



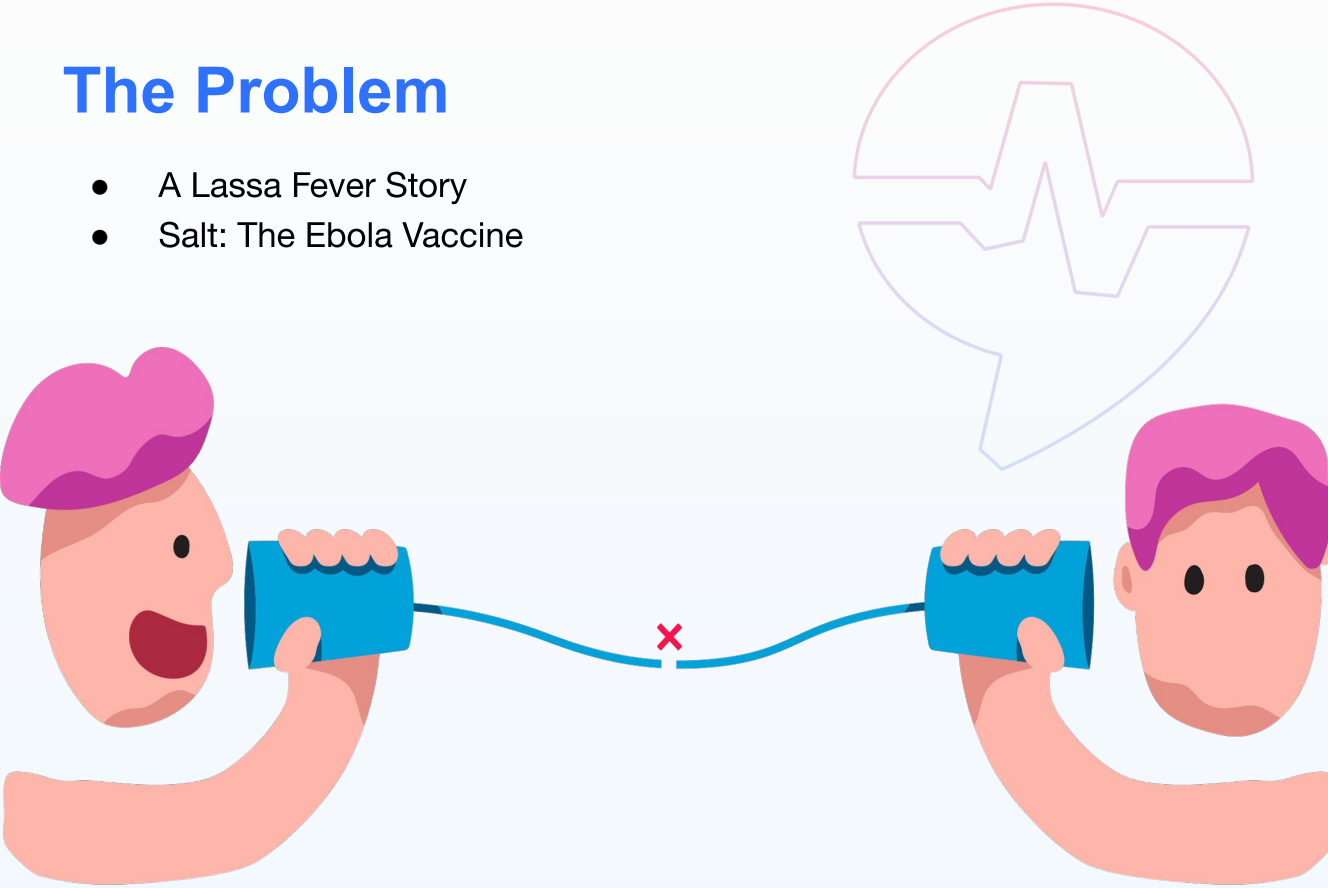
# infodemics

Communicating Health Risk To The Last Mile



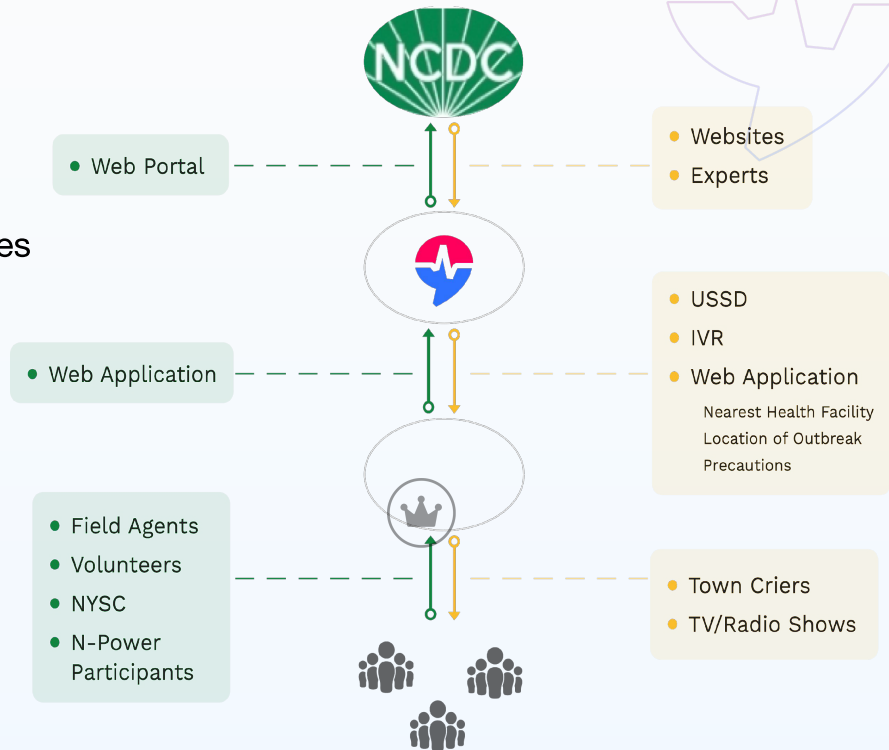
# The Problem

- A Lassa Fever Story
- Salt: The Ebola Vaccine



# The Solution: infodemics.com

- Information flowing in two directions
- Using existing social hierarchies
- Information verified by experts
- Manage epidemics geographically



# How It Works

- Complete communication platform
- Bridges any existing gap using localization:
  - Languages
  - Norms and culture
  - Communication media





NCDC Lassa Fever

PRIVATE

All Media

Topics

Uploads

Campaigns

CHILD CIRCLES

- ☐ Traditional Leaders
- ☐ Religious Leader
- ☐ Market Women
- ☐ Health Care Centers

TRENDING TOPICS



8,219  
media

110k  
members

7  
campaigns

## All Media



Dr. Nestor Iningba in NCDC Lassa Fever

Admin · 6 hours ago

### Re: New Information On Lassa Fever Outbreak

Lassa fever is an acute viral haemorrhagic illness of 2-21 days duration that occurs in West Africa. The Lassa virus is transmitted to humans via contact with food or household items contaminated with rodent urine or faeces.

Share Like



Dr. Wisdom Bansa in NCDC Lassa Fever

Admin · 8 hours ago

# Unique Selling Point

- Make easy and aggregate the use of existing channels of communication.
- Building on previously undocumented quirks of communication.
- Introducing effectiveness self-measuring into communication channels.

## Business Model

- Subscription plans
- Markup on communication
- Percentage of funds disbursed



# Traction

**November 2018**

Won a risk communication hackathon

**January 2019**

Presented blueprint at worlds first ever  
Lassa Fever International Conference

**January 2019**

Endorsements from Nigerian Centre for  
Disease control, UNICEF and WHO

**February 2019**

Incorporated as part of the risk  
communication wing of the Nigerian  
Center for disease control

**October 2019**

Exhibition and Presentation at GIANT  
Health Event London

**October 2019**

Ongoing pilot in Liberia, Sierra Leone  
and Togo



# Growth Plan

- Now: proof of concept for especially communication media and online circle management
- Year 1: replicate partnerships with private and nation-state agencies across English and Francophone West Africa, piloting to test different locales
- Year 2: approach current operators of intervention to test out the cost savings and efficiency.
- Year 3: Foray into related sectors: insurance, commerce, public relations.
- Year 4 and onwards: cover the rest of Africa and similar societies using intervention partners.



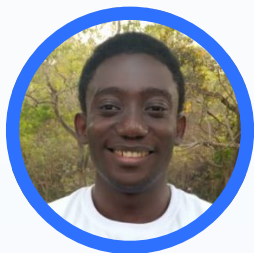


# Market Size

- About 50-100 aid agencies
- ~100 countries in Africa and Asia with similar communities



# Team



**Dr. Nestor**  
Team Lead



**Eliot**  
Growth



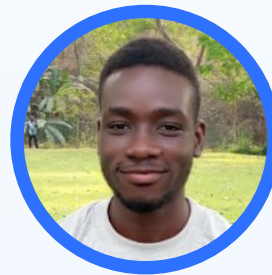
**Stephen**  
Tech



**David**  
Integration (Tech)



**Favour**  
Support



**Victor**  
Integration (Orgs)