



# Pharma StackX

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

**Presented by:**  
**Osakpolor Ogiemudia, Founder**

# 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

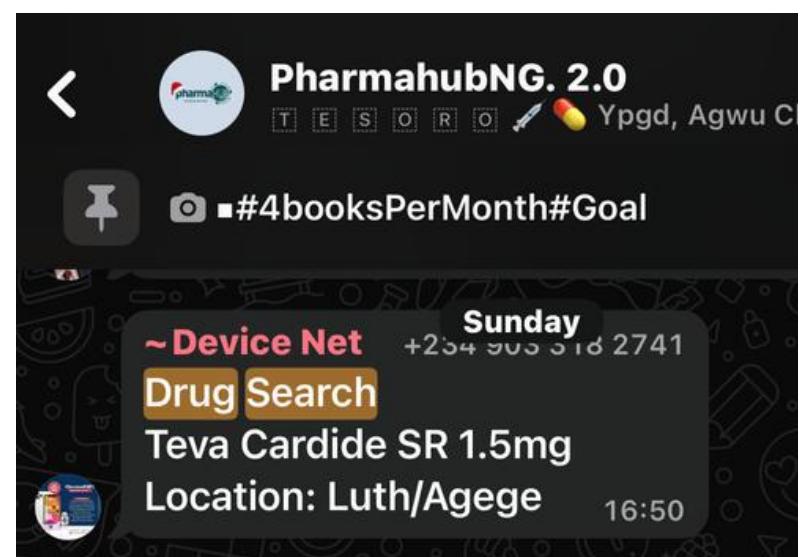
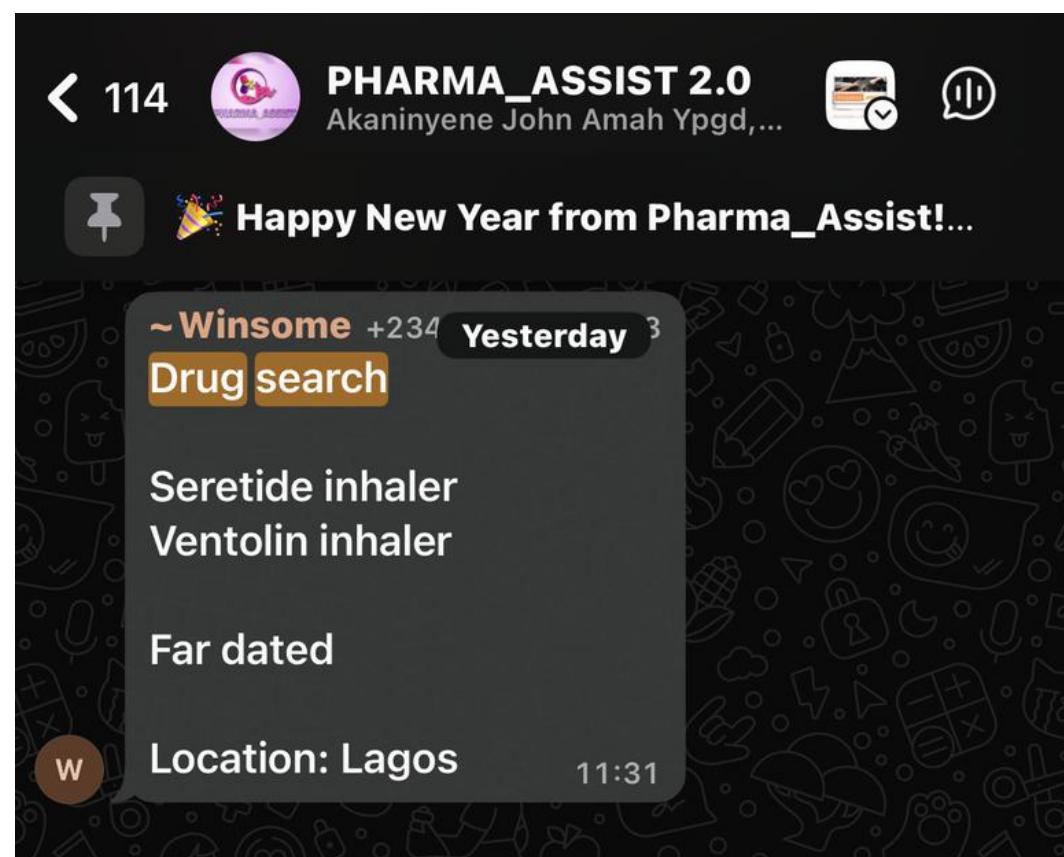
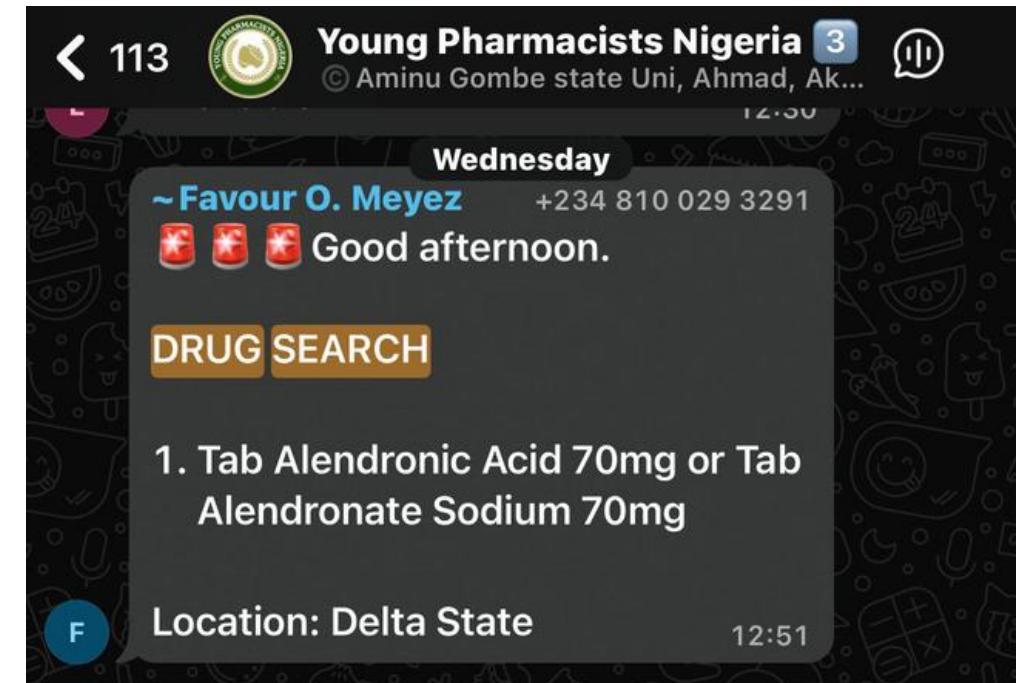
Market Validation:  
Attempts to fix the broken system.

- **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.**

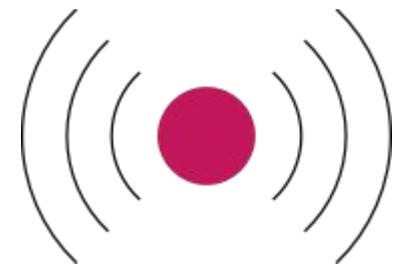
## They don't work!



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

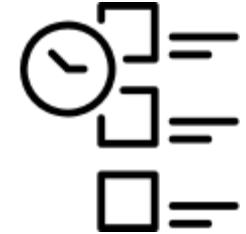
# Solution

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.

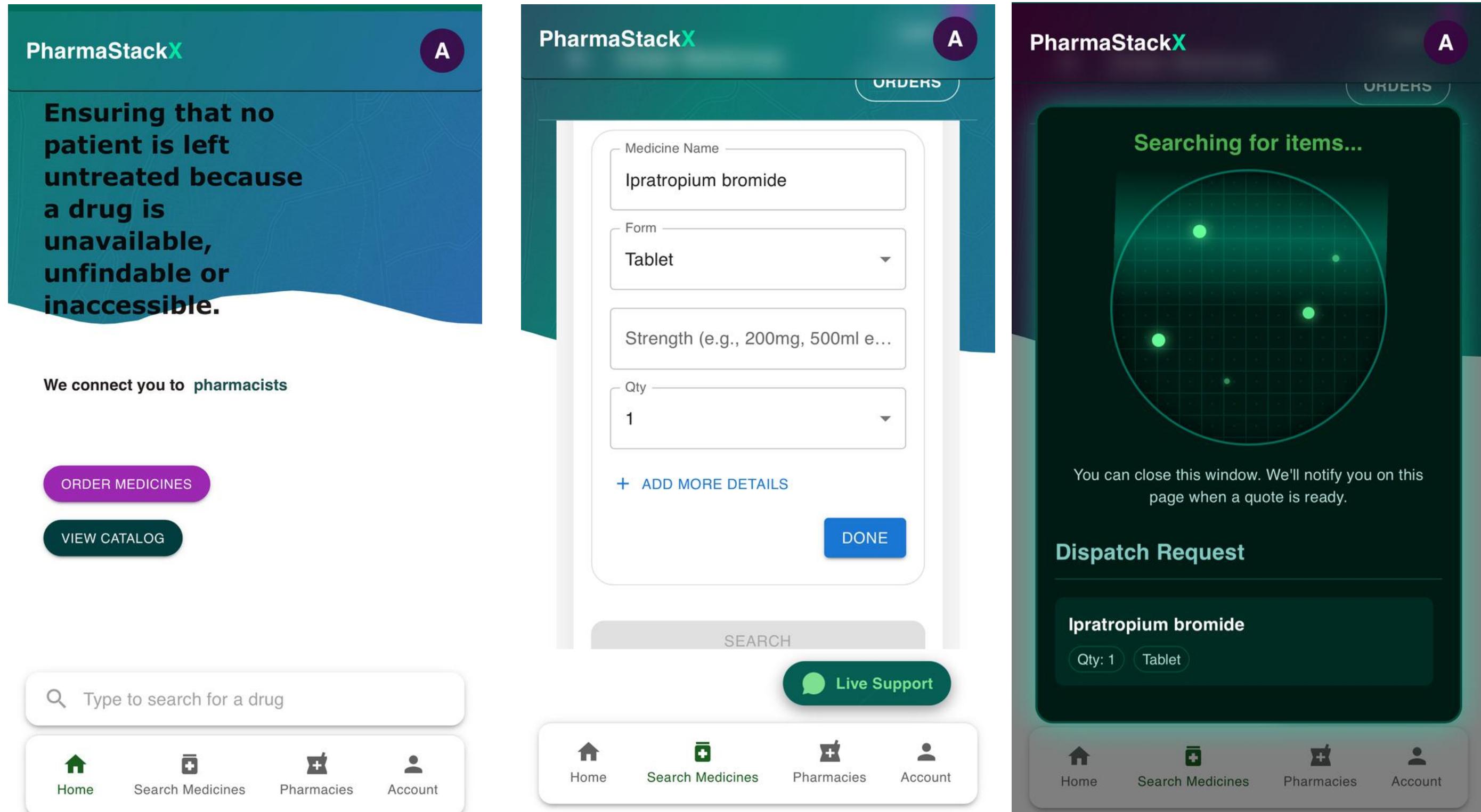


## Pharmacy Digitization

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](http://www.psx.ng) and search for a drug



The image displays three screenshots of the PharmaStackX mobile application, illustrating the user flow for placing an order.

**Screenshot 1: Home Screen**  
The screen shows the PharmaStackX logo at the top. A central message reads: "Ensuring that no patient is left untreated because a drug is unavailable, unfindable or inaccessible." Below this, a sub-message says "We connect you to pharmacists". At the bottom are two buttons: "ORDER MEDICINES" (purple) and "VIEW CATALOG" (teal). A search bar at the very bottom contains the placeholder "Type to search for a drug".

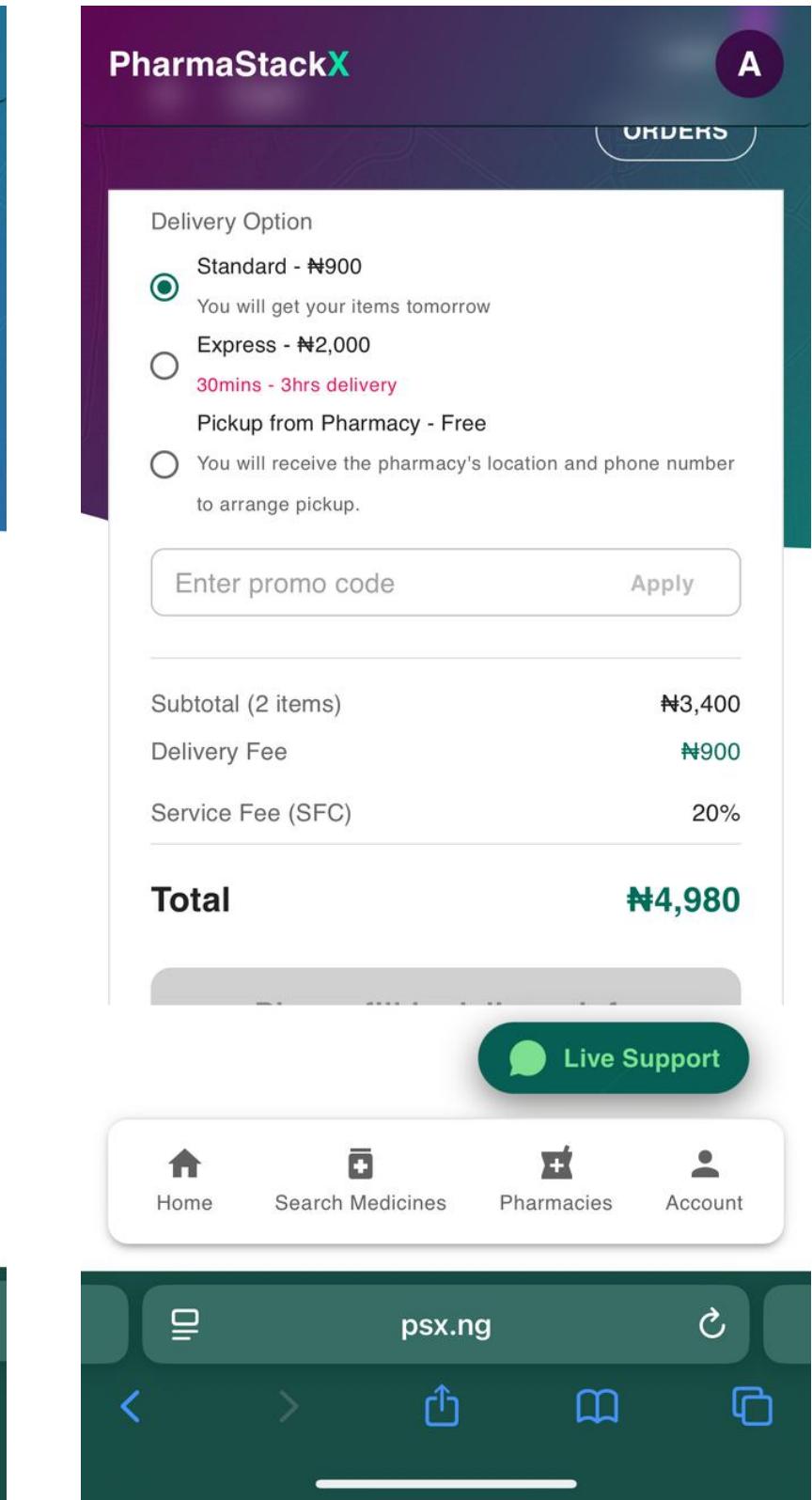
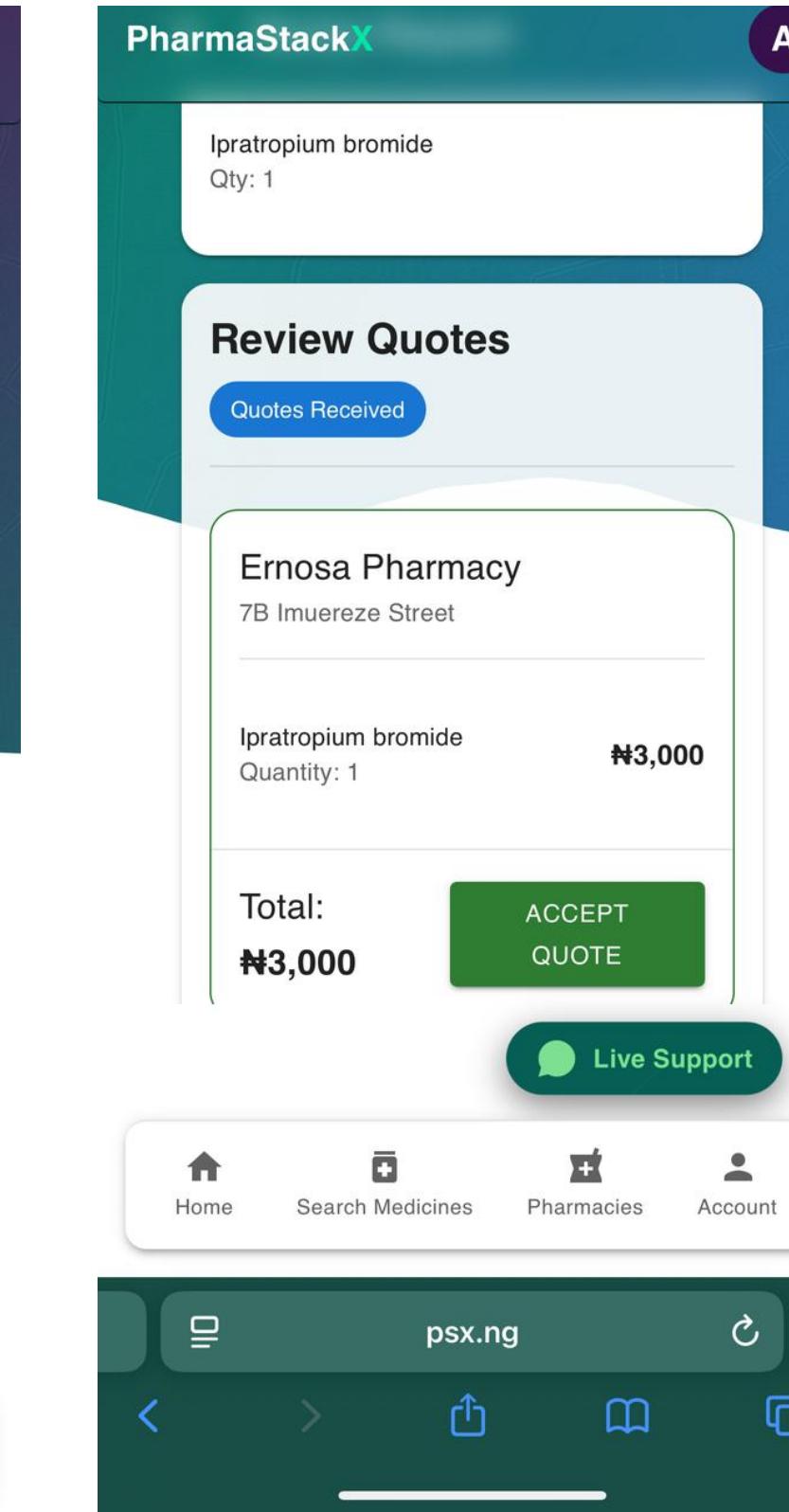
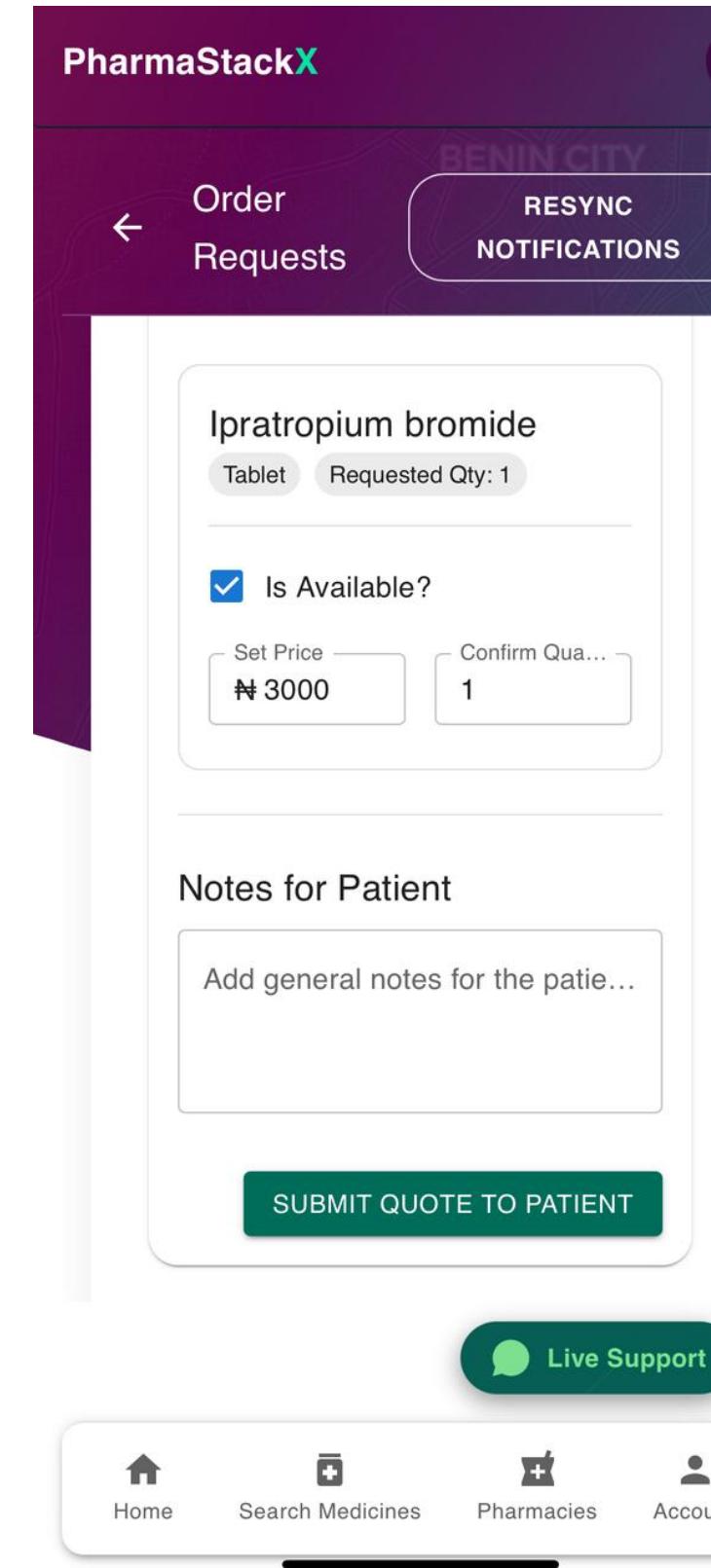
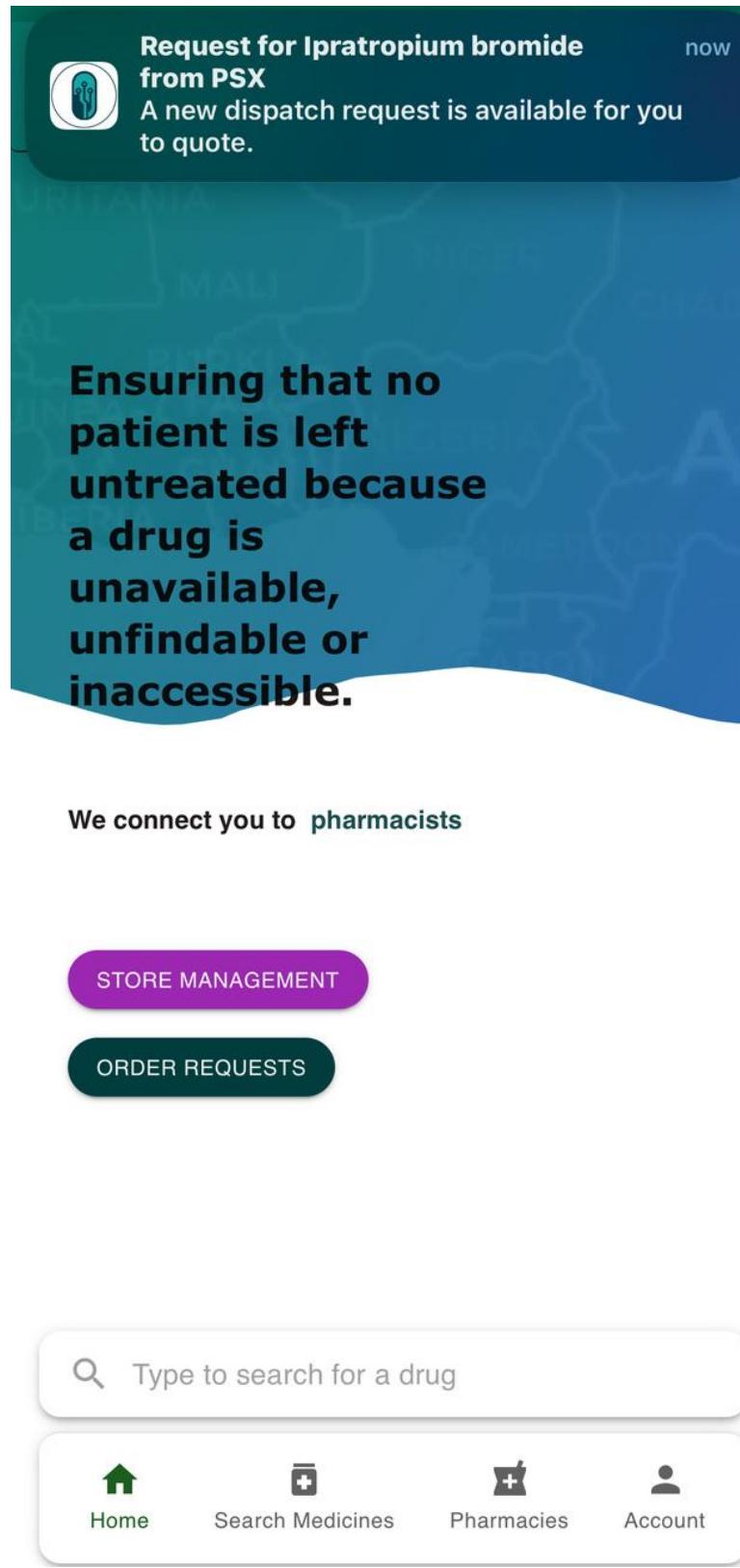
**Screenshot 2: Order Details Screen**  
This screen is titled "ORDERS". It shows a form for entering order details:

- Medicine Name: Ipratropium bromide
- Form: Tablet
- Strength (e.g., 200mg, 500ml e...)
- Qty: 1

A "SEARCH" button is located at the bottom of this form. To the right, there is a "DONE" button and a "Live Support" button with a speech bubble icon.

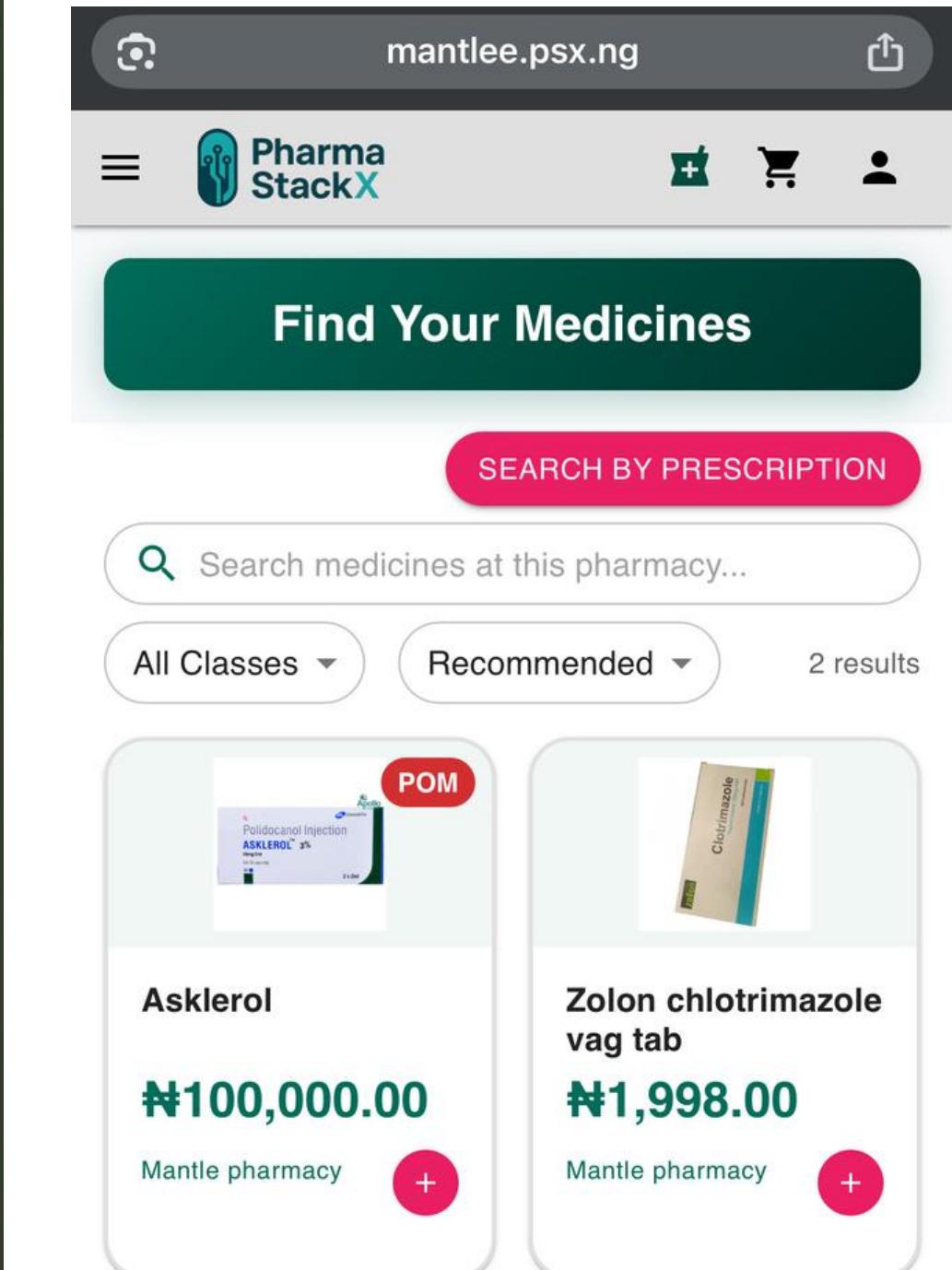
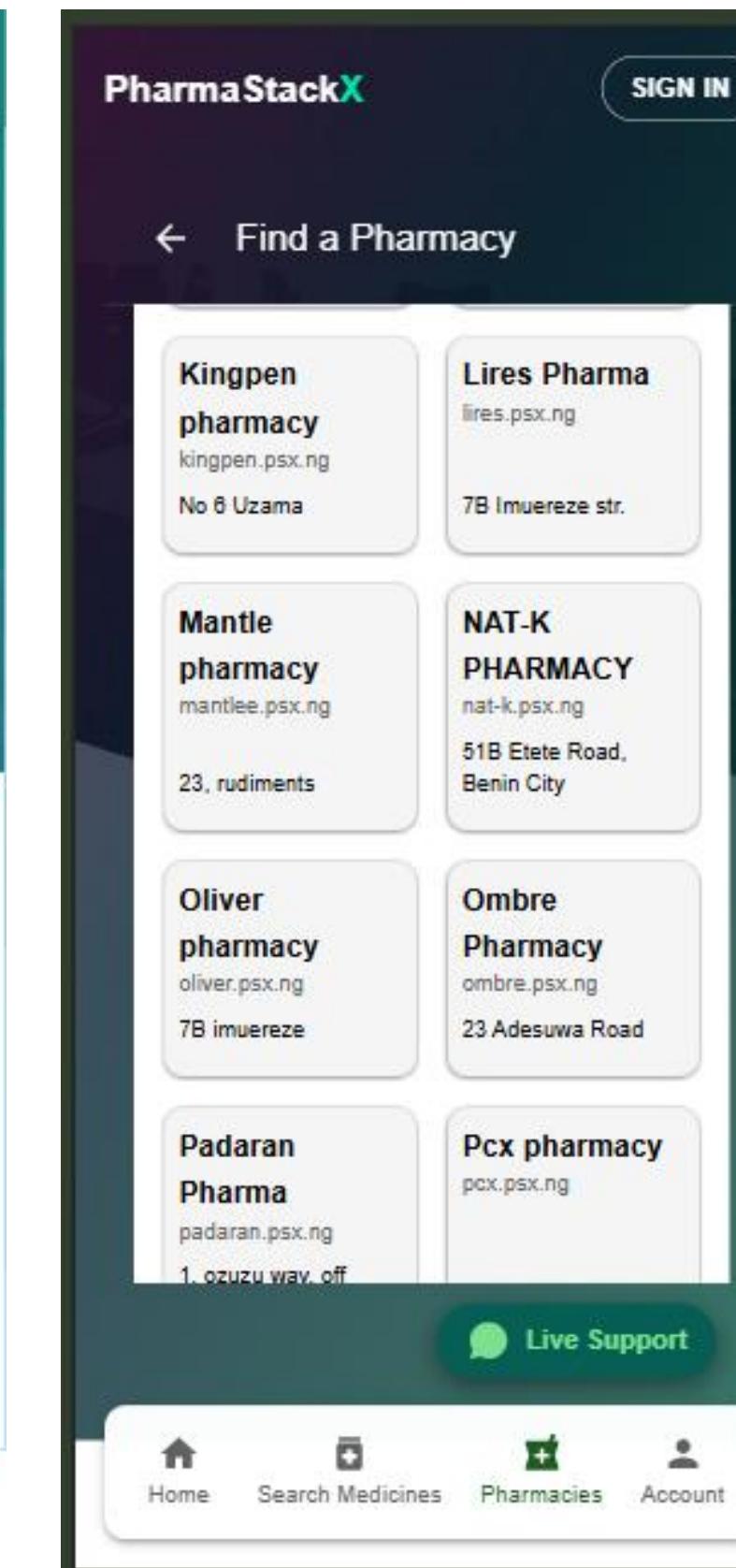
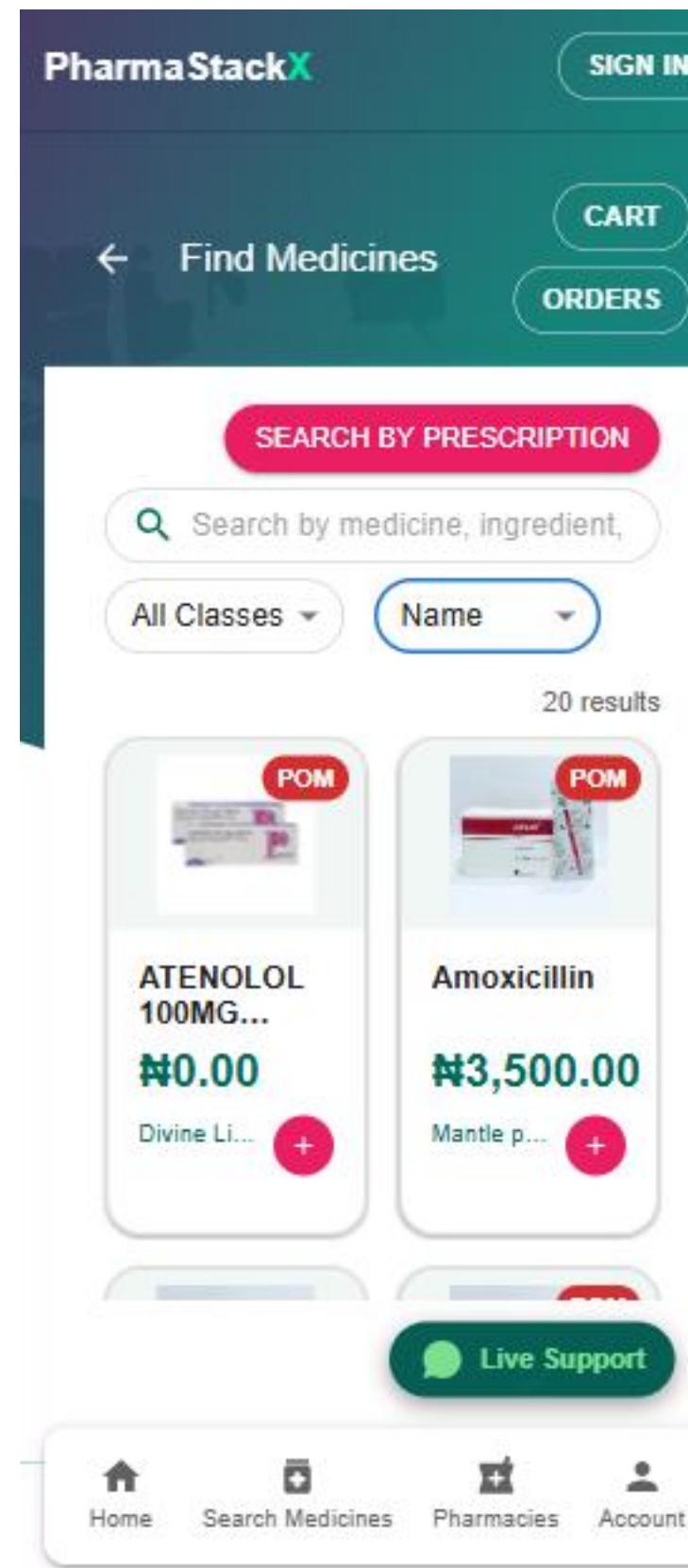
**Screenshot 3: Dispatch Request Screen**  
This screen is titled "Dispatch Request". It shows a large circular progress indicator with the text "Searching for items..." in the center. Below the circle, a message states: "You can close this window. We'll notify you on this page when a quote is ready." At the bottom, it lists the order details: "Ipratropium bromide", "Qty: 1", and "Tablet".

- 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

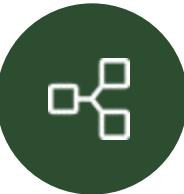


# Go-to-Market Strategy



## 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 elderlyies 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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