DRUG AUTHENTICITY SCANNER

Saving Lives, One Scan at a Time

A revolutionary web platform to detect counterfeit medicines in Kenya & beyond.

Trust Every Dose.

✖ Counterfeit Medicines Kill.

Over **100,000 people die annually in Africa** from counterfeit drugs (WHO).

In Kenya, **up to 30% of medicines may be fake or substandard.**

Victims: families, pharmacies, entire health systems.

Consequences: failed treatments, drug resistance, loss of trust.

What if the medicine meant to save you... kills you instead?

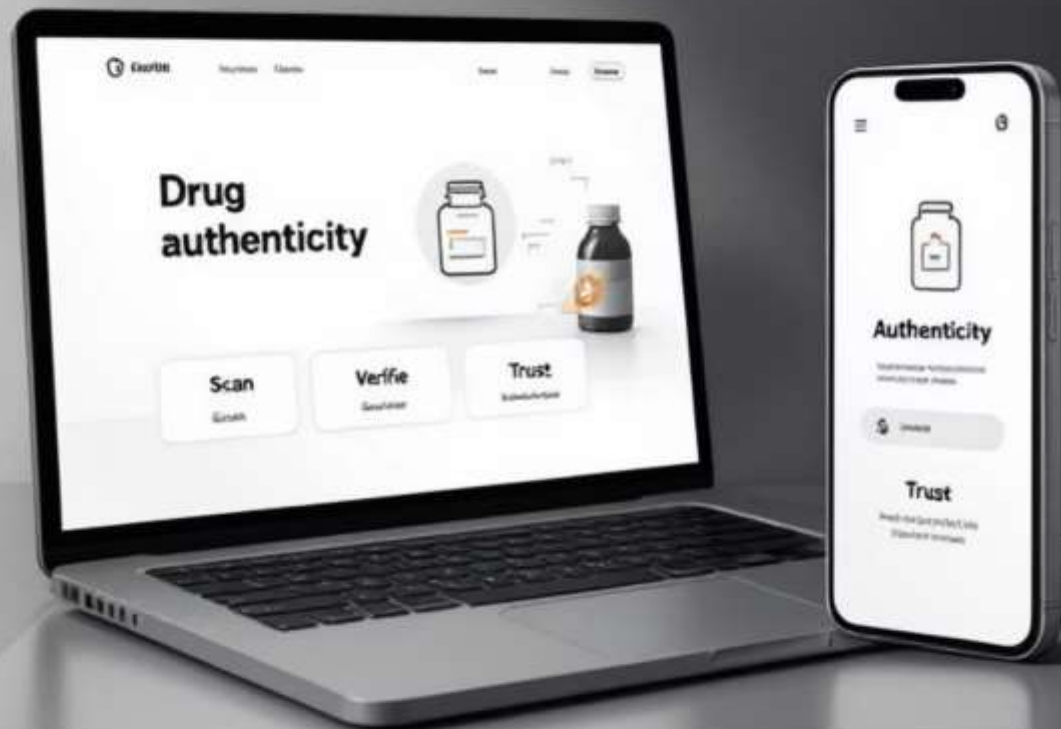A father buys antibiotics for his child, believing it will save them.

It looks real. It feels real. But it's counterfeit — and the child doesn't survive.

💡 The Drug Authenticity Scanner

*A **web platform** powered by **scanning, AI verification, and database integration** that:*

Scans drug packaging codes / batch numbers.

Cross-checks with manufacturer & regulator databases.

Instantly tells users if medicine is authentic or counterfeit.

From Uncertainty → Trust in Seconds.

Enter/Scan

The medicine barcode / batch code.

System Checks

Against verified pharma + regulator databases.

Result

Green check ✓ (authentic) or Red warning ⚠️ (counterfeit).

💰 A $200 Billion Global Crisis → Our Billion-Dollar Opportunity.

Counterfeit medicine market = *$200B annually*.

Kenya pharma market = *KES 70+ billion ($500M+)* and growing fast.

Target Users:

- *Consumers* (50M Kenyans)
- *Pharmacies* (12K+)
- *Regulators & NGOs*

Profitable. Scalable. Impactful.

Revenue Streams:

Pharmacies & Hospitals

Subscription to verify all drugs sold.

Pharma Manufacturers

API integration to protect brand & trust.

Regulators / Governments

Licensing for national-scale monitoring.

Freemium Model for Consumers

Basic scans free, advanced reports paid.
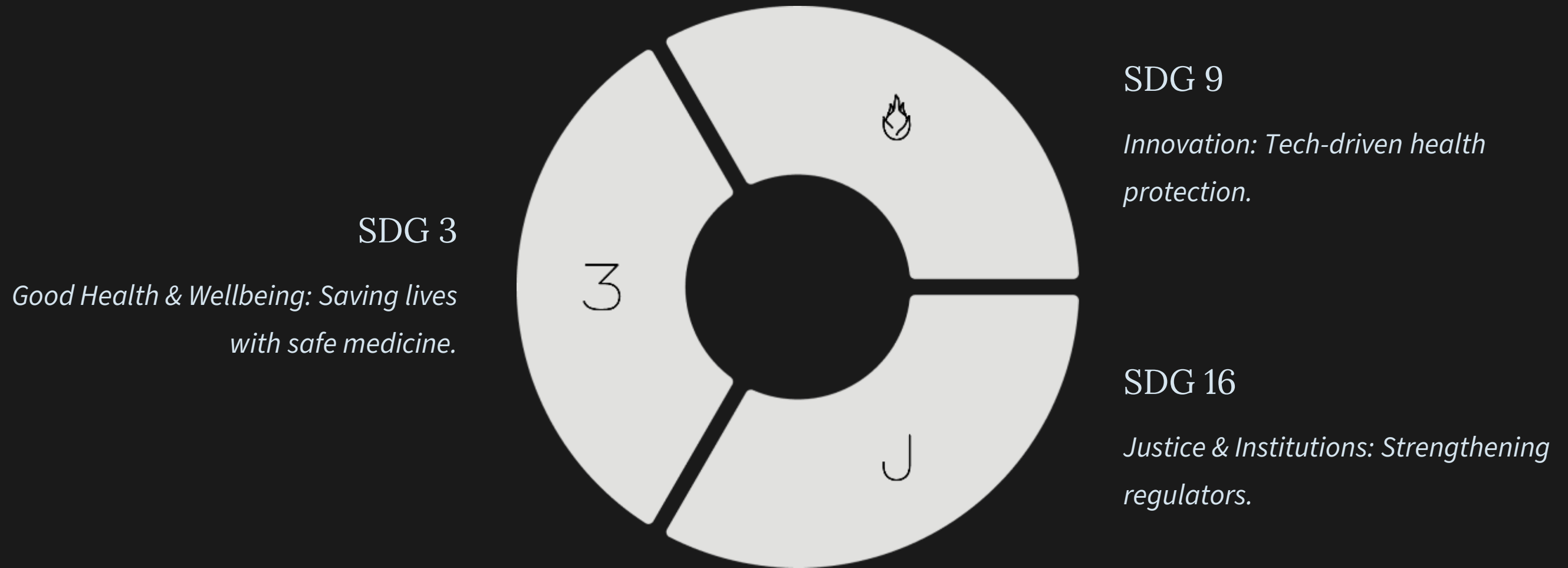
Why We Win.

Competitors:

- *Basic SMS verification systems (slow, limited).*

- *Regulatory hotlines (manual, reactive).*

Our Advantages:

- **Fast, web-based, real-time.**

- **Works across devices** *(no app download needed).*

- **AI-enhanced detection** *→ smarter & scalable.*

- **Expands regionally** *(Kenya → Africa → Global).*

Speed	✓	✗	✗
Scalability	✓	✗	✗
Simplicity	✓	✓	✗
Affordability	✓	✓	✗
AI-Enhanced	✓	✗	✗

🌍 Directly Driving the UN SDGs.

SDG 9

Innovation: Tech-driven health protection.

SDG 3

Good Health & Wellbeing: Saving lives with safe medicine.

SDG 16

Justice & Institutions: Strengthening regulators.

Made with GAMMA

💰 Join Us in Saving Millions of Lives.

Ask:

$2M Seed Funding

to build, pilot, and scale.

Allocation:

- *40% Tech Development*
- *30% Partnerships & Marketing*
- *20% Operations*
- *10% Research & Development*

"This is not just a startup — it's a global health revolution, and you can be the ones who fund it."

Meet Our Visionary Team.

The minds behind the Drug Authenticity Scanner.

BRIAN K.

Lead Architect: *AI integration & database systems.*

Sarah K.

Product Lead: *Pharma partnerships & regulatory compliance.*

James O.

Business Development: *Market strategy & user acquisition.*

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