NaijaCare

Democratizing Maternal & Child Healthcare in Rural Nigeria



Elevator Pitch

For rural Nigerian families facing healthcare challenges:





The Problem

1,047

Maternal Deaths

Per 100,000 live births (WHO, 2023)

74%

Out-of-Pocket

Of total health expenditure (Statista, 2024)

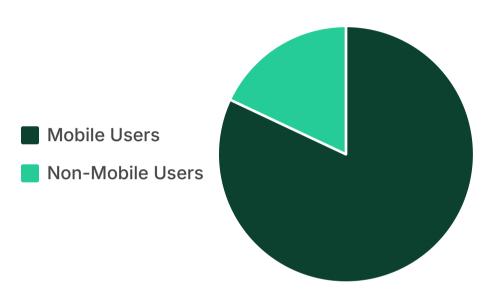
Low

Digital Literacy

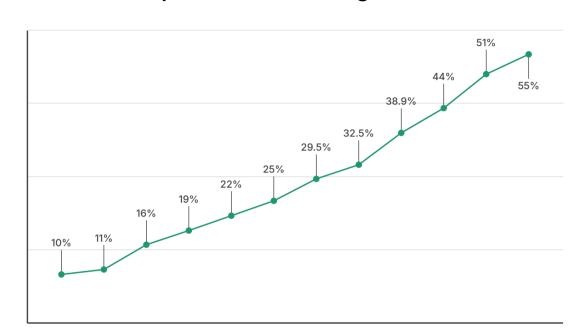
Barriers to healthcare access (World Bank, 2020)

Market Opportunity

Mobile Phone Penetration in Nigeria (2023)



Internet Adoption Growth in Nigeria (2010-2021)



Key Market Indicators:

Massive mobile reach unlocks digital health potential

> With 82% mobile penetration, Nigeria's underserved northern population is primed for transformative telehealth solutions.

Vast untapped market ready for change

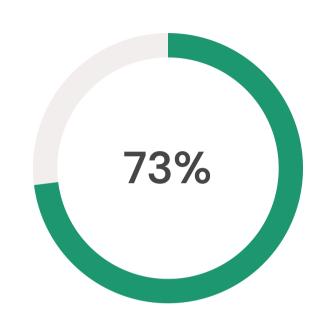
> A large, underserved population in northern Nigeria eagerly awaits innovative digital healthcare to improve their wellbeing.

Aligned with government's 'Renewed Hope' agenda

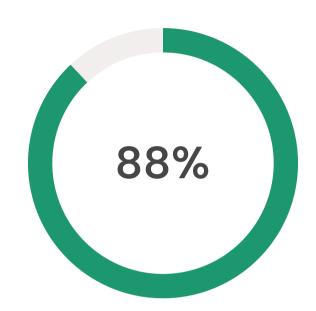
> Nigeria's new health policy priorities perfectly complement NaijaCare's mission to democratize quality care nationwide.

Research Outputs & Insights

Key Research Findings



42%



Trust Gap

73% of rural women distrust formal healthcare due to past negative experiences - a barrier we must overcome through community engagement.

Financial Barriers

Prenatal care costs 42% of monthly household income on average - far too high for many families. Innovative pricing models are critical.

Tech Readiness

Despite low digital literacy, 88% of rural women have access to basic mobile phones through family. We can leverage this connectivity.

Information Needs

Key information gaps center on pregnancy dangers and nutrition - areas where our platform can provide vital education and guidance.

Community Influence

Local leaders and elder women significantly impact healthcare decisions - making their buy-in and advocacy critical to our success.

Research Methods



Interviews

"I'd trust my community midwife more than a machine" – Gwaggo Aisha



Focus Groups

Plan to facilitate focus groups with community health workers and village elders to identify cultural factors



Data Analysis

In Jigawa, only 7% of births occur in health facilities versus 36% nationally (Nigeria Progress Report, 2019).



Our Solution – *NaijaCare* Platform



Telehealth Consultations

Accessible via SMS and USSD



Al Symptom Checkers

Instant risk assessments for eclampsia and sepsis



Localized Education

Content in Hausa, Yoruba, and Igbo



Voice-Control

For users with low literacy



Emergency Drone Delivery

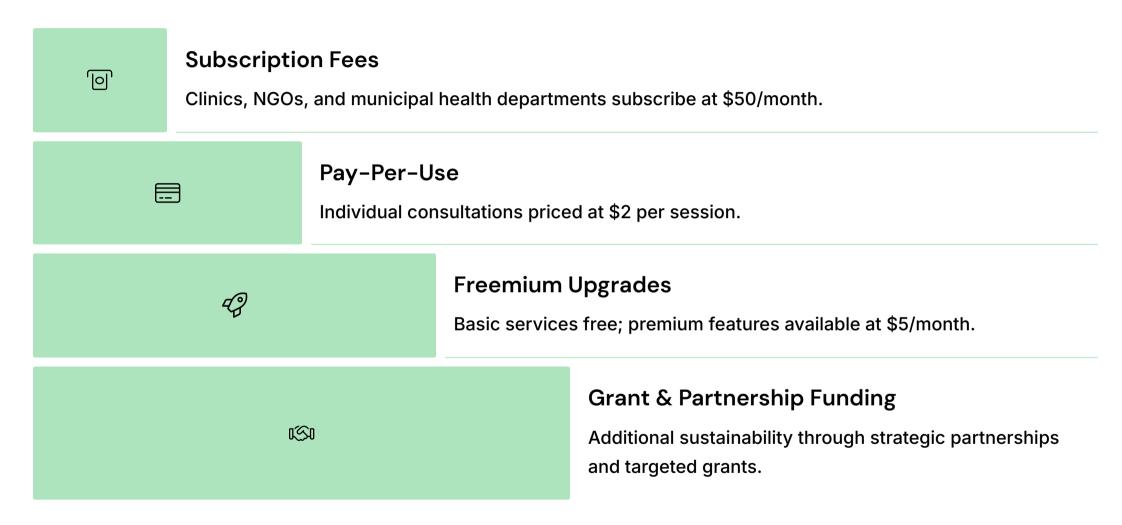
Rapid delivery of essential medications



Freemium Model

Free essential features and regional pricing

Business Model & Value Capture



Our multi-tiered approach ensures financial sustainability while maintaining accessibility for those most in need. Institutional subscriptions subsidize services for individual users in underserved communities.

Cost Structure

Our financial model balances fixed investments with scalable variable costs

Fixed Costs



App Development

~\$20,000 initial investment for platform creation



Server Maintenance

\$500/month for ongoing infrastructure support

Variable Costs



Telecom Fees

~\$0.01 per SMS, scaling with user engagement



Community Outreach

Approximately \$1,000/month for local education

This balanced approach enables us to manage upfront development costs while maintaining flexibility to scale as our user base grows across rural Nigeria.

Customer Segments & Channels

Customer Segments

- Primary: Rural mothers, infants, and children
- Secondary: NGOs, government clinics, community health workers

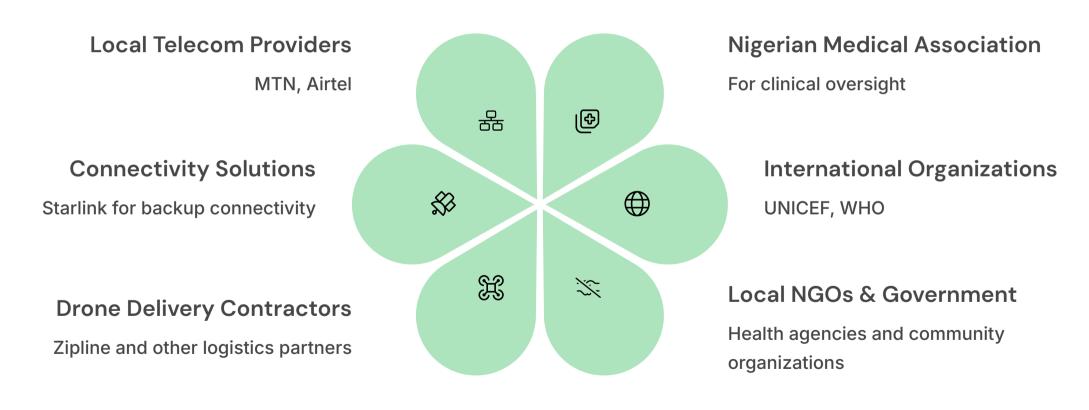
Our platform primarily serves vulnerable populations in rural Nigeria while partnering with organizations that can help scale our impact.

Channels

- Mobile Technology: App, USSD, and SMS for lowbandwidth areas
- Voice-Control Interface: Designed specifically for users with low literacy
- Community Outreach: Local engagement to promote adoption and usage

Key Strategic Partnerships

Our strategic ecosystem of partners enables comprehensive healthcare delivery across rural Nigeria



Competitive Advantage & Why Now

Our Distinctive Advantages



Culturally Tailored

Localized health education in **Hausa**, **Yoruba**, **and Igbo**

Collaboration with local midwives builds trust and ensures cultural sensitivity



Voice-Enabled Interface

Overcomes literacy barriers in rural communities

Natural language processing in local dialects



Offline-First Design

Functions in low-connectivity areas

Syncs when internet becomes available

Why Now?

Ripe for Growth

Rising digital adoption and supportive policy environment in Nigeria create the perfect conditions to scale maternal healthcare solutions nationwide.

Supportive Policies

The government's commitment to improving maternal and child health opens doors for innovative solutions like NaijaCare.

Market Primed

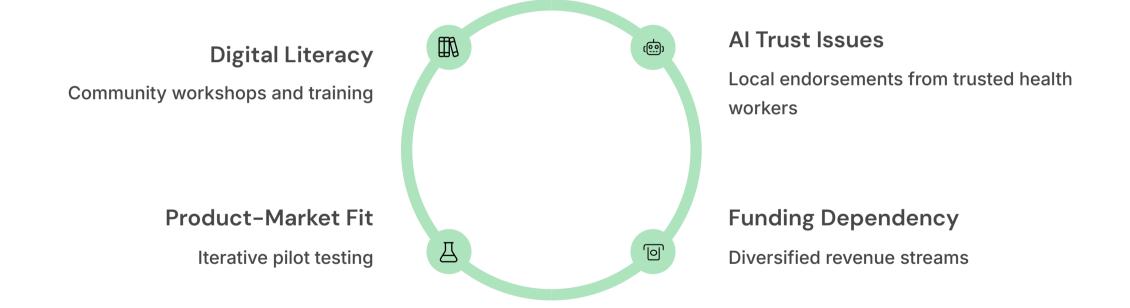
With increased connectivity and healthcare demand, Nigeria's market is ready to embrace a transformative platform like NaijaCare.

Market Analysis

Competitor	Features / Focus	Target Markets	Gaps
Helium Health	Focuses on hospital management and urban telemedicine	Urban areas and large hospitals	Lacks specialized solutions for rural maternal and child healthcare; not optimized for low-bandwidth/offline use
Doctoora	Offers general telemedical services	Urban populations	Missing focus on maternal/child health and rural accessibility features
NaijaCare	Rural-focused platform with voice-enabled interface in local dialects and offline functionality	Rural communities with maternal and child healthcare needs	Uniquely addresses literacy barriers and connectivity challenges

Our comprehensive analysis shows significant gaps in **rural maternal healthcare solutions** that NaijaCare uniquely addresses.

Adoption Risks & Mitigation Strategies



The Team & Advisory Board

Our diverse team combines healthcare expertise, technical innovation, and community outreach experience to deliver impactful solutions for rural Nigerian communities.



Dr. Amina Okafor

Maternal Health Specialist

15+ years experience in rural healthcare delivery and policy development with the Nigerian Ministry of Health.



Emmanuel Adeyemi

Technology Lead

Former software architect at Microsoft with expertise in developing solutions for low-connectivity environments.



Blessing Nwankwo

Community Engagement

Experienced NGO leader who has implemented maternal health programs across rural Northern Nigeria.



Prof. Chidi Okonkwo

Advisory Chair

Leading public health
researcher at Lagos
University with extensive
connections to international
health organizations.

Roadmap & Milestones



Rapid Rollout (0-6 Months)

Pilot Launch in Sokoto State

- Develop a nimble MVP leveraging USSD and SMS with foundational Al
- Rapidly deploy the pilot in select rural communities to gather real-world insights

Dive Into User Feedback

 Conduct in-depth interviews, surveys, and focus groups to deeply understand digital literacy, trust factors, and ideal pricing models



Medium-Term (6 -18 Months)

Expand partnerships

- Secure initial agreements with local telecom providers (MTN, Airtel) and local health NGOs.
- Initiate regulatory and clinical oversight collaboration with the Nigerian Medical Association.

Market Expansion

- Extend pilot to additional regions in northern Nigeria.
- Launch targeted marketing campaigns via local radio, community workshops, and social media channels.



Long-Term (18 - 36 Months)

Nationwide rollout

- Scale NaijaCare platform across rural Nigeria, leveraging established partnerships.
- Integrate advanced analytics and AI enhancements for continuous improvement.

Sustainable Growth & Profitability

 Reach break-even within two years through diversified revenue streams (subscriptions, pay-per-use, grants).

Continuous R&D

• Explore regional expansion and potential export of the model to other low-resource settings in Africa.

Conclusion

Bridge Gaps

Save Lives Transform maternal healthcare in rural Nigeria Connect underserved communities to quality care quality care Partner as investors and advocates



Appendix & References

Appendix A

Detailed Business Model Canvas

Appendix B

Supplemental Data & Charts

Appendix C

Ethics and Information Forms

Complete APA-formatted references available