Technology For Healthcare
The Problem

17 Million people die per year in the world due to cardiovascular diseases.

- Hypertension (20% of the population)
- Diabetes (09% of the population)

85% of total deaths occur in developing countries.
Situation: The Cameroon

22 000 000 Inhabitants
Repartition of the Population

- Rural areas: 4554000; 21%
- Peri-Urban: 5016000; 23%
- Cities: 12430000; 56%

- 4000 new born babies die per year
- 70% of the population live with less than $10 per day

01/03 is affected

People Affected
- Not Affected: 20500000
- Affected: 1500000

120 000 000 People Affected
The Market: The Cameroon

- **3M Cameroonians** live abroad, they transfer **$600M** yearly to their families.

- 63% of the money transferred is for health, **$378M**.

- **HEART EXAMS**
  - A patient suffering from H.D spends about **$130** per year for Heart exams.
  - **$25 to $40** cash for an ECG.
  - **1.5 M** customers.

- **HEART EXAMS MARKET**
  - **195,000,000 USD**

- **HEALTH INSURANCE**
  - NO Health Insurance

- **HEALTH CLINICS**
  - 31 Big Hospitals
  - 22 clinics
  - 325 district hospitals

- **3M Cameroonianians** live abroad, they transfer **$600M** yearly to their families.
Factors and Consequences

60 Cardiologists for 22,000,000 people

- 100% of Cardiologists live and work in Cities
- 21% live in urban zone
- 79% peri-urban and rural zones

Difficulties for Patients living out of cities
- Longer, risky, expensive
The Solution/Innovation

Cardio-Pad™ Kit V .1
The Solution/Innovation

Cardio-Pad™ Kit V .1

Patented and recognized by WIPO
contains all accessories required to check the heart
Perform Telemedicine to diagnose remote over the 3G net work
1. Collect Patient’s Data using the Cardio-Pad.

2. Data is transmitted via the mobile phone network to the National Data Centre.

3. A cardiologist downloads the data on to his smartphone/tablet and interprets the reading.

4. The cardiologist sends a diagnosis and treatment instructions back to the nurse.

**HIMORE MEDICAL GLOBAL CARE SYSTEMS**

**Value Proposition:**
The Patient doesn’t need to travel to reach a cardiologist then saves time and money.
1. Hospital Side
   Collect Patient’s Data using the Cardio-Pad. Data are transmitted to the cardiologist over the 3G.

2. Remote Interpretation
   The cardiologist downloads the data on to his smartphone/tablet and interprets the reading.
The Revenue Stream A

Medical devices Manufacturing

- Professional Medical devices
- Personal Medical Devices
- Sell directly to customers or medical devices sellers

Cardio-Pad Kit $3000

Other ECG Devices on The Market

- NIHON KOHDEN Cardiofax, $2900
- BESTMAN ECG 213, 3000 euro
- ECG-PC Eolys, 2500 euro
- PHILIPS PageWriter TC30 5000 USD
The Revenue Stream B

Africa Cardiac Care, Healthcare Services for patients

Hosted by partner hospitals, clinics and pharmacies

Partners receive Cardio-Pad™ Kit Freely

Package: ECG, Blood Pressure, Oximetry, Glycaemia

Unlimitedly for 53 USD per patient per year

Sharing revenue with Medical centers and Cardiologists
Traction

One Patent from 2011 recognized by WIPO
First stock of 150 cardio-pads entirely sold
6000 ECG performed using Cardio-pad Devices
Currently 7 hospitals and 8 Cardiologists parts of the program
1623 registrations for the 6 month pilot.

Public-Private Partnership with Government to extend

Awards and recognition:
Best Africa Young Entrepreneur Attijariwafa Bank 2014
Best development initiative ATP 2014
Rolex Awards for enterprises 2014
Presidential Prize for science and innovation Excellence 2015
Africa Prize for Engineering Innovation 2016
**Financials snapshot**

<table>
<thead>
<tr>
<th>USD</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Cardio-pad kit sold</td>
<td>30</td>
<td>67</td>
<td>45</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Registered Patients</td>
<td>0</td>
<td>0</td>
<td>1,623</td>
<td>10,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>90,000</td>
<td>201,000</td>
<td>221,019</td>
<td>635,000</td>
<td>1,430,000</td>
</tr>
<tr>
<td>Total Expenses BITDA</td>
<td>39,200</td>
<td>100,000</td>
<td>100,000</td>
<td>324,273</td>
<td>620,662</td>
</tr>
<tr>
<td>EBITDA</td>
<td>50,800</td>
<td>101,000</td>
<td>121,019</td>
<td>310,727</td>
<td>809,338</td>
</tr>
<tr>
<td>EBITDA Margin</td>
<td>28.32%</td>
<td>50%</td>
<td>54%</td>
<td>46.33%</td>
<td>59.82%</td>
</tr>
</tbody>
</table>

**Ask:** USD $1,144,935 equity for 25% of the Company  
**Use:** Production of 200 Cardio-pad kits, Salary for employees, Sellers, Cardiologists, Housing fee for hospitals, Employee-related Expenses, Communication, Office Expenses, and Rent.
Financials snapshot cont’d

Business Previsions

Revenue from the selling of Cardio-pads and Africa Cardiac Care Service

Himore Medical’s Financial Highlights 2016-2019

<table>
<thead>
<tr>
<th></th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
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</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$0,00</td>
<td>$500,000,00</td>
<td>$1,000,000,00</td>
<td>$2,000,000,00</td>
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<tr>
<td>Expenses &amp; costs</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
</tr>
<tr>
<td>Minimal Net Profit</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
</tr>
<tr>
<td>Net Loss</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
<td>$250,000,00</td>
</tr>
</tbody>
</table>

Profits EBITDA:
- FY 2017: $101,000
- FY 2018: $121,019
- FY 2019: $310,727
- FY 2020: $809,338
Competitors
Urban Hospitals and clinics with cardiologists: Pose a competition for the Africa Cardiac care program

Better Product
MOBILE DEVICE
DIGITAL ECG
TETELEDICIDE OVER 3G
FAST DIAGNOSIS
SQL DATABASE
EASY TO USE

Better Strategy
C.A
PUBLIC SCREENING CAMPAIGNS
WORKING WITH NURSES
MOBILE SALES TEAMS
PARTNERSHIPS
DIGITAL C.A

Better Service
CHEAPER
COMPLETE
UNLIMITED EXAMS
MANY POINTS OF SERV
MANY CARDIOLOGISTS
REGULAR FOLLOW-UP
SCALABLE

Himore medical is a proprietary company that assembles cardio-pads
The platform on-boarding strategy

Cameroon Acquisition Goal:
GET $+0.7\%$ of the Market/Year:

10,000 new Persons enrolled/Year (Cameroon)

11 Employees
Supervisors
Himore Medical Staff

20 Sales Managers
Chosen between the teams

40 MOBILE Sales agents
Nurses, In charge to enroll Patients

50 Hospitals

50 Cardiologists
Digital strategy:
Customer acquisition

Cameroon: 9,000,000 users
4,000 new subscribers/year

Internet User

Email Address, Name etc..

Name@........

Social Media
Web Stores
Companies
Hotel/Flight reservation

Online Partners

Commission

Sharing Emails And infos

Acquisition
Future Plan 2020

Africa Cardiac Care:

- **80,000** Subscribers
- **200** Sales Mobile Agents
- **30** sales Managers
- **150** Points of Services
- **50** Cardiologists
- **05** representatives / Country

5 Countries:
- Cameroon
- Burkina Faso
- Kenya
- R D Congo
- Nigeria

5 Countries:
- Put 250 new Cardio-pads on the market
- Add More Exams in The Package
- Market the Ultra-Tab
- Sell 300 ECG Holters
The Front Line Team:

Arthur ZANG CEO Software design engineer.
Dr Boombhi Jerome CMO Cardiologist
Dr Ndo Olivier Interpreter Cardiologist
Dr Ngo Tjen Supervisor/ interpreter Cardiologist
Nna Salomon Electrical engineer
Bidja Raissa Accountant
Sabobe Diane Project Writer
Tonye Felix Electrical engineer
Ulrich Hatman Software Design engineer
Nkomo Thomas Chief Accounting department

www.himore-medical.com or www.africacardiacare.com
Présentation de la Z-card

Avantages :

Inclusion Financière :
- Bancarisation des Petits Commerçants
- Statistiques Globales du Commerce

Retraits de Cash grâce à des machines compatibles
Exécution du projet

Implémentation d’une usine de production à Yaoundé

- Développement des logiciels de production des cartes à puce à très haute fréquence
- Production des cartes adossées de plusieurs comptes Mobile Money
- Conception des terminaux de paiement mobile
Exécution du projet

Implémentation d’une usine de production à Yaoundé
Thank you

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