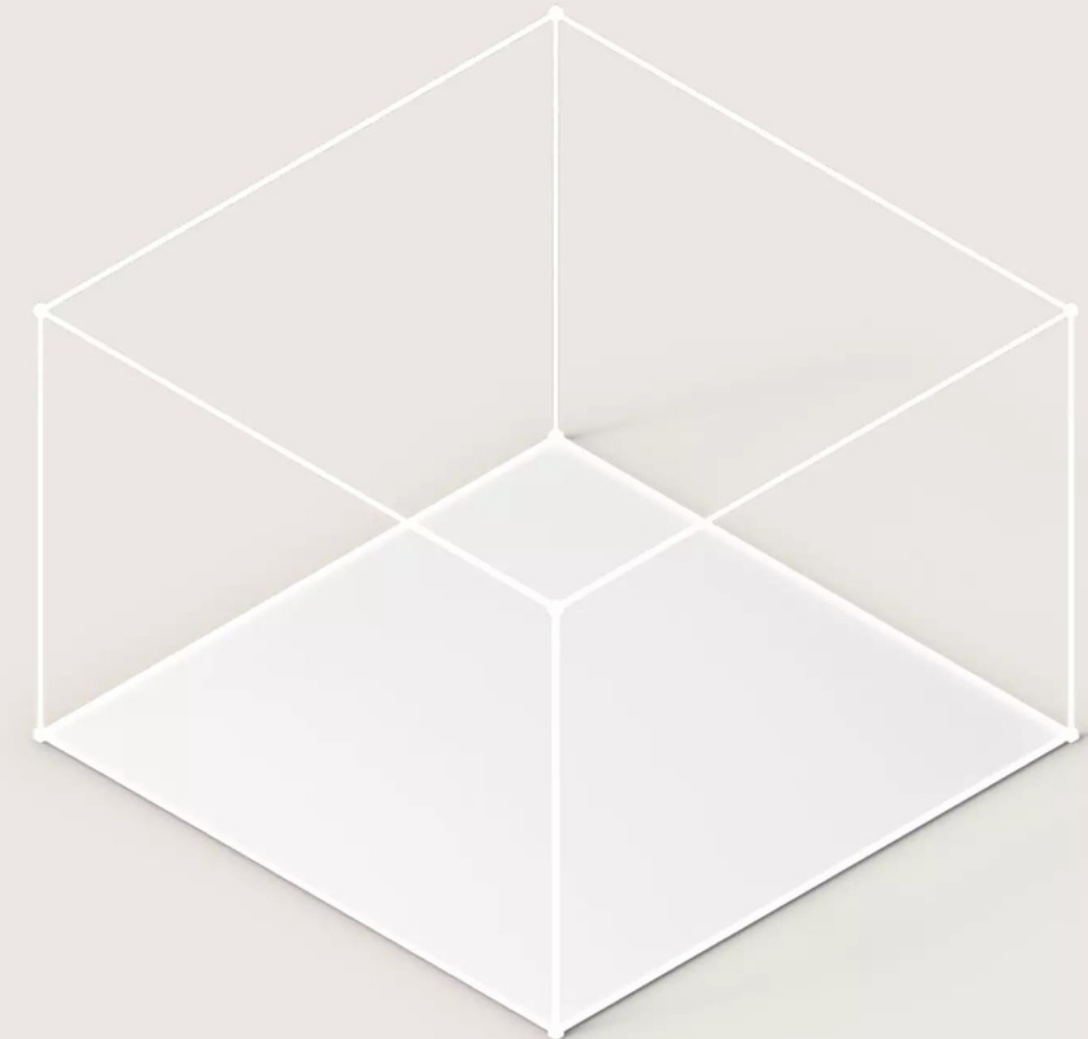
ConcertAI

Market Metrics	#
Valuation	S1.9B
Market Share	0.4%
Sales Revenue	S53.4M
Employees	1100

Recent Developments

- Secured S150M in VC funding. (March 2022)
- Expanded its customer base and partnerships to more than 45 life sciences companies and contract research organizations (CROs) with SaaS solutions across the product lifecycle.
- Launched 40 new product improving time on therapy by 10%, and reducing time for study design and projected clinical trial execution times up to 25%.

Komodo Health

Market Metrics	#
Valuation	S3.3B
Market Share	1%
Sales Revenue	S150M
Employees	789

Recent Developments

- Secured S200M in equity infusion to continue scaling its data-driven "healthcare map" and analytics tools. (Nov 2022)

Startup Selection
&
Evaluation

Startup Selection

Popote Pay empowers business teams from directors, managers and any level of employee to make payments from company funds, on the go, each within prescribed.

Mazzuma improves financial inclusion in emerging markets in Africa by making crypto and defi products easily accessible through payments and remittances.

Imalipay is pioneering financial services infrastructure for Africa's gig economy marketplaces.

Please note: All these companies are in the seed

Evaluation

MAZZUMA

Market

Mazzuma is in the Fintech Sector using AI and Blockchain to facilitate transactions.

Some of the key players in this market are: Chipper Cash, MFS Africa & Flutterwave.

So far, they have achieved impressive traction in its target market and has partnerships with businesses and service providers, which generates additional revenue streams.

Product & problem

Mazzuma's product uses a token which enables users to send peer-to-peer and international transactions. It also offers on demand liquidity to remittance & financial institutions.

They are making payments in Africa more effective and efficient. Unlike its competitors, their platform allows users to transact using their mobile phones without requiring a bank account, which is a significant advantage in a market where many people are unbanked.

This problem should be solved now because in 2018, overall global remittances grew 10% to USD 689B and USD 528B was from developing countries.

Team

The team boasts extensive expertise in software development and entrepreneurship.

Metrics

Users	250,000
Total transactional volume	S100M
Partner Agencies	11+

IMALI PAY

Market

ImaliPay is in the Fintech sector.
Some of the key players in this market are: Okra & Churpy.
Their user base has grown 60x in only 15 months of inception.

Product & problem

Imalipay's product is a BaaS API which offers financial services to underserved gig workers across Africa.

Their platform is designed to facilitate seamless payment processes by providing all the necessary tools and features in one place.

This problem should be solved now because there is an expected S350B in embedded finance/Baas value in Africa in the next 10 years and 19k+ Gig economy platforms in Africa by 2030.

Team

Comprises of a seasoned team with past experiences in big companies like Cellulant, Samsung, PWC, DHL, Mastercard and MTN.

Metrics

Users	374,943
Total transactional volume	S240M
API Partners	4

POPOTE PAY

Market
Popote is in the fintech sector but claims to be a pioneer of spend management in Africa. Other key players in the market includ: Sava, Flex Finance & Hoya.

They offer a comprehensive payment and spend management features that cover the entire process of spend for most businesses.

Product & problem
Popote's product is a digital collaborative app that unifies spend all in one place.

They are developing a platform that empowers businesses to effectively monitor and track their spending, ensuring profitability and success.

They provide lending solutions that address critical financing gaps for SMEs. These include general working capital, supply chain financing, and salary advances/payday lending.

This problem should be solved now because its a new category arising from the post-pandemic move to remote working amongst businesses globally.

Team
It comprises a team with past experiences in fintech, investment banking, Telcoms etc.

Metrics

Users	1600
Total transactional value	S112M
No. of Transactions	1.5M
Revenue	S2.5M

Pitch Deck Evaluation

How would you rank the startup you have sourced?

- Mazzuma
- Imalipay
- Popote

Would you present this to your team, or pass? Why/why not?

I would present Mazzuma to my team. This is because Mazzuma has already achieved impressive traction in its target market (300,000+ users) and has partnerships with businesses and service providers, which generates additional revenue streams. Additionally, Mazzuma's platform allows users to transact using their mobile phones without requiring a bank account, which sets them apart from their competitors. Finally, Mazzuma is seeking a reasonable amount of seed funding (S5M), which indicates that they are not overvaluing their company and are being realistic about their funding needs.

What would you like to see for more conviction?

I would like to see financial projections for both Imali Pay and Mazzuma, because without those it's difficult to compare their potential profitability.

Deal Flow

What is the first step I need to take?

- I will identify the specific types of deals I am interested in pursuing. I will consider factors such as industry focus, geographic location, deal size, growth potential and stage of business.
- I will conduct market research: I would love to gain a thorough understanding of the HealthTech industry. Identify trends, market dynamics, emerging opportunities and potential challenges.

Who should I speak to for advice or support?

- Connect with experienced professionals or entrepreneurs who have expertise in the Healthtech sector and have successfully generated deal flow in the past.
- Leverage my existing network of contacts within the HealthTech industry or professional community (LinkedIn).

What is the quickest version of this idea I can create this week?

- Create a list of key players in the HealthTech industry and reach out to them via cold emails, LinkedIn or ask to be referred. Through these avenues I will introduce myself and express my interest in the industry.

Action Plan

WEEK 1	WEEK 2	WEEK 3 & ONWARDS
Research and identify key players in the HealthTech industry by checking Venture capital firms & startup websites.	Reach out to individuals who may have experience in deal sourcing, such as investors, business owners or professionals working in VCs to provide insights, share their own experiences and potentially connect me with valuable contacts or opportunities.	Attend relevant industry events and conferences to build my network and learn more about current trends and opportunities in the HealthTech industry.
Join and participate in online communities and forums that are focused on the VC and startup ecosystem. Platforms like LinkedIn groups, industry-specific forums,or even specialized deal sourcing platforms will help me connect with like-minded individuals, experts, and potential collaborators who can offer advice or support.	Connect with venture capital firms or angel investor groups that focus on the HealthTech industry.	Regularly assess the success of my strategies and make adjustments as needed based on the insights gained from tracking and measurement.
Develop a concise and persuasive pitch tailored to potential investors and startups in the HealthTech sector.	Implement a system to track and measure the effectiveness of your deal flow generation efforts. Monitor key metrics, such as the number of leads generated, meetings held, and deals closed.	Maintain an ongoing commitment to researching and networking within the healthcare industry. Continuously seek out new and emerging players, trends, and opportunities. Stay informed about market dynamics, regulatory changes and technological advancements that may impact the industry.

The End