



# The Right Care at the Right Time

Presented by: Smart Israel

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# Problem

In Africa, Primary healthcare is the foundation of health in many countries, and yet it is...

## INACCESIBLE

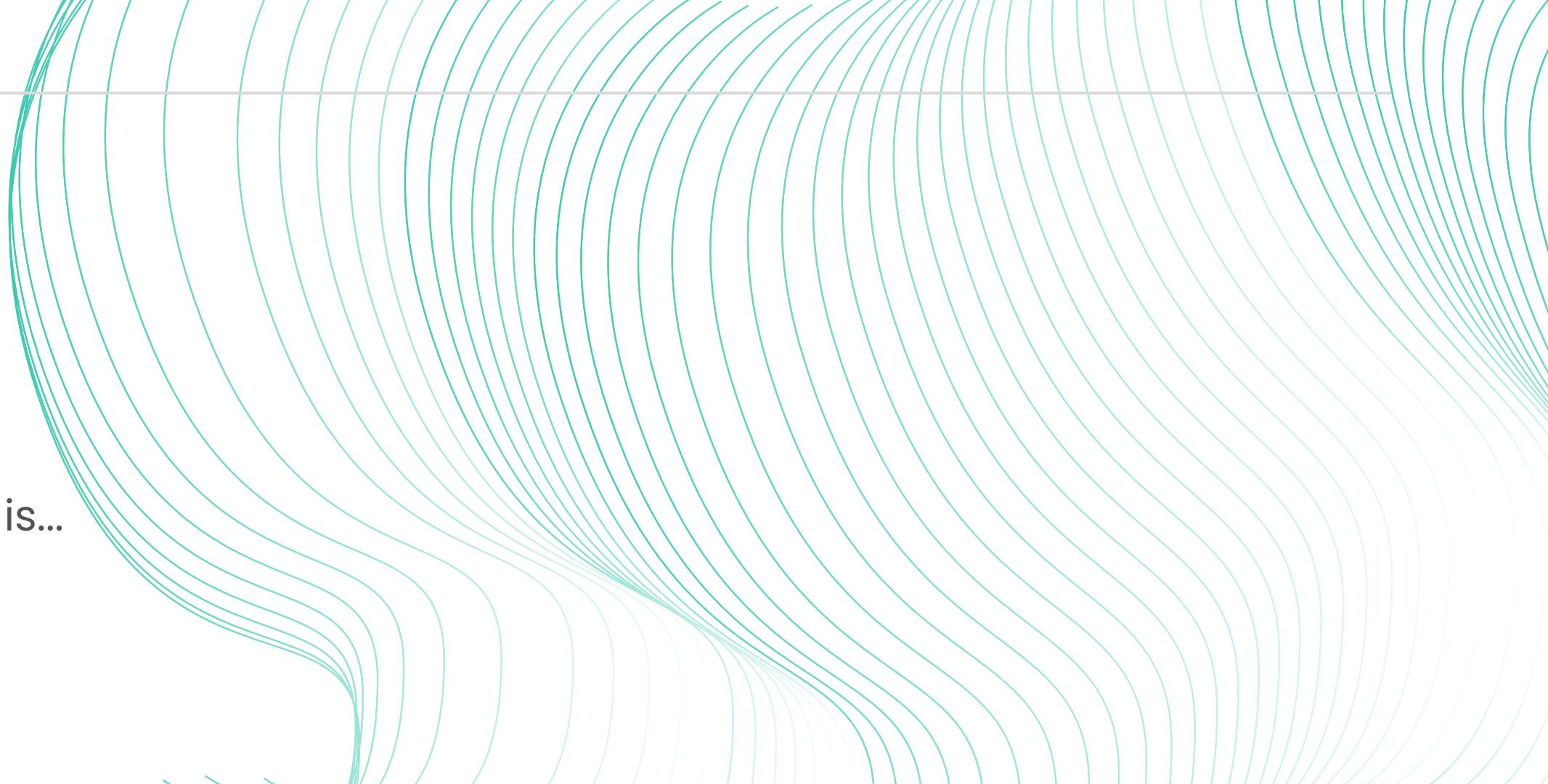
58% of Africa's population are unable to access primary healthcare

## EXPENSIVE

11 million Africans fall into poverty annually because of high out-of-pocket payments.

## INCONVENIENT

Africans spend on average 6-8 hours in traffic and waiting rooms, waiting to see a doctor.



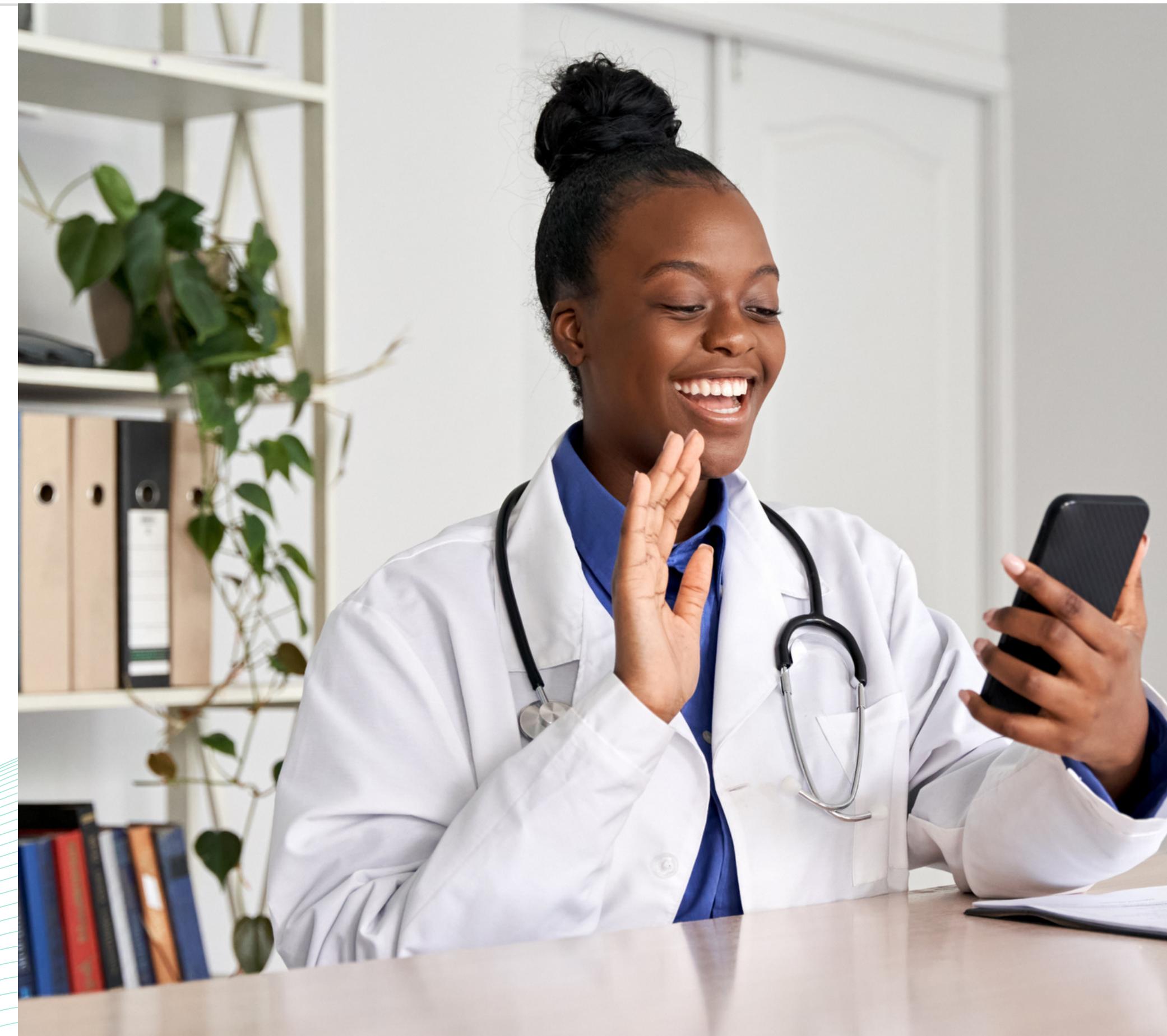
# Solution

We know how crucial access to health care is, and we're fixing that through Technology.

Consider ZIMA as a primary healthcare service that connects individuals and families to health practitioners across Nigeria to provide affordable and accessible on-demand primary care from their mobile phones and in the comfort of their homes or offices.

We're changing this by

- Helping consumers save Time and Money
- And giving them quality health service

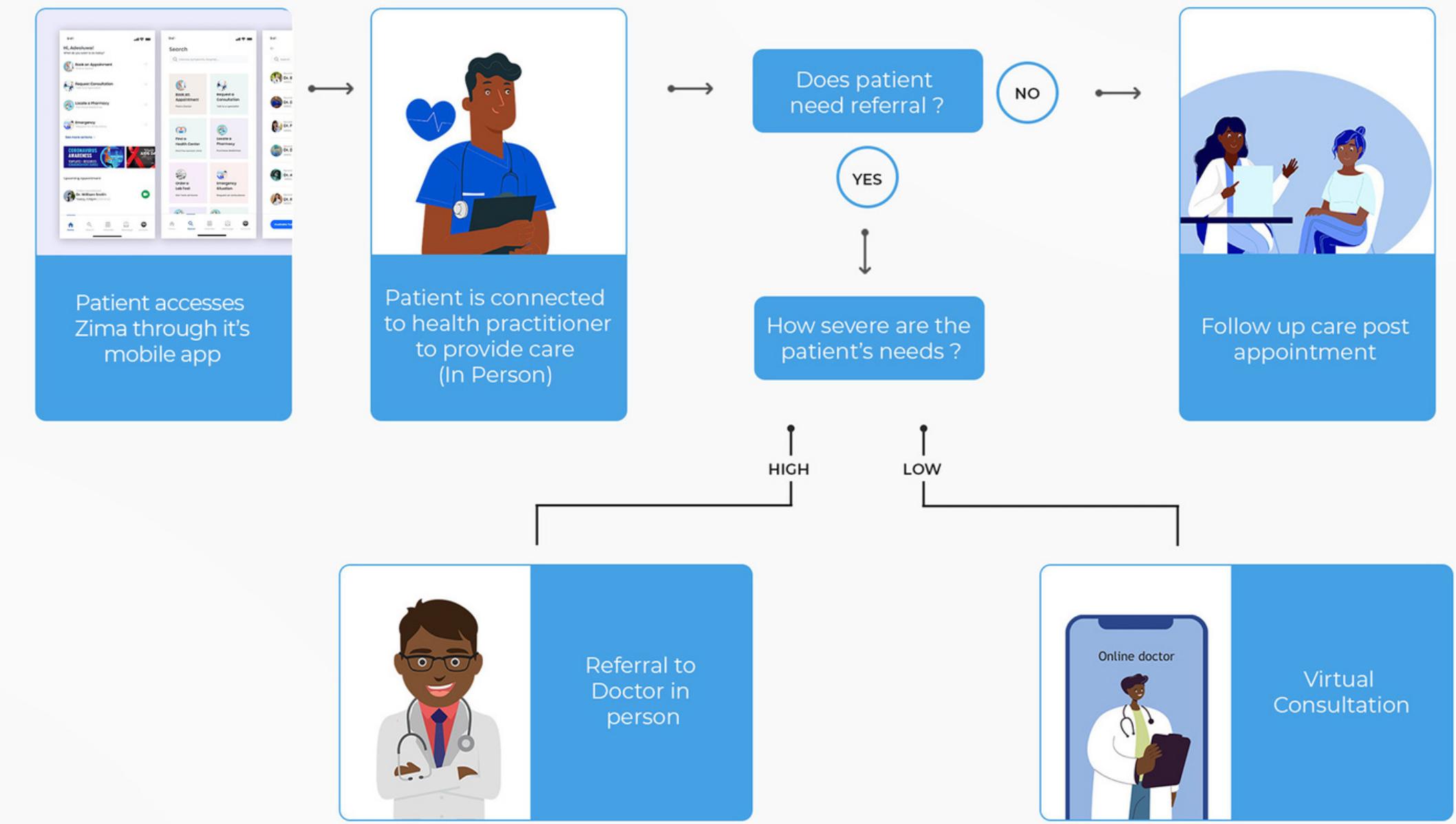


# Product

This is not another Telemedicine play, It is an efficiency Play

Our Secret: AI Driven Navigation based on symptoms; We match customer symptoms to the right level and mode of care using AI and connect them to our network of medical practitioners, so they can save on cost.

ZIMA'S CIRTUAL PRIMARY CARE MODEL



# Business Models & UVP

## Business Model

ZIMA's revenue streams include subscription fees, one - off service fees on medical Consultation.

Zima makes money in two different ways.

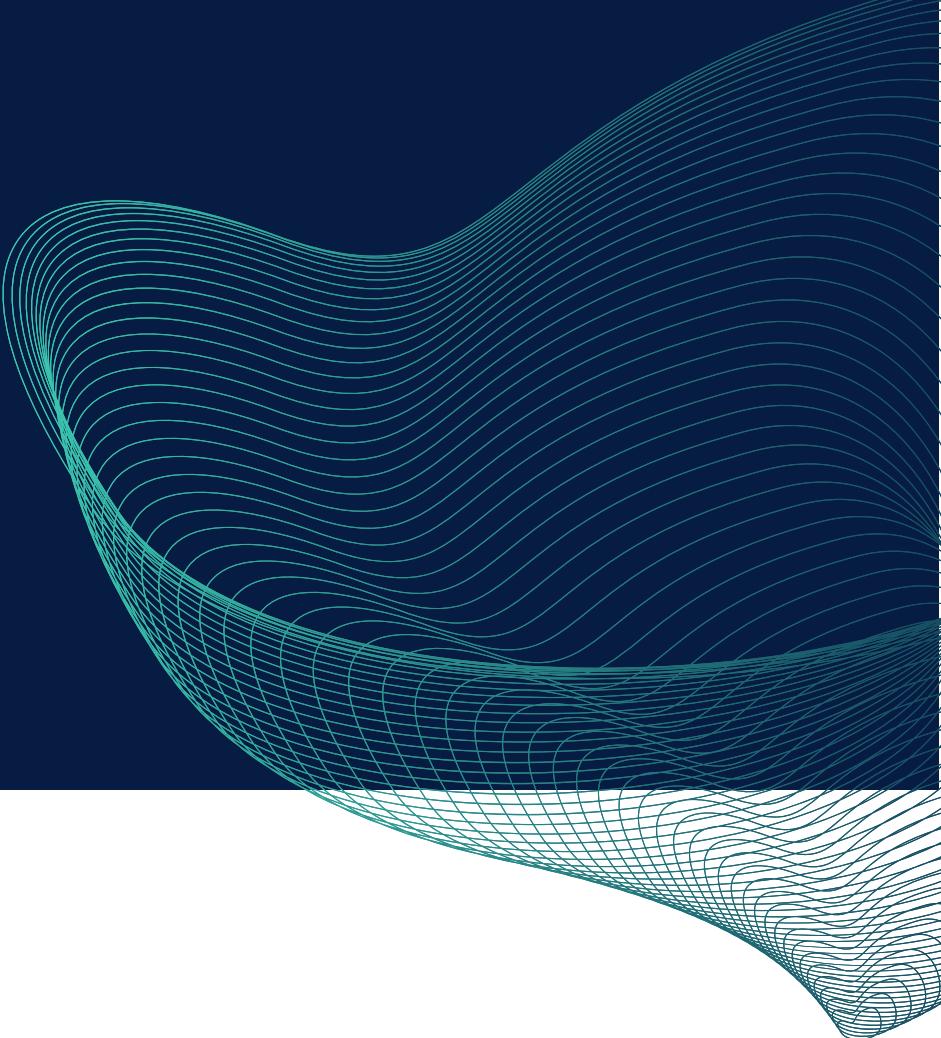
- \$11 – \$20 per consultation (70:30 Split between Health Practitioners & Zima)

Customers; SMEs, Families, Individuals

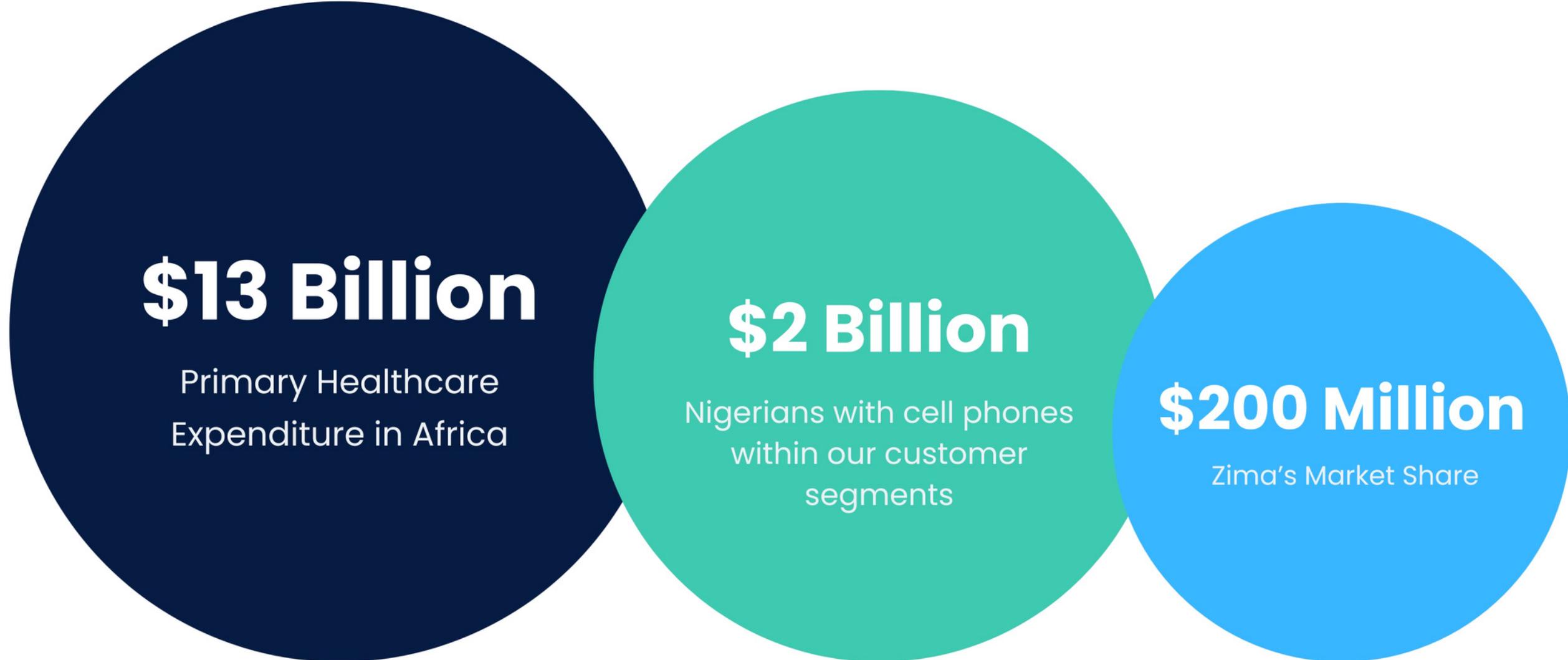
- Predictive analytics on disease related data for disease surveillance

## UVP

On demand Care, AI Enabled predictive services, Rural reach (using USSD code and Community health workers) & Diseases Surveillance



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**\$13 Billion**

Primary Healthcare  
Expenditure in Africa

**\$2 Billion**

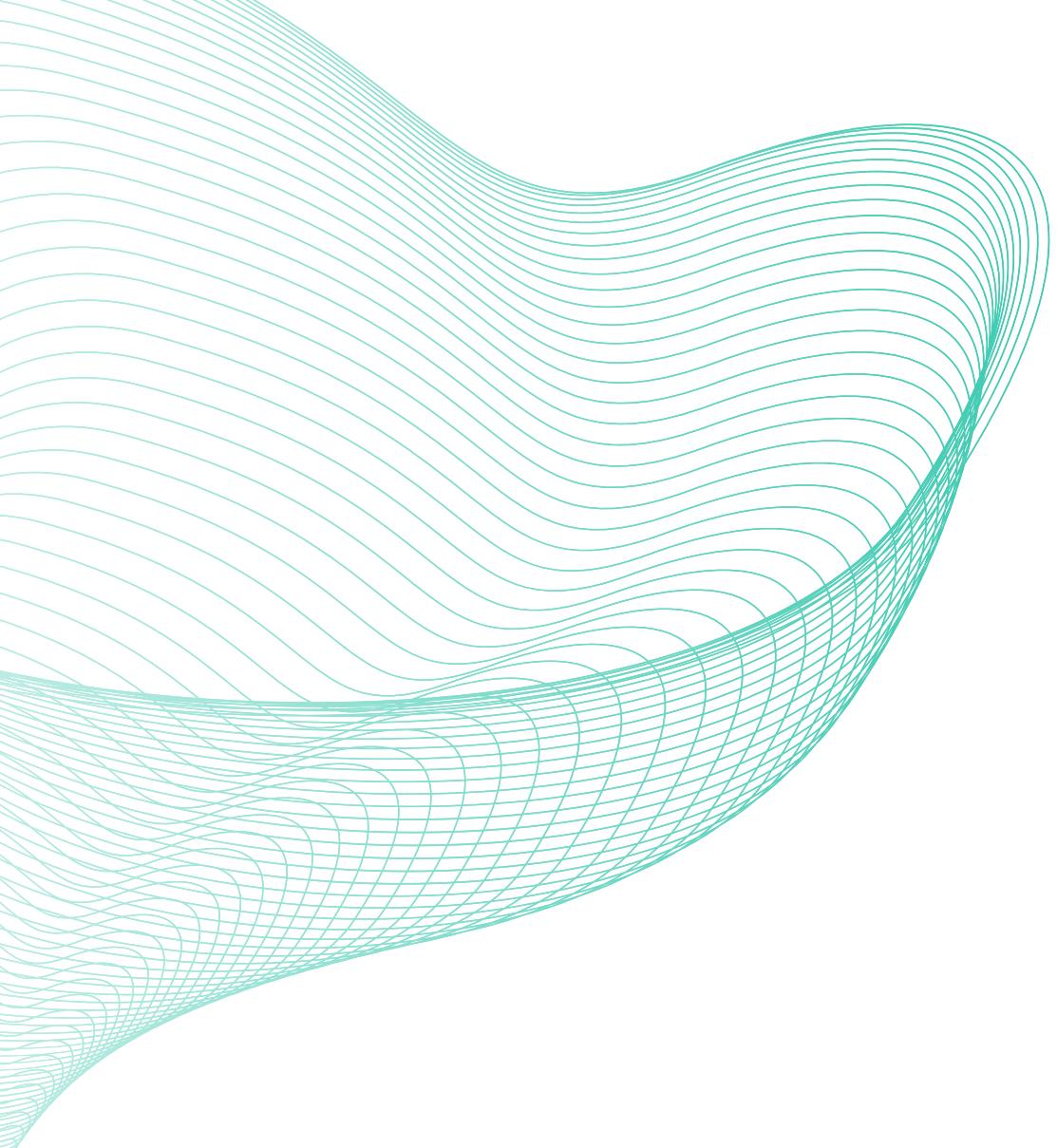
Nigerians with cell phones  
within our customer  
segments

**\$200 Million**

Zima's Market Share

## Market Size

Zima's Target market is individuals and families in Nigeria who are seeking affordable and accessible primary healthcare services.



# Go-To Market Strategy

## Strategy 1

ZIMA's go-to-market strategy will include a combination of digital and offline marketing efforts, leveraging social media and targeted online advertising to reach.

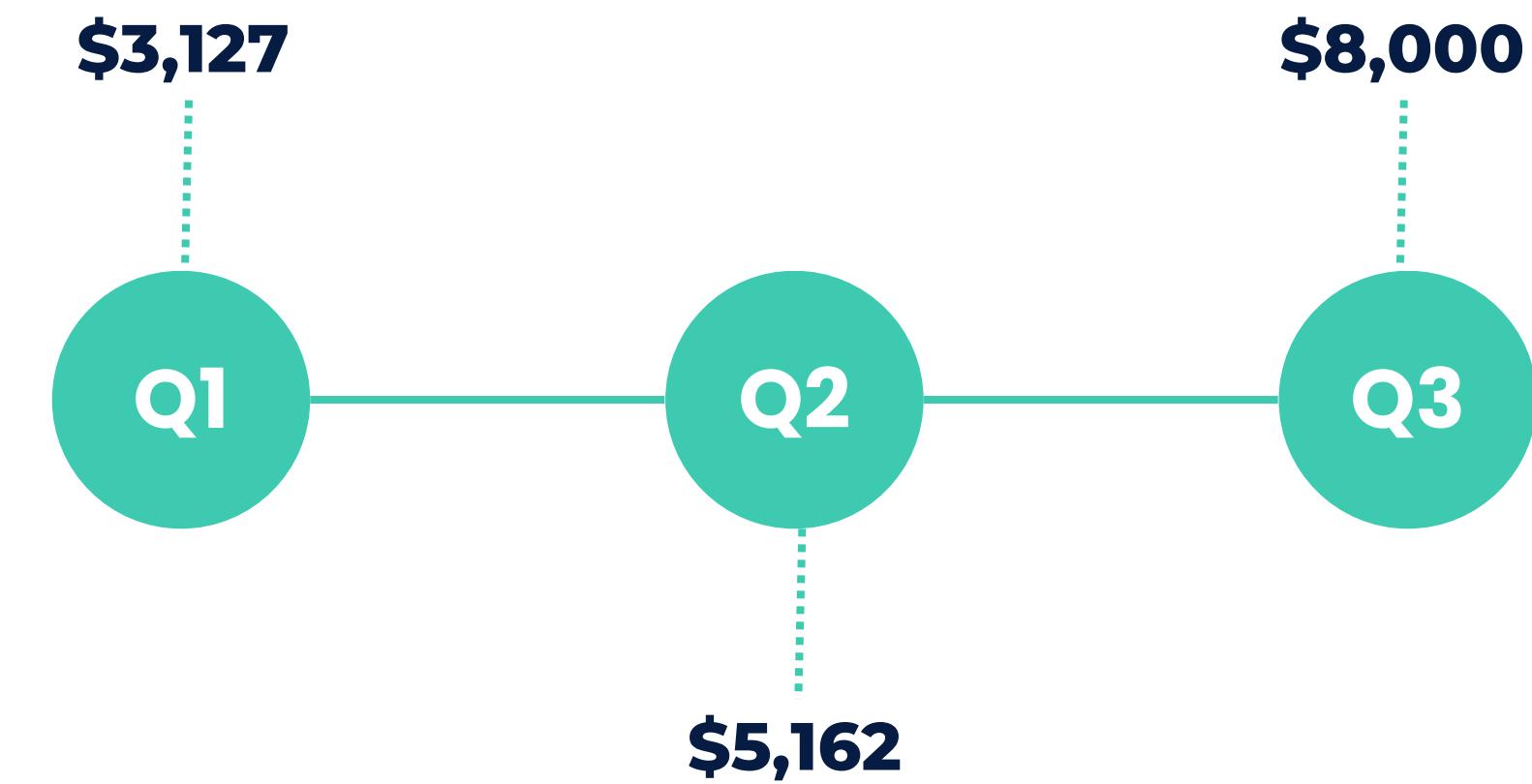
## Strategy 2

Participate in relevant healthcare events and conferences to generate awareness and establish partnerships with key stakeholders

## Strategy 3

ZIMA will partner with healthcare organisations, such as hospitals and clinics, to provide its services and expand its reach

# Financial Snapshot





**Smart Israel**

U.N Millenium fellow and  
Business Developer



**Tyrone Ameh**

Senior Product Designer,  
Clafiya



**Dr. Nicholas Armstrong**

Medical Doctor/Telemedicine

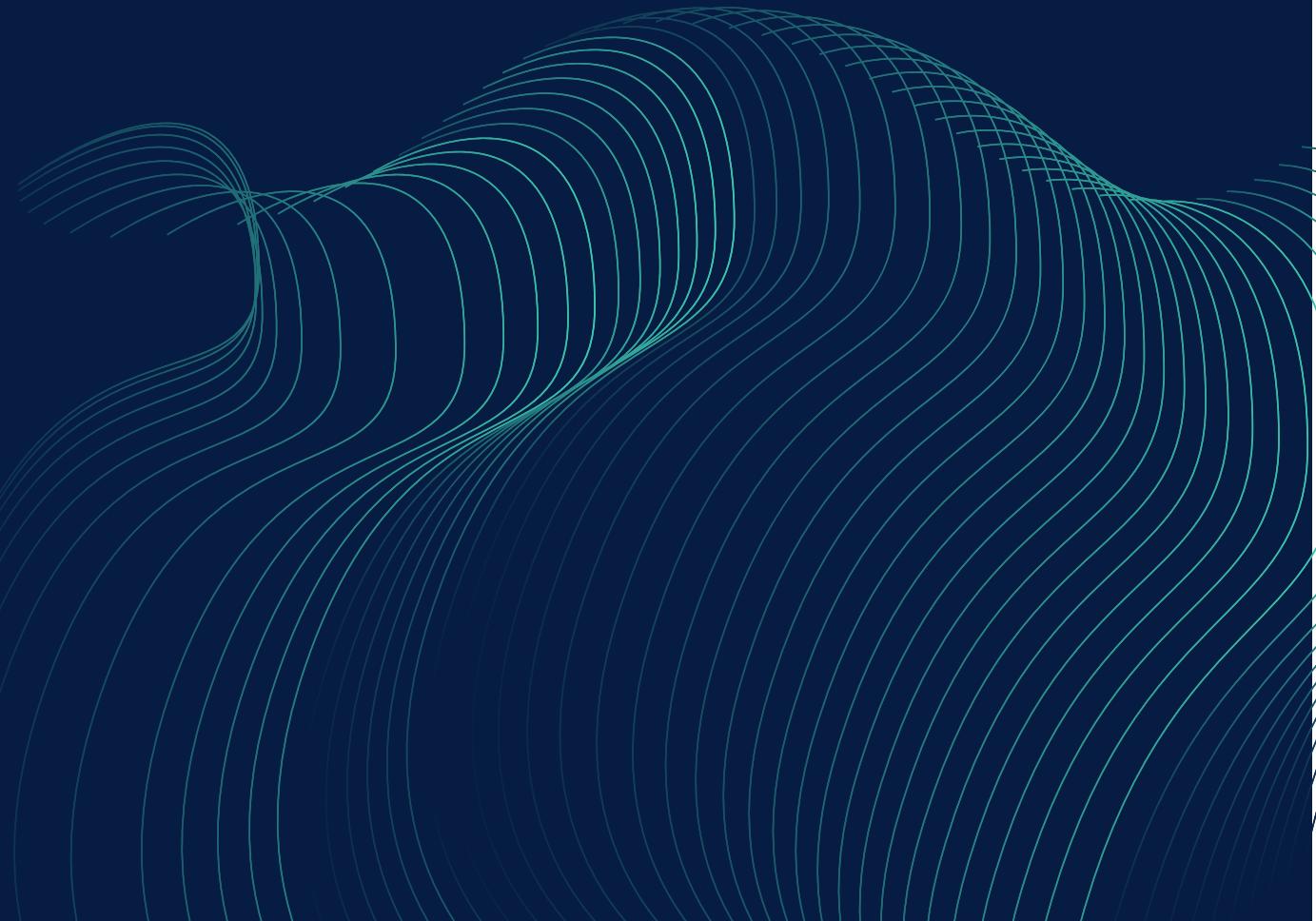


**Victory Joseph**

Brand & Marketing  
Expert

# Our Team

Zima Is Led By A Team With A Combined 10 Years Of Experience in Healthtech Product Developement , Medicine and Public Health.



# Capital Requirements

Customer research (focus groups, surveys): **\$1,000**

Focus group facilitation fee: \$500

Survey development and distribution: \$500

MVP development:  
**\$2,250**

Technical development: \$1,500

Product design & Strategy: \$500  
Project management: \$250

Product launch:  
**\$1,000**

Marketing and advertising: \$500

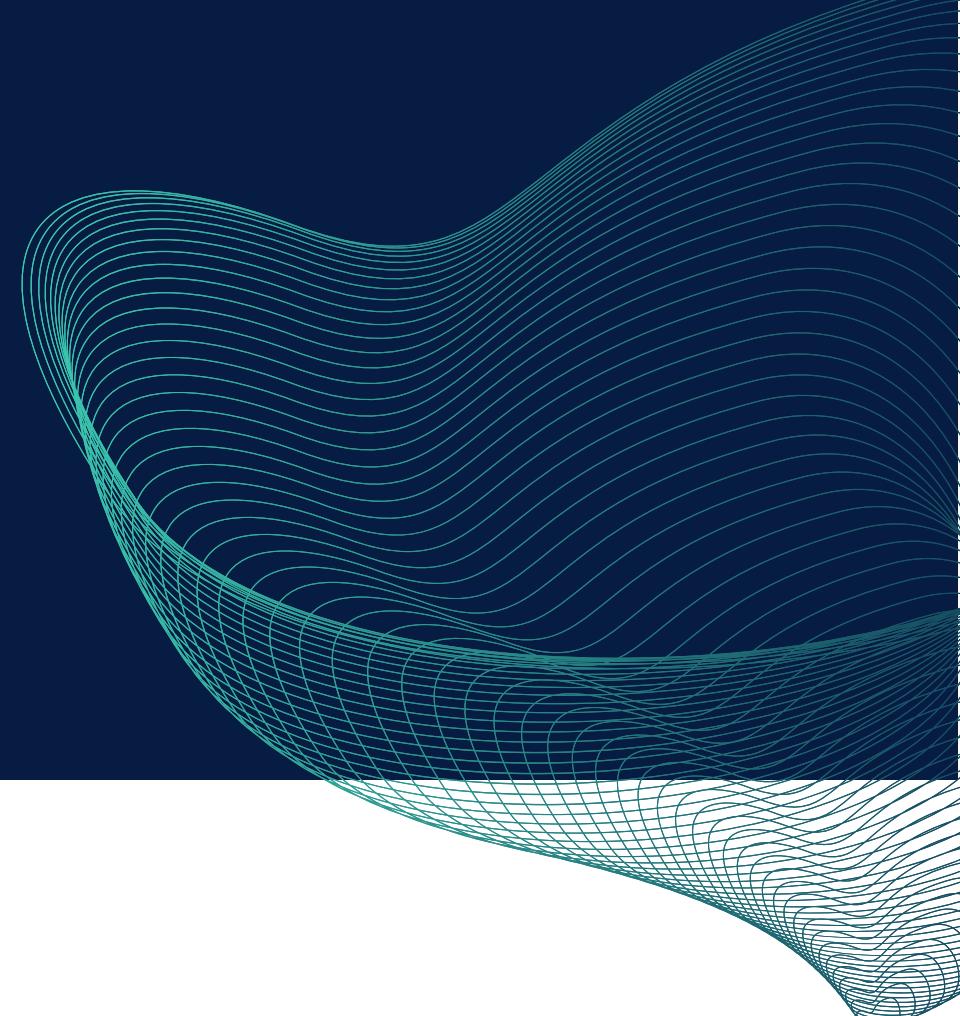
Website development and maintenance: \$250

Legal and compliance expenses: \$250

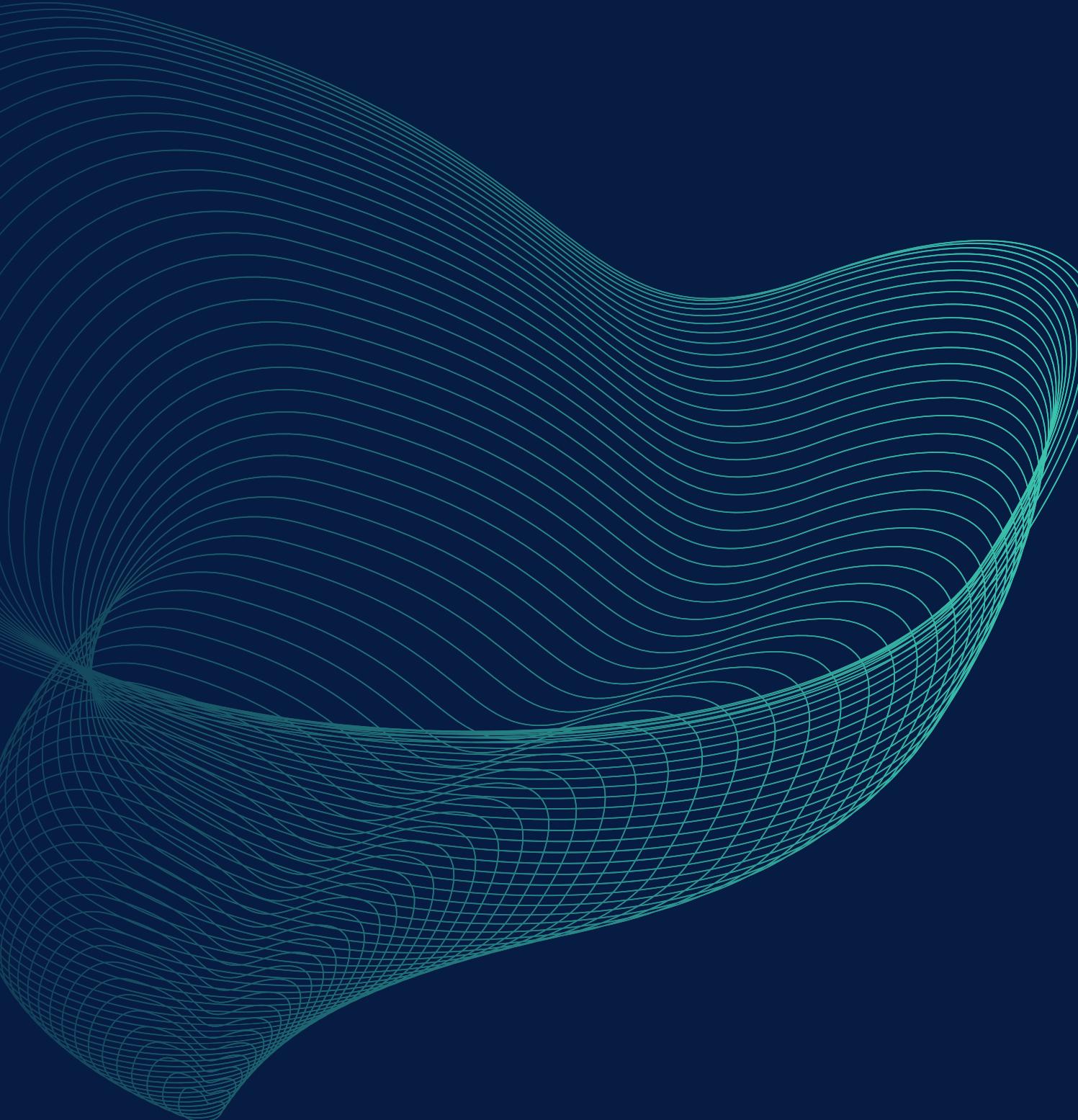
Go-to-market execution: **\$750**

Sales and business development: \$500

Marketing and PR: \$250



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# Contact Us

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