

HEALTH MONITOR



WELCOME

• GROUP 36



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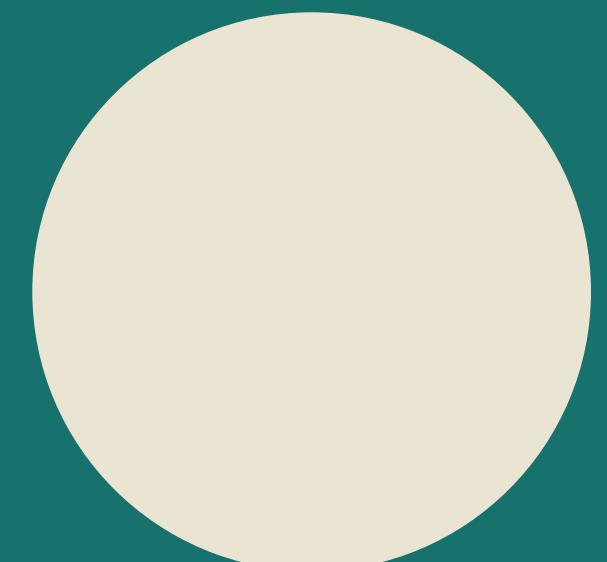
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HELLO FRIENDS!

GREETING FROM US

Ladies and gentlemen, a warm welcome to Group 36's pitch presentation. We truly appreciate your time and attention. Today, we're excited to introduce Health Monitor – our AI-powered health solution designed to promote early diagnosis, continuous monitoring, and better well-being for all. Join us as we share our journey, our impact, and the innovative future we envision. Thank you for considering our vision for a healthier tomorrow.

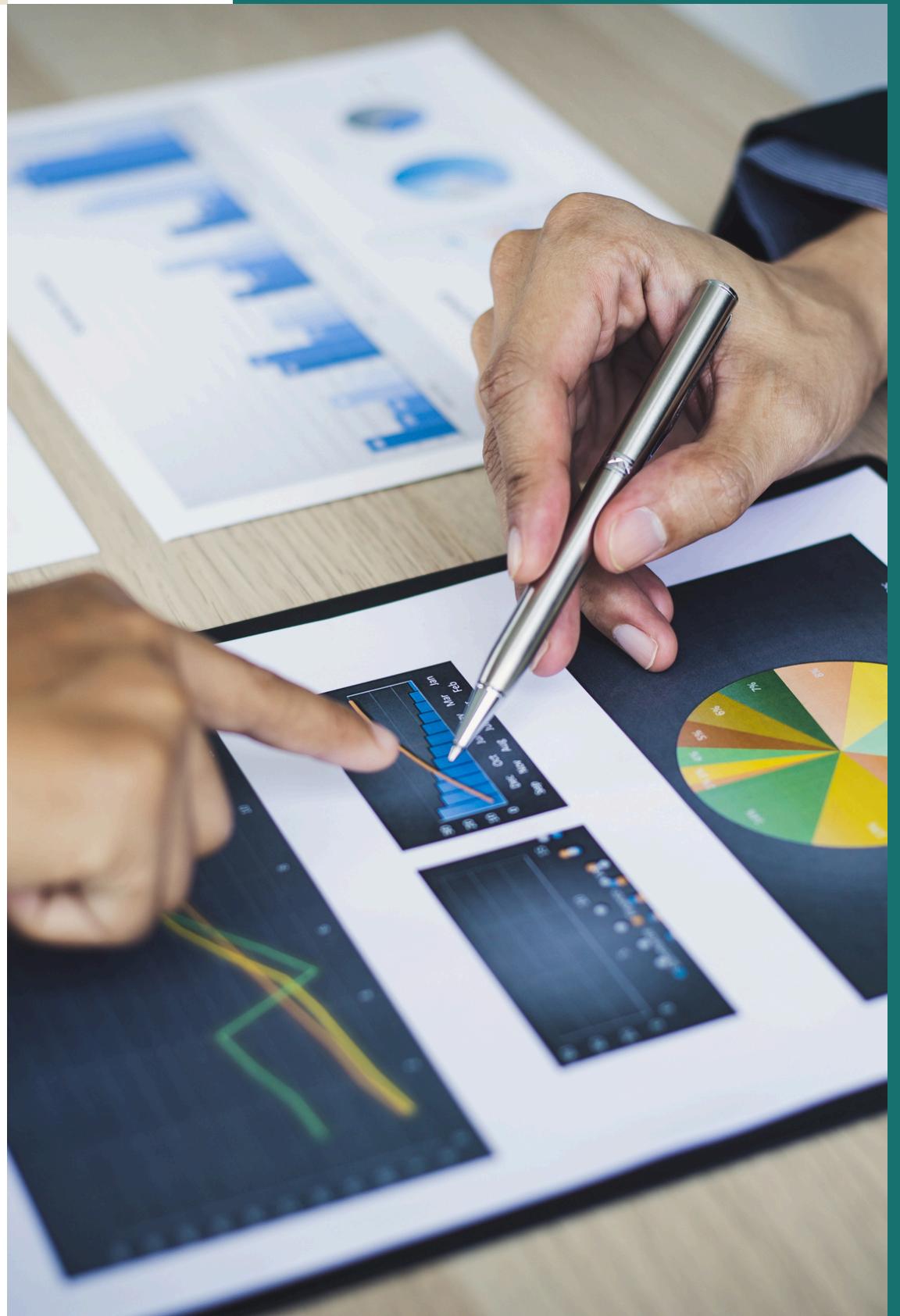
Thank you

ABOUT US

GET TO KNOW US BETTER

At Group 36, we believe in the power of technology, innovation, and purpose-driven solutions to transform healthcare. Our mission is simple: to empower communities with intelligent, accessible, and real-time health monitoring tools that promote well-being for all.

What sets us apart is not just our technical expertise, but our commitment to human-centered design and understanding the real health challenges faced by everyday people. Through collaboration, data-driven development, and a shared vision, we strive to build solutions that make a lasting impact — starting with Health Monitor





WHAT WE BELIEVE

ABOUT OUR VISION AND MISSION

VISION

To be pioneers in leveraging technology for accessible, preventive, and inclusive healthcare — creating smarter solutions that serve people, save lives, and sustain healthier communities.

MISSION

As Group 36, our mission is to innovate with purpose. We aim to bridge the gap between healthcare and technology by developing intelligent, user-friendly solutions like Health Monitor — tools that empower individuals, support healthcare systems, and align with global goals like SDG 3: Good Health and Well-being.

PROBLEMS

WE WILL SOLVE THE PROBLEMS

01

Late Detection of Health Conditions

Many individuals are unaware of early signs of chronic illnesses like high blood pressure, diabetes, or heart issues — leading to delayed treatment and higher risk of complications.



02

Limited Access to Health Information and Care

In underserved communities, access to professional healthcare and reliable health education is often limited or unavailable.

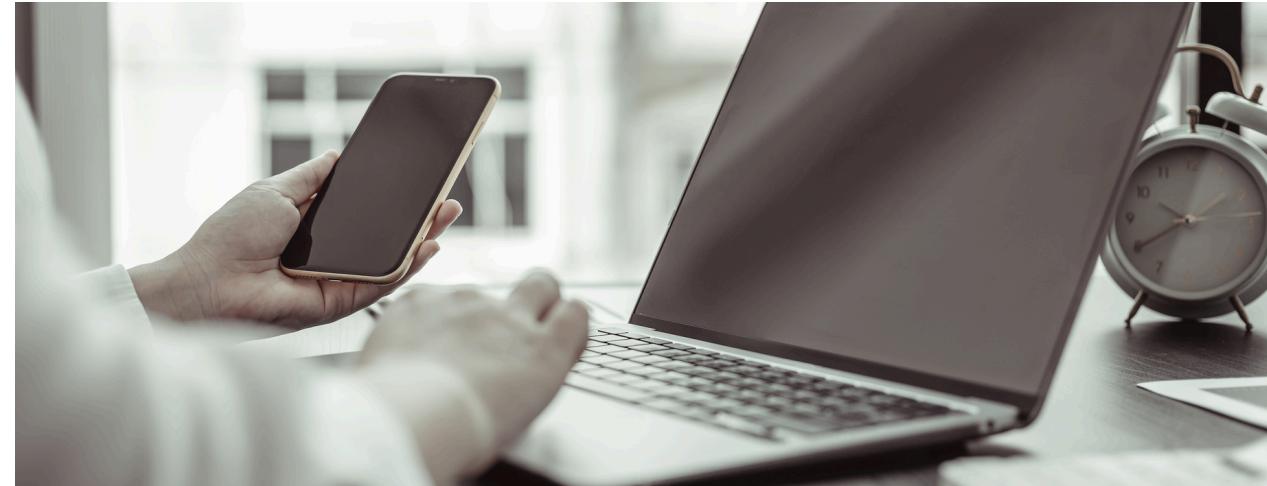
03

Poor Health Tracking and Lifestyle Awareness

People often lack tools or motivation to track their daily health habits (like physical activity, sleep, or diet), which affects long-term wellness.

SOLUTIONS

SOLUTIONS OF THE PROBLEMS



01

Late Detection of Health Conditions

Real-time health monitoring and AI-powered alerts for early warning signs.

02

Limited Access to Health Information and Care

Mobile-friendly platform with multilingual health tips, reminders, and self-check tools to empower users at home.

02

Poor Health Tracking and Lifestyle Awareness

A smart dashboard with personal health insights, reminders, and goal-setting features to promote healthy habits.

MARKET SIZE

OUR CLIENTS COME FROM EVERYWHERE



With a global perspective, our marketing agency has proudly served multinational clients, delivering tailored strategies that transcend borders and cultures, ensuring consistent brand success on a worldwide scale.

Total Available Market (TAM)

For Health Monitor, the TAM represents the global demand for digital health solutions — including all individuals with access to smartphones, wearables, or online health tools. It reflects the vast opportunity to transform healthcare through AI-driven, accessible monitoring on a global scale.

Serviceable Available Market (SAM)

For Health Monitor, the SAM refers to the portion of the global digital health market we can realistically serve — primarily mobile users in East Africa who have access to smartphones and are in need of affordable, intelligent health monitoring tools. This segment defines our initial target audience for strategic deployment, starting with Kenya and its neighboring regions.

Serviceable Obtainable Market (SOM)

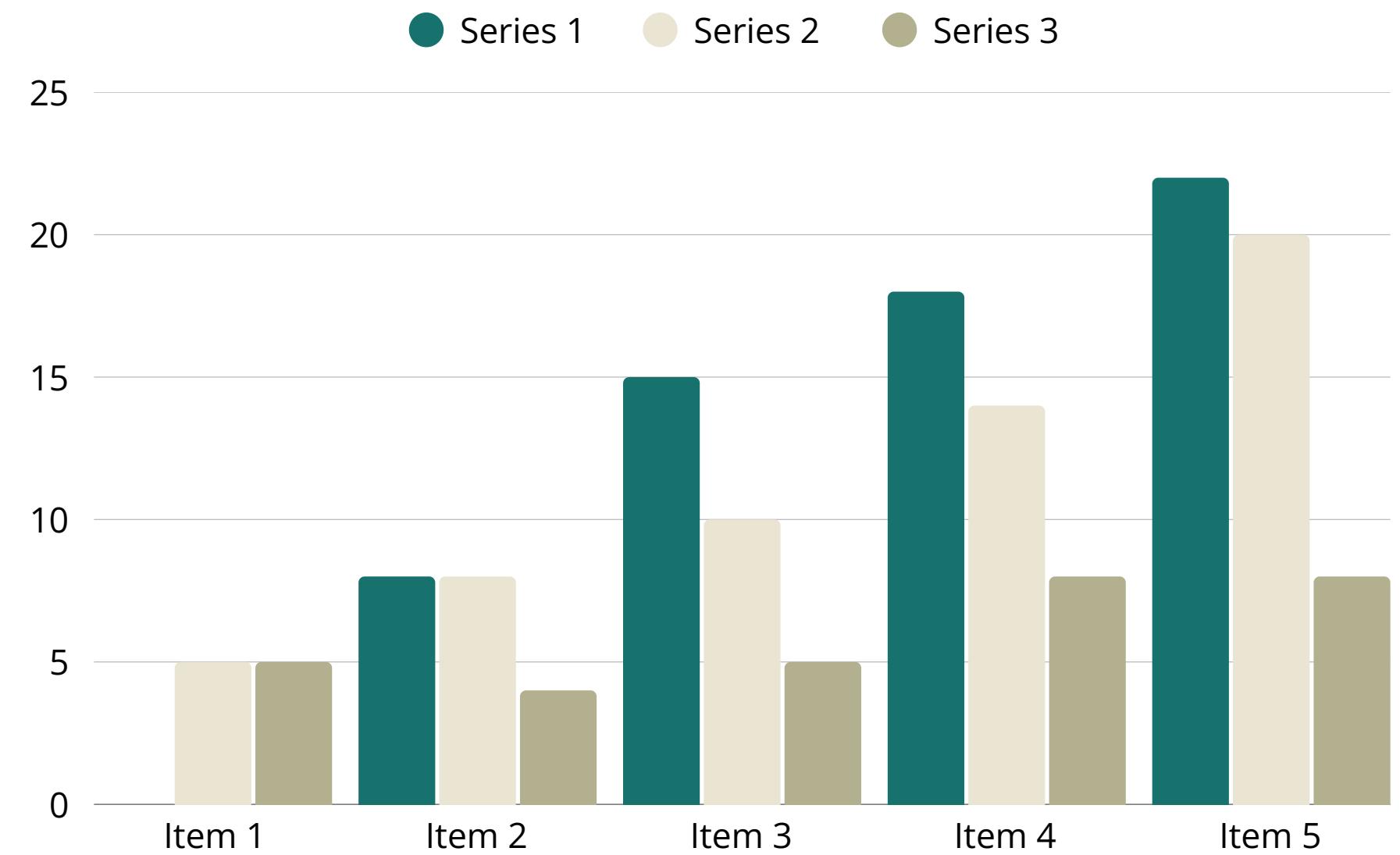
For Health Monitor, the SOM represents the most immediate and achievable portion of our target market — focusing on local communities in Kenya through pilot programs, university partnerships, and outreach via clinics and NGOs. It reflects our practical and strategic path to market entry, aiming to reach 10,000 to 50,000 users within the first 12 to 18 months.



BUSINESS MODEL

OUR BUSINESS MODEL

Our business model thrives on delivering value through strategic innovation, client-centric solutions, and a dynamic blend of creativity and analytics.





THANK YOU

● FOR YOUR NICE ATTENTION