

Pharma StackX

Real-time Access to Essential Medicines,
using Pharmacists-first, request-and-respond model.

Presented by:
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Problem ” Statement

The problem isn't scarcity, its lack of real-time medicine information.

1 in 2 patients

leaving Nigerian clinics has at least one unfulfilled prescription, forcing trips to multiple pharmacies to find essential medicines.

60%

of medicine emergencies struggle due to lack of information on availability.

180+ daily request

for medicines by pharmacists on pharmacy whatsapp community group chats for patients.

Current Landscape

Market Validation:
Attempts to fix the broken system.

Instagram/WhatsApp medicine Vendors

Problem : Fragmented and Unstructured.

Physical Pharmacies going online

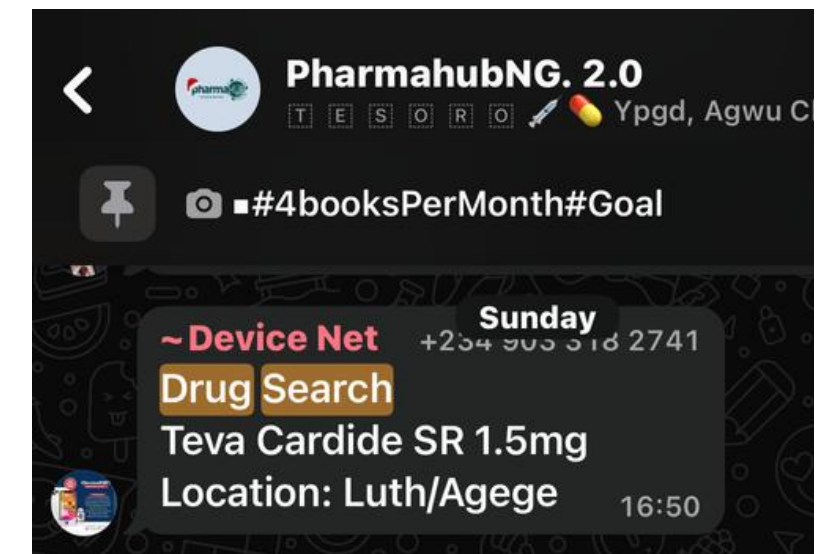
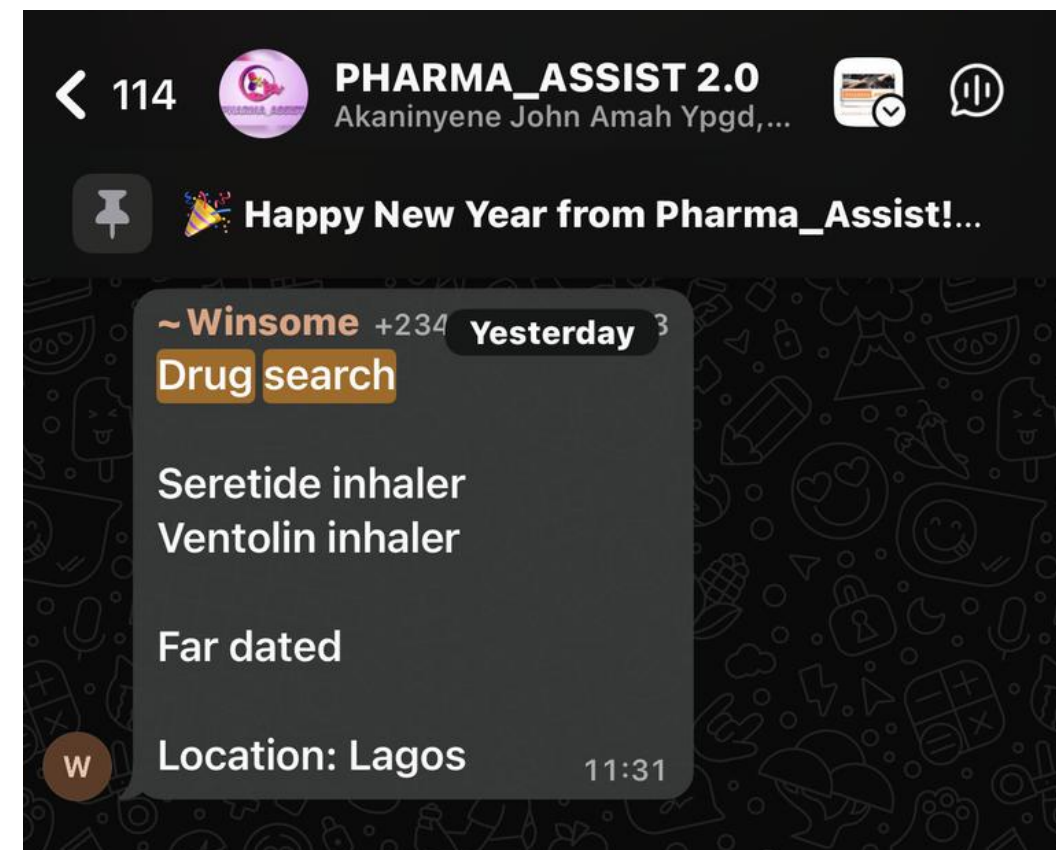
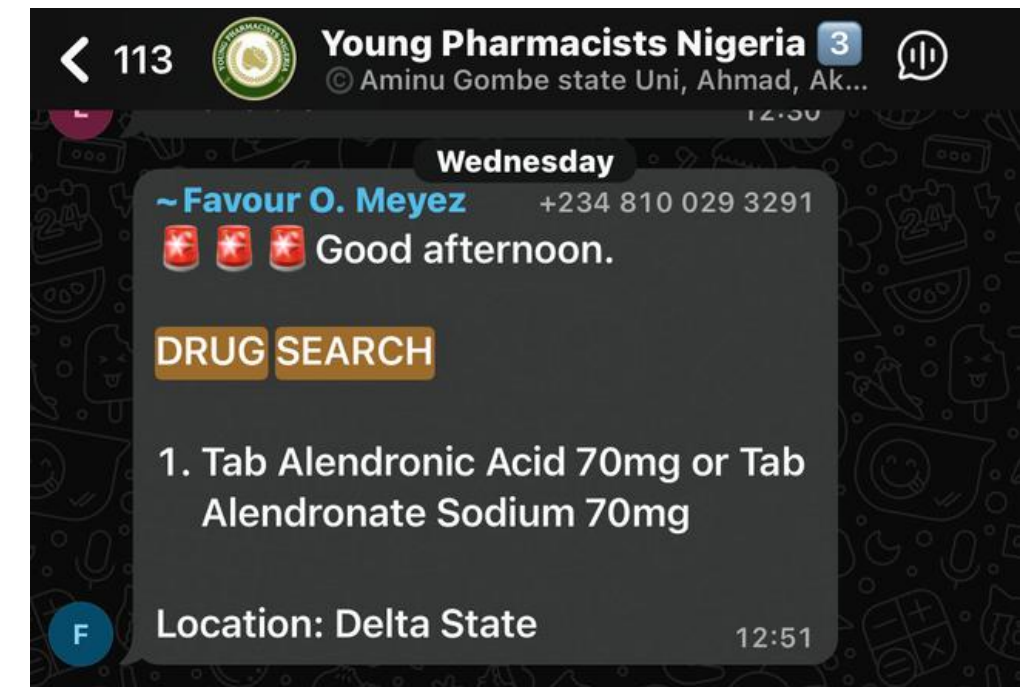
Problem : Limited to one stock, user has to visit multiple pharmacy pages.

Health-Tech Startups Stocking Medicines or Onboarding Pharmacies

Problem : Slow onboarding, limited coverage, and dependency on pharmacy infrastructure.

Despite these “efforts”
We still have pharmacists
across whatsapp group
chats searching for “who
has what” at least
180 times everyday.

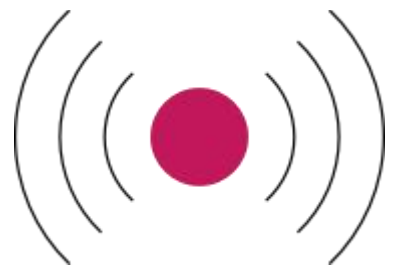
They don't work!



so we created **Uber-for-medicines >>>>**

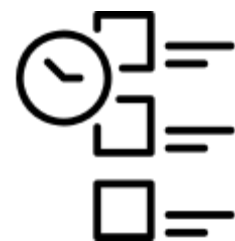
Solution

At its core, PharmaStackX solves the problem of missing real-time information by enabling instant pharmacist confirmation, medicine catalog and subdomains.



Direct-to-Pharmacist Broadcast

User searches, Pharmacists instantly notified, Confirmation in seconds, Compare price and distance.



Medicine Marketplace/Catalog

Patients search, see which pharmacy has medicine and orders from them.



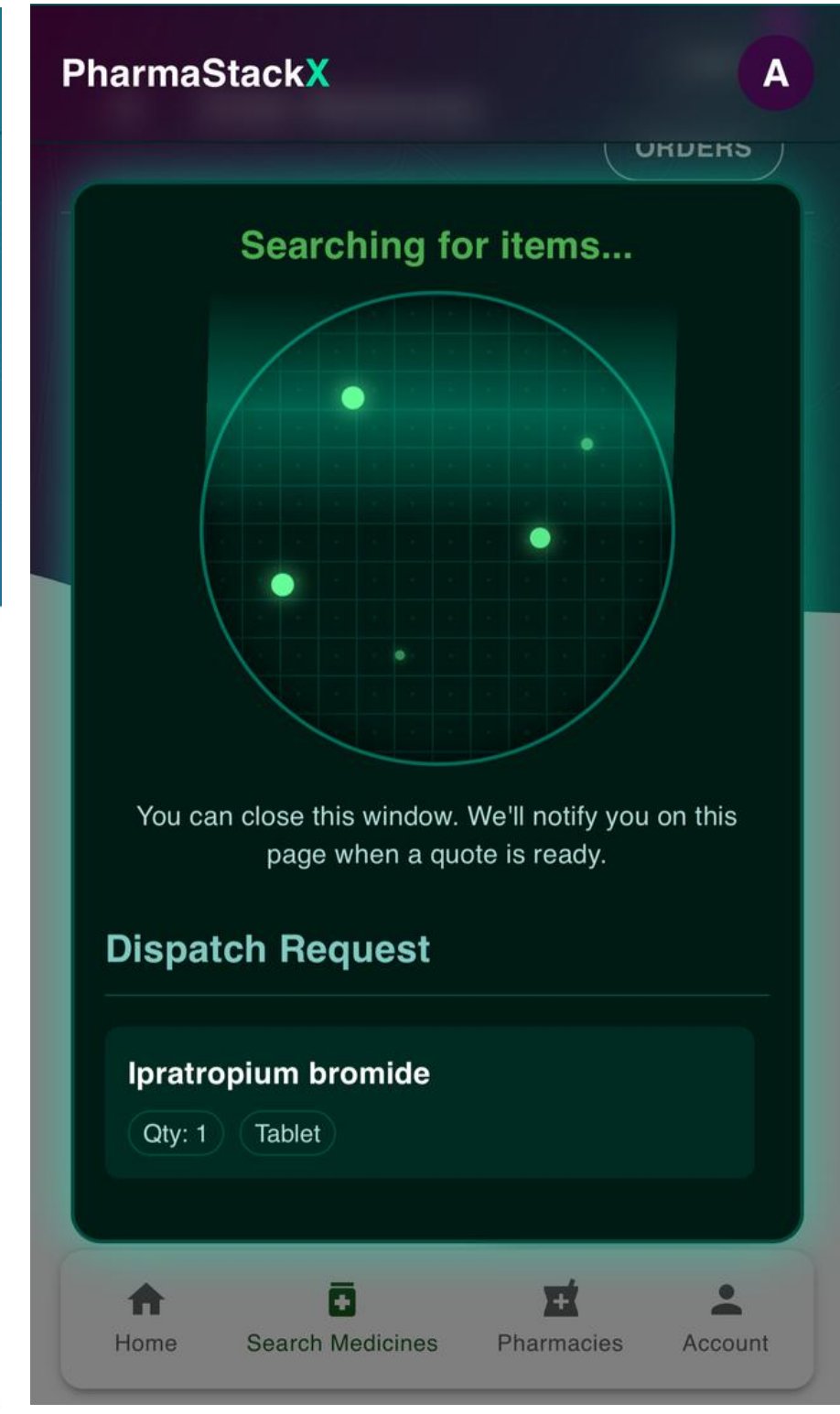
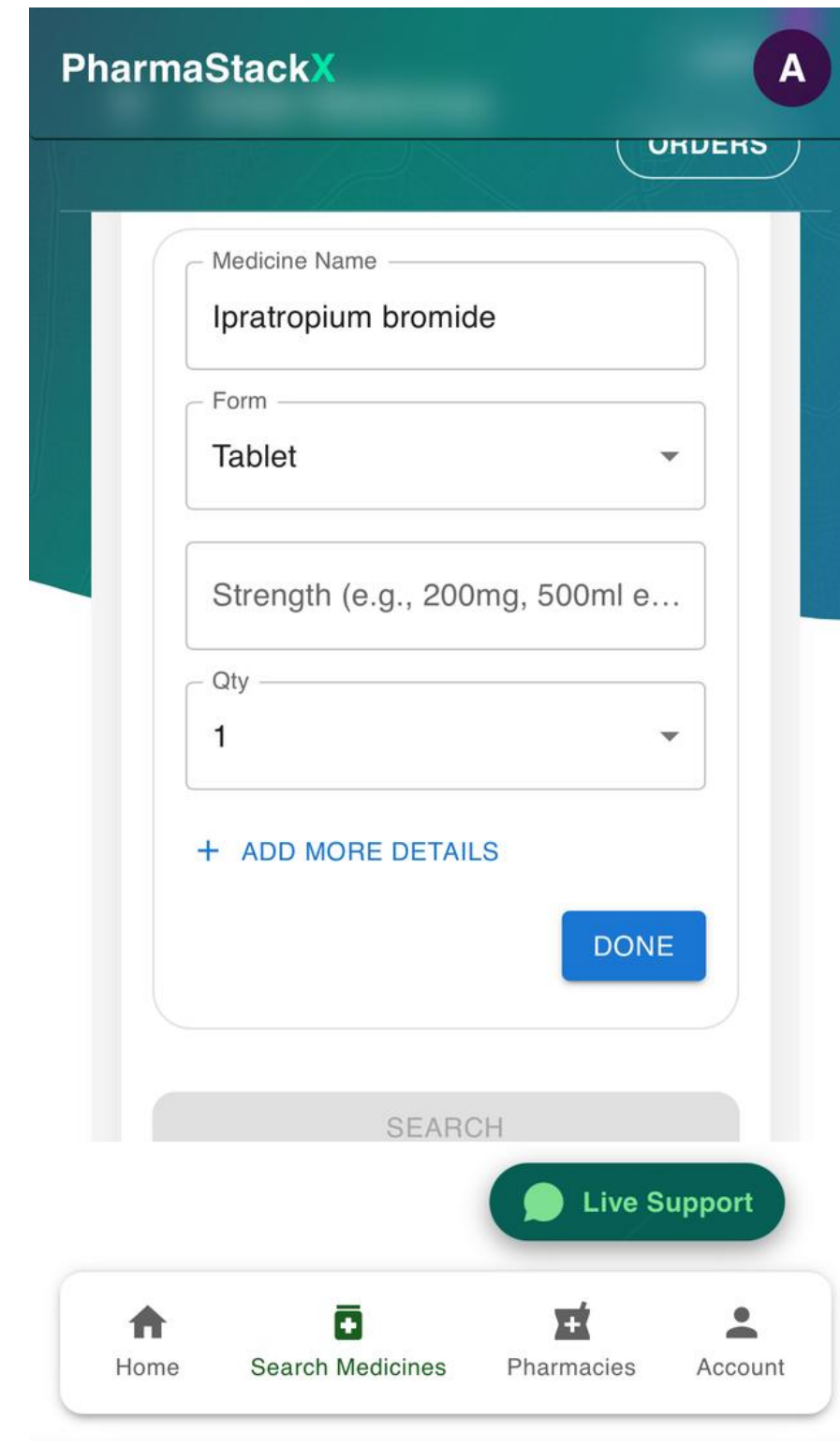
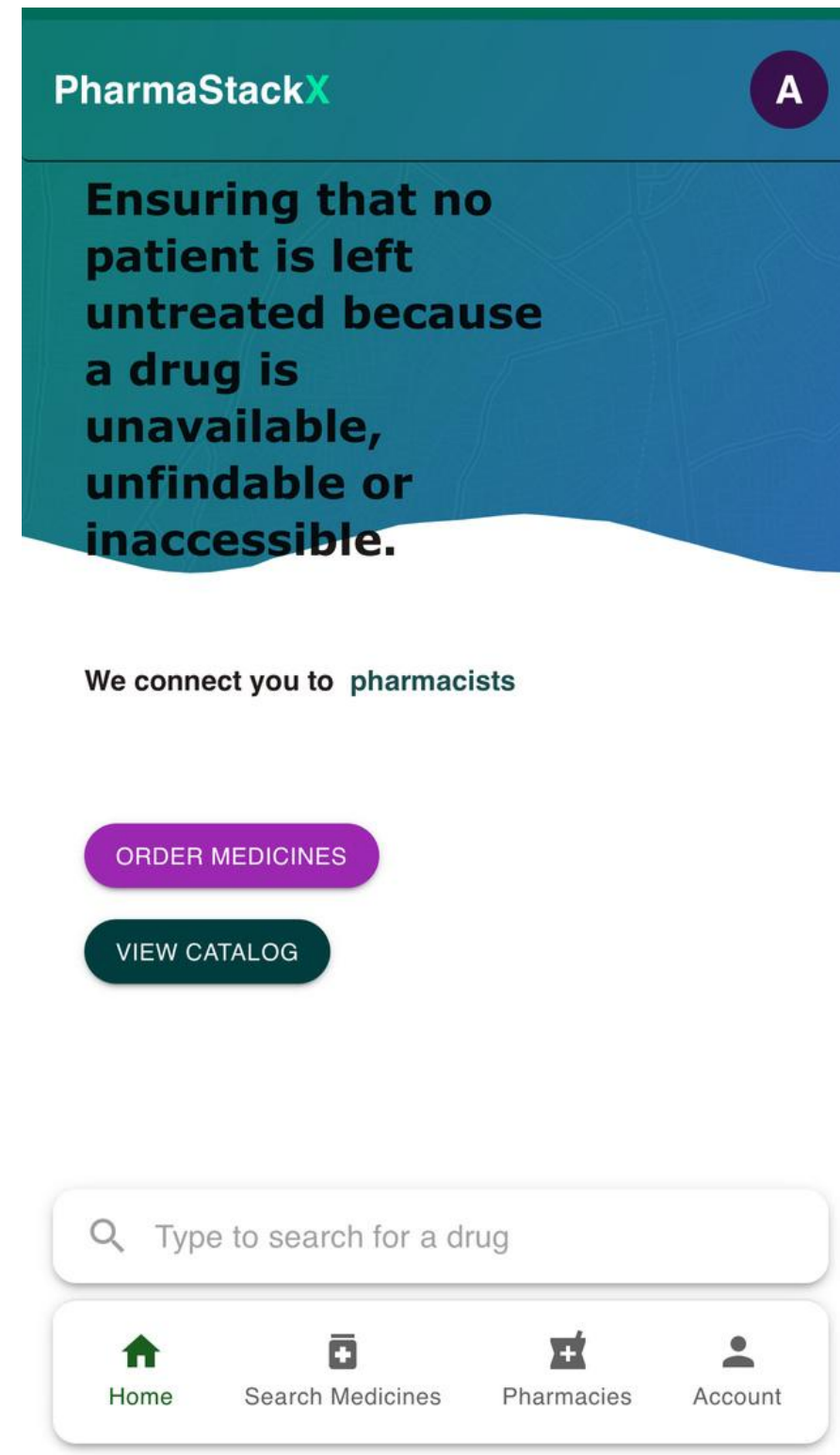
Pharmacy Digitization

Every pharmacy gets a unique url subdomain (pharmacy.psx.ng).

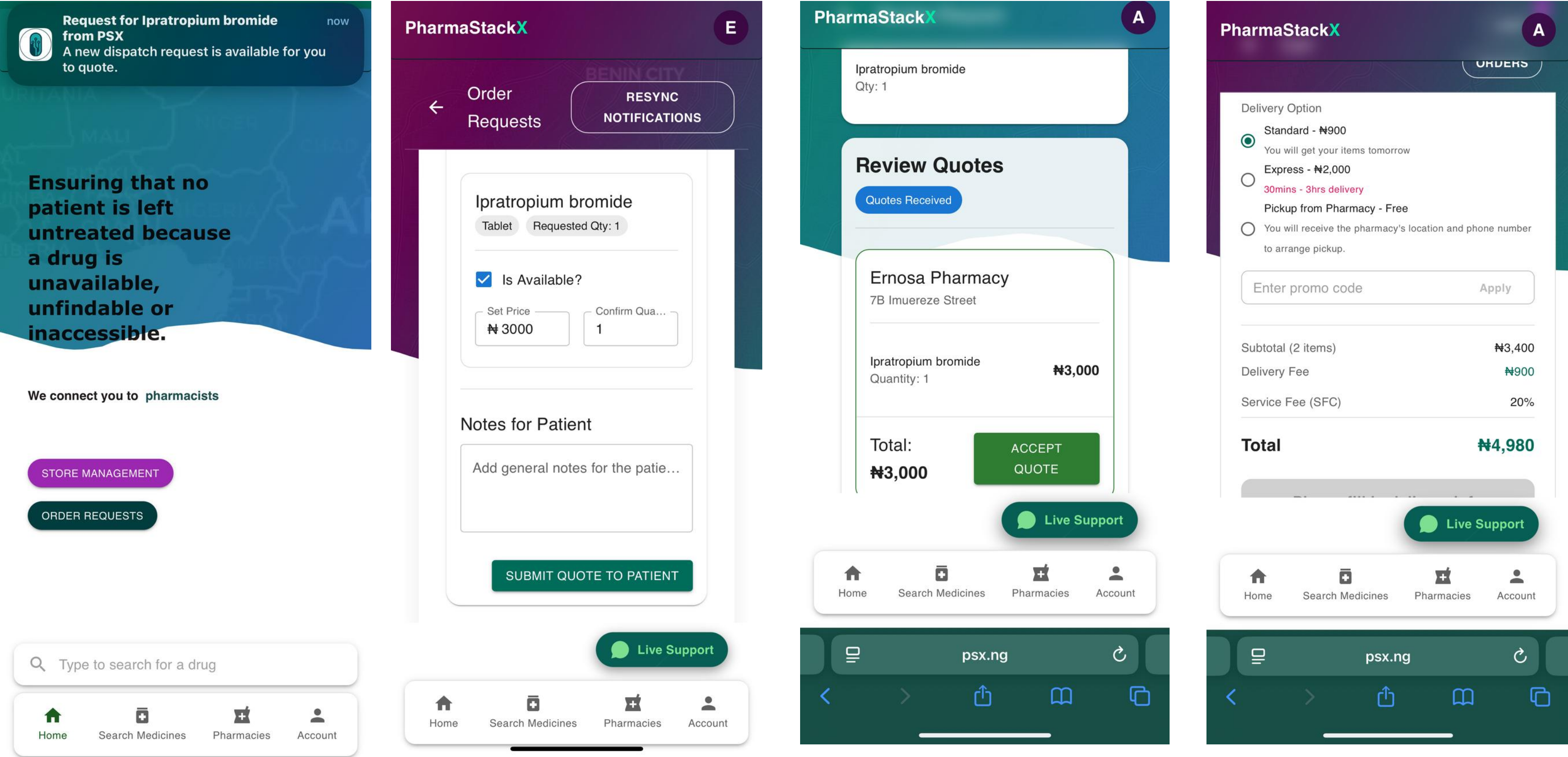
Patients save url, and verifies availability before making trip or purchase online.

How it works

- User Visits  | www.psx.ng and search for a drug

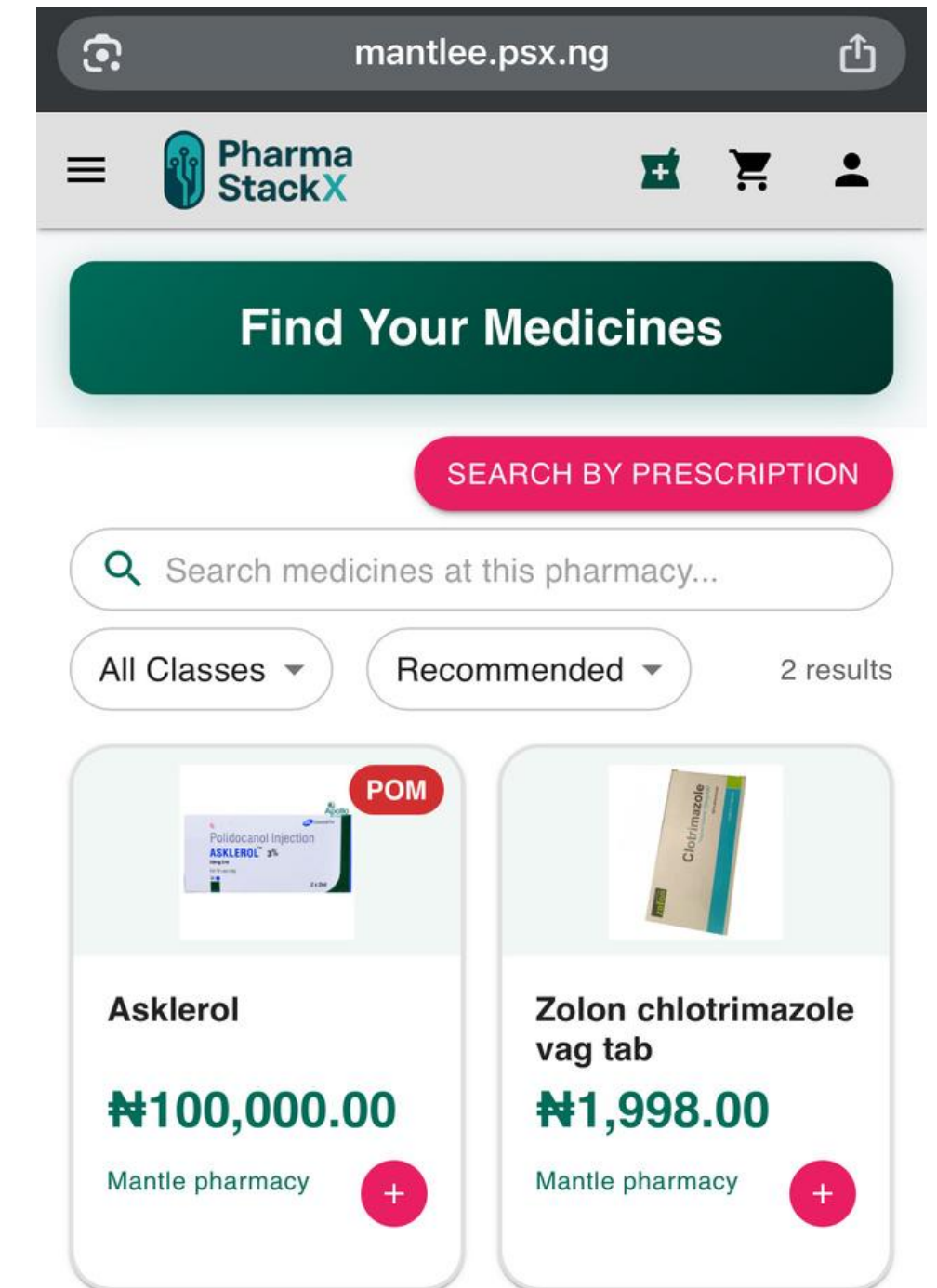
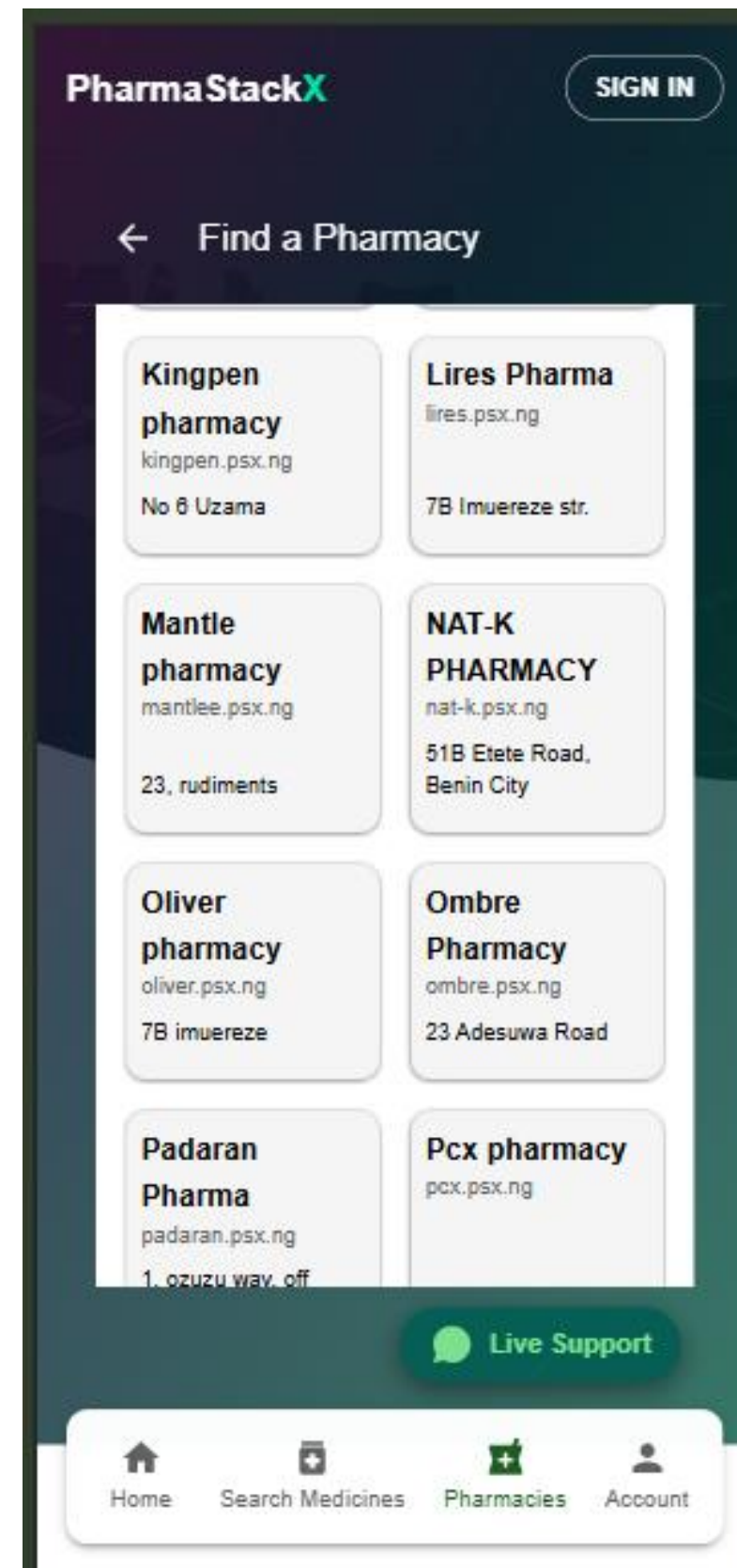
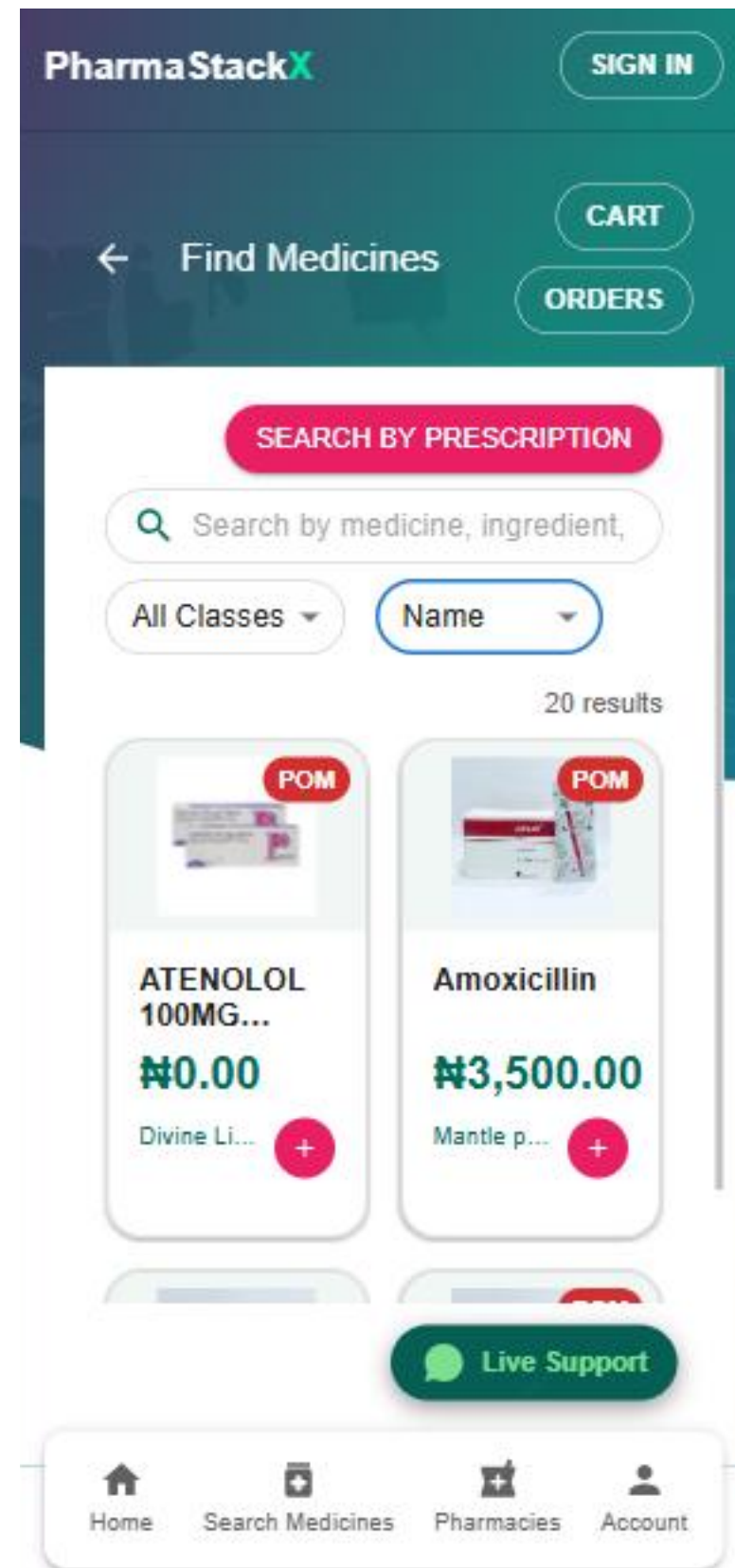


- Pharmacists receive notifications of the request immediately, indicates availability and price/
- The user compares price and distance, accepts and purchase.



How it works

- User can also search catalog/marketplace or visit a pharmacies subdomain url and request medicines.



Market Opportunity



TAM (Total Addressable Market)

\$4.0 /billion

The total annual value of the Nigerian pharmaceutical market. This is driven by a population of 220M+ that is projected to grow by 9% annually.



SAM (Serviceable Addressable Market)

\$2.5 /billion

Out-of-Pocket (OOP) spending. Since over 90% of Nigerians pay for drugs cash-in-hand rather than through insurance, this is the "ready-to-buy" market PharmaStackX facilitates.



SOM (Serviceable Obtainable Market)

\$150/million

Our 3-year target. By capturing just 6% of the high-density urban pharmacy transactions (Lagos, Abuja, Port Harcourt) where digital adoption is highest, and 20% where competition is low (e.g. Benin city).

Business Model

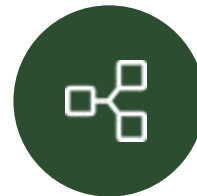


Go-to-Market Strategy



The Supply Foundation (Phase 1)

- Target: Community Pharmacists & Young Pharmacist Groups.
- Strategy: Replacing fragmented WhatsApp groups with our "Uber-style" Request & Respond workflow.
- Zero inventory upload. Pharmacists sign up in seconds and get instant access to new sales leads.



The Institutional Pull (Phase 2 & 3)

- Target: Hospitals, Clinics, and Point-of-Prescription.
- Strategy: Partnering with facilities to solve the "Out-of-Stock" crisis.
- PharmaStackX becomes the hospital's "Extended Pharmacy," keeping patients within the care ecosystem instead of sending them home empty-handed.



Low-Cost Patient Acquisition

- The "Trojan Horse" Marketing: We acquire patients through Hospital and Pharmacist Referrals and pharmacy subdomain.
- Result: High-intent users, 90-second value realization, and near-zero Customer Acquisition Cost (CAC).

Traction and Validation

- Secured partnership with 10 private clinics for direct fulfillment of out-of-stock prescriptions.
- 30 community pharmacists actively using the MVP to fulfill "unavailable" drug requests.
- 10+ Hospitals currently in onboarding discussions for Q1 2026 rollout.

- 180+ Urgent Requests/Day
- We've tracked 5+ "out-of-stock" medicine requests daily across 36 regional pharmacy WhatsApp groups.
- At a service fee of as low as N500 naira, we are on course to do 21million naira (\$14,000) this year only from whatsapp group pull.

- MVP Status: 95% Core Functionality Live (Request-Respond logic, Location tagging, Pharmacist verification).
- User Feedback Loop: Successfully pivoted from "Static Directory" to "Real-Time Push" model based on beta pharmacist feedback.

Team Overview



OSAKPOLOR OGIEMUDIA — FOUNDER & CEO

- PHARMACIst and PRO of the Young Pharmacists Group (YPG), Edo State. Holds the professional trust and social capital to onboard the supply side at scale.
- Former owner of mantle logistics firm partnered with Jumia Food and Chowdeck. Expert in "last-mile" friction and on-demand delivery.
- Self-taught developer who personally built the MVP to ensure the product perfectly mirrors the pharmacist's real-world workflow.



JUDAH AFIA — CO-FOUNDER & HEAD OF OPERATIONS

- Professional Nurse with direct experience in patient bedside care and clinical administration.
- Institutional Liaison: Leading the "Hospital-Pull" strategy and Point-of-Prescription Expert.



OSAROGIE OGIEMUDIA — CO-FOUNDER & TECHNICAL LEAD

- Systems Architect: BSc in Computer Science and MSc in Cybersecurity . Manages the MVP.
- Enterprise Experience: Proven track record with high-stakes institutions including the Central Bank of Nigeria and New Horizons.
- Advanced Engineering: Current Consultant for Oshen Ltd (UK), a robotics startup, bringing cutting-edge automation and systems thinking to the platform.

Milestones

Phase 1



Launch & Liquidity

- Full rollout across Nigeria with 300–500 verified community pharmacists, 100 pharmacies and 50 clinics.
- Aggressive social media and pharmacist-led referral campaigns.

Phase 2



Technical Moat

- AI Prescription Image Parsing. Patients take a photo; our AI extracts the drug name and dosage automatically.
- WhatsApp Bot that listens for requests in WhatsApp groups and pipes them into our logic, allowing us to "tap into existing money".

Phase 3



Market Dominance

Achieving meaningful usage metrics (repeat searches/fulfilled requests) to become the national standard for drug location.

What We Need (Ask)

- **Funding :** **\$70,000**

Native App Development: Transitioning our Progressive Web App to Native Android & iOS apps to ensure the instant push-notifications required for 100% pharmacist response speed.

The WhatsApp Bridge: Finalizing the bot that intercepts manual market requests and pipes them directly into our automated engine, tapping into existing national demand.

AI-Powered OCR: Deploying prescription and image parsing to eliminate user friction and speed up medicine discovery and assists elderlies who usually search by sending drug image.

Patient Acquisition & Awareness: High-intent traffic through targeted social media awareness campaigns and hospital-based QR referral systems to convert medical frustration into platform usage.

- **Strategic Acceleration**

We are seeking strategic mentorship, connections and network access to optimize our national go-to-market execution, navigate complex healthcare regulatory frameworks, and bridge the gap between our validated MVP and institutional-scale partnerships.



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