



Technology For Healthcare

The Problem

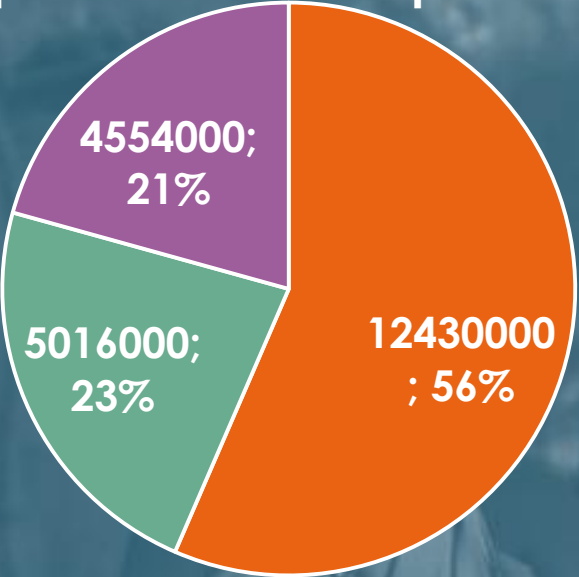
17 Million people
die per year in the world due
to cardiovascular diseases

85% of total deaths occur in developing countries

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

Situation: The Cameroon

22 000 000 Inhabitants
Repartition of the Population



■ Rural areas ■ Peri-Urban ■ Cities



01 / 03
Is affected



4000
new born babies
die per year



70%
of the population
live with less than
\$10 per day



The Market: The Cameroon

Big Hospitals clinics district hospitals



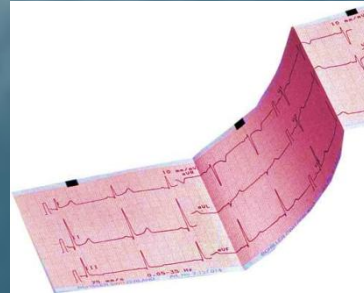
31



22



325



NO Health Insurance
\$25 to \$40 cash for an ECG



A patient suffering from H.D spends about \$130 per year for Heart exams

Heart exams a market of **195,000,000 USD** with **1.5 M** customers

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

63% Of the money transferred is for health **\$378M**

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

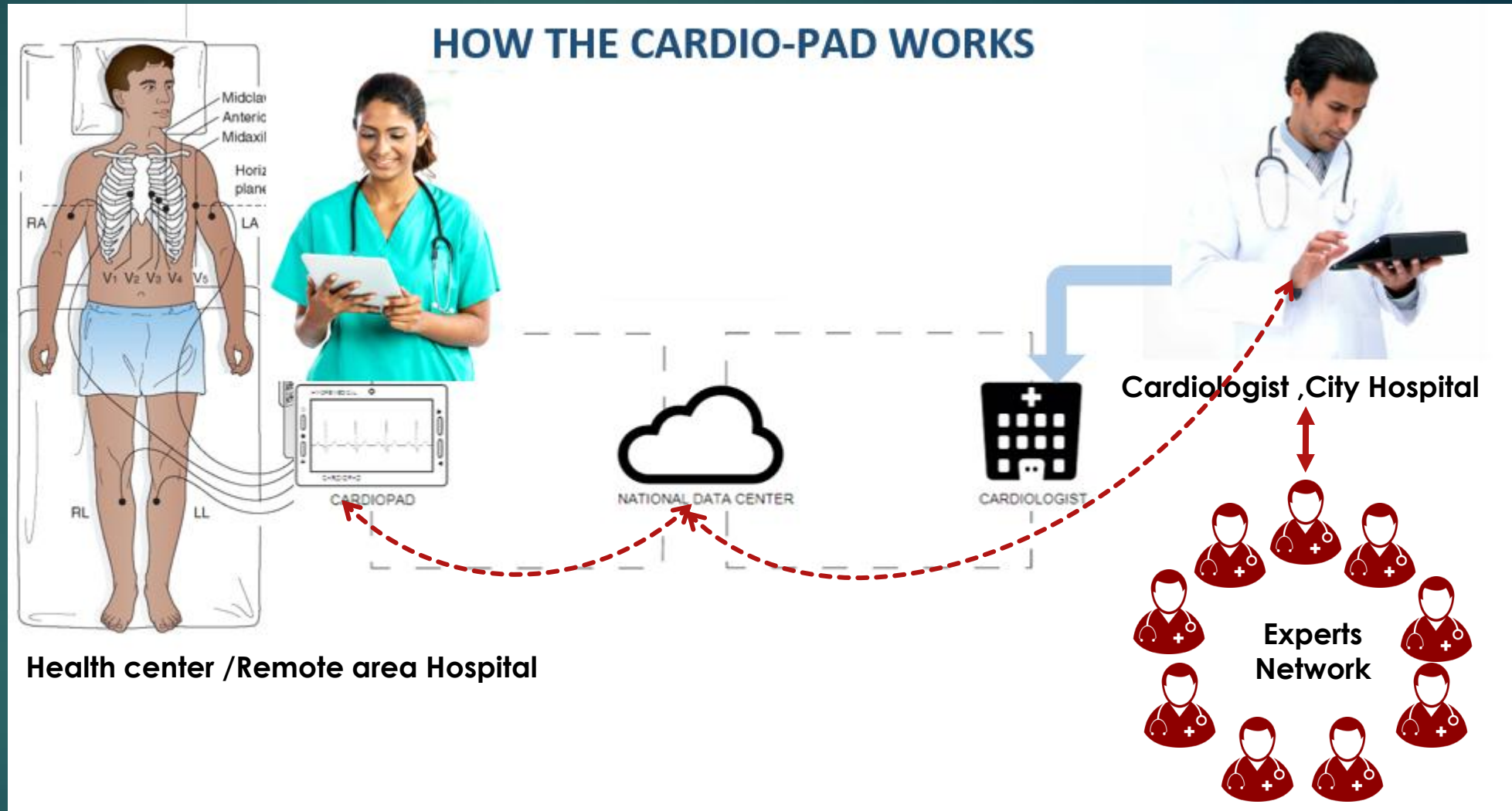
contains all accessories required to check the heart

Perform Telemedicine to diagnose remote over the 3G net work



HOW IT WORKS

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

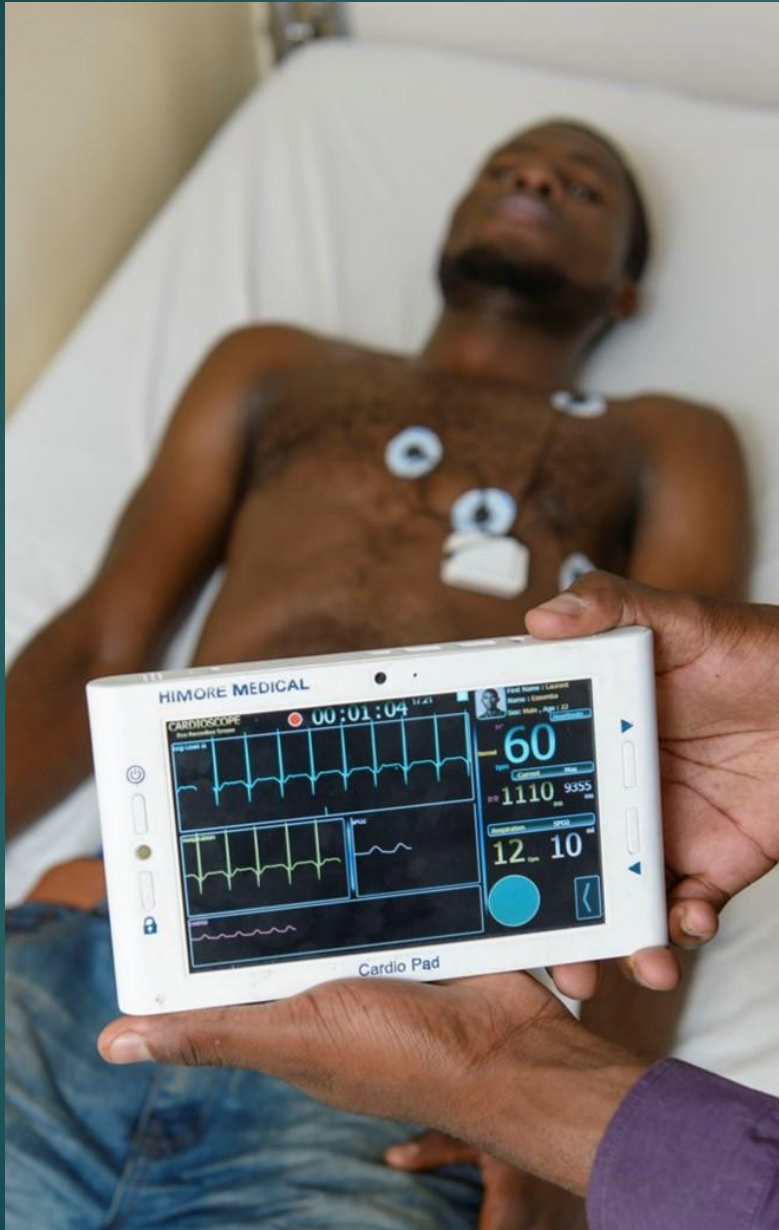
Value Proposition :

The Patient doesn't need to travel to reach a cardiologist then saves time and money

HOW IT WORKS

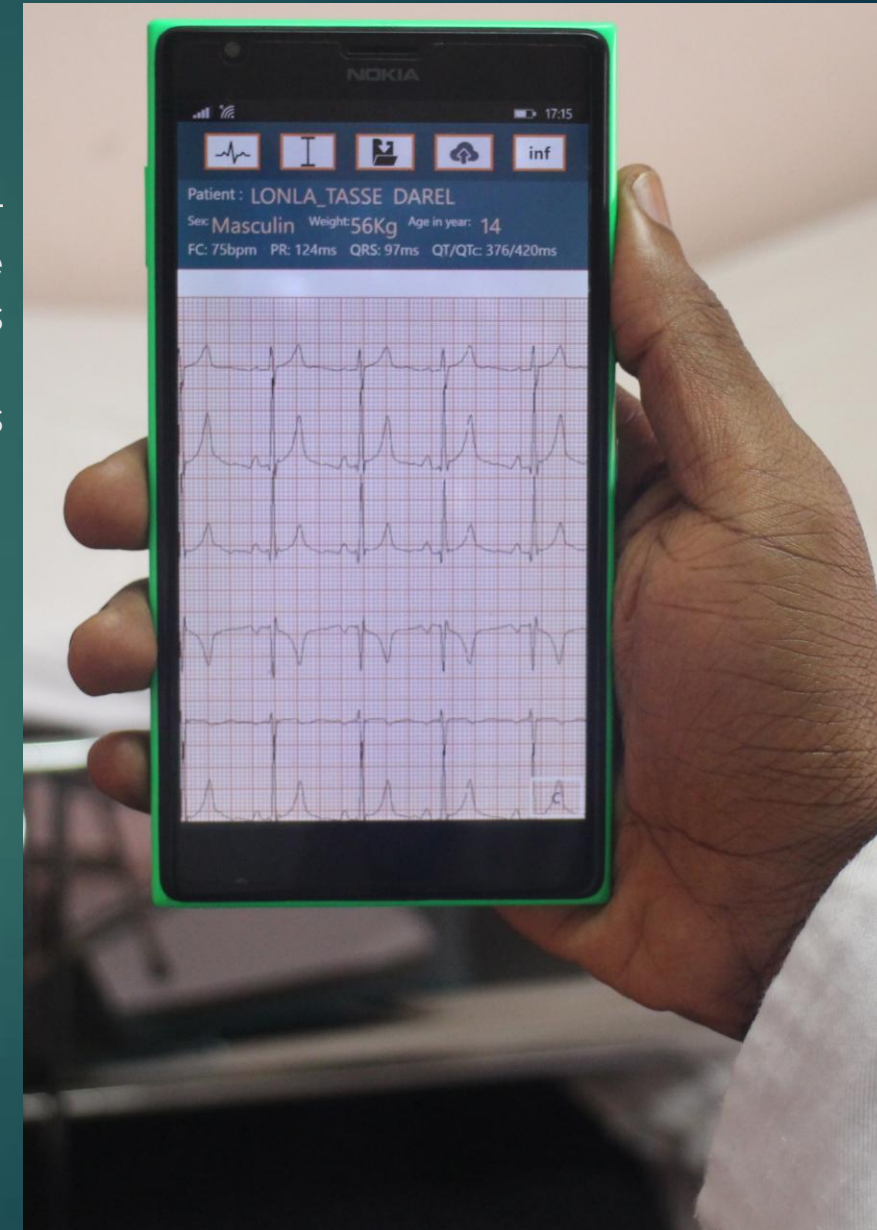
1. Hospital Side

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.

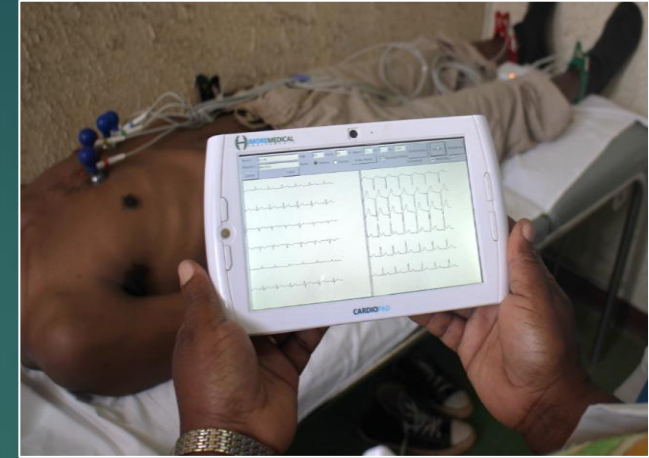


The Revenue Stream A



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

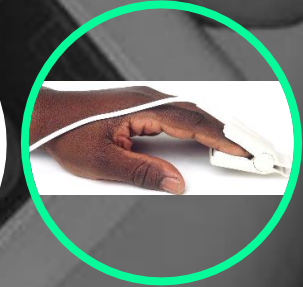
Sharing revenue with Medical centers and Cardiologists



1



2



3



4

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

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

Ask : USD 1,144,935 equity for 25% of the Company

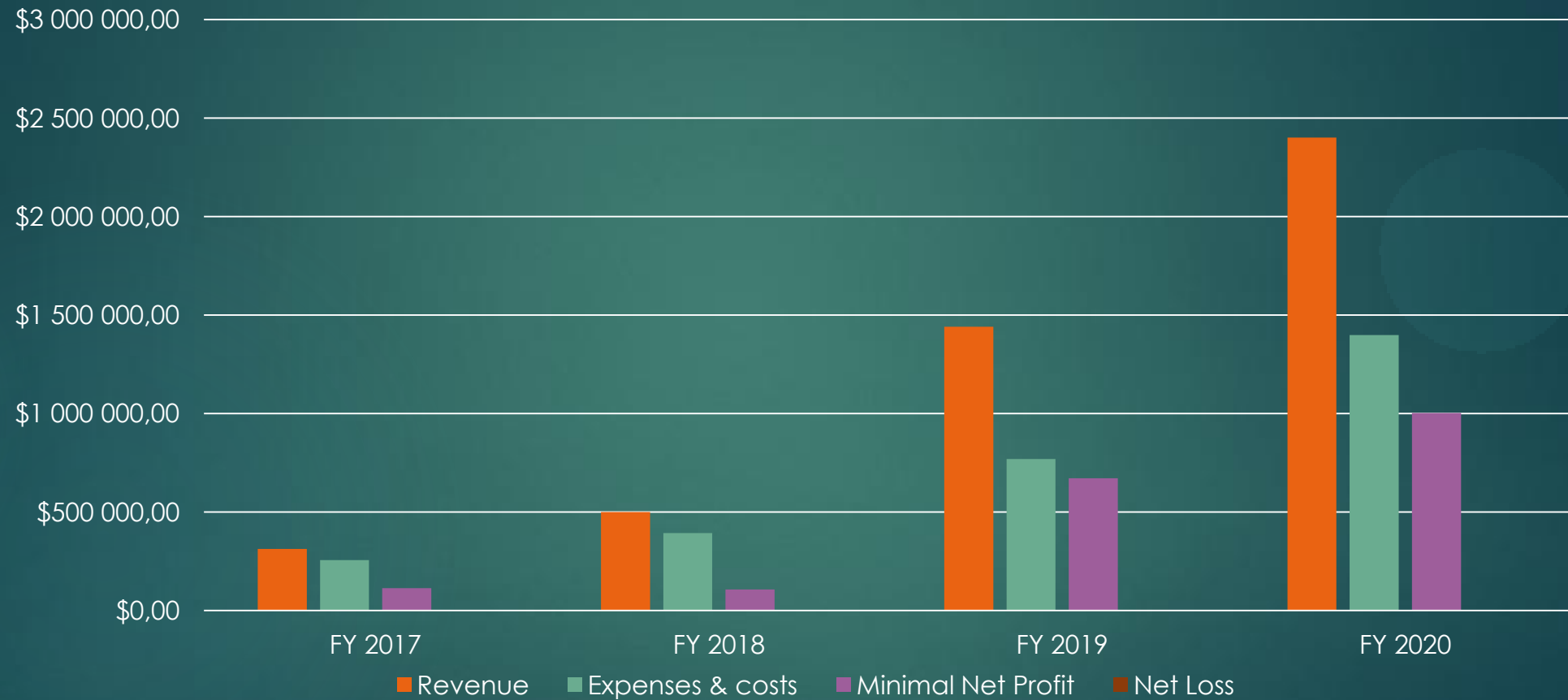
Use : Production of 200 Cardio-pad kits , Salary for employees, Sellers, Cardiologists ,Housing fee for hospitals, Employee-related Expenses,Communication , Office Expenses , and Rent.

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



Profits EBITDA : \$101,000

\$121,019

\$310,727

\$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 Service



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



Better Strategy
C.A



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

Himore medical is a proprietary company that assembles cardio-pads

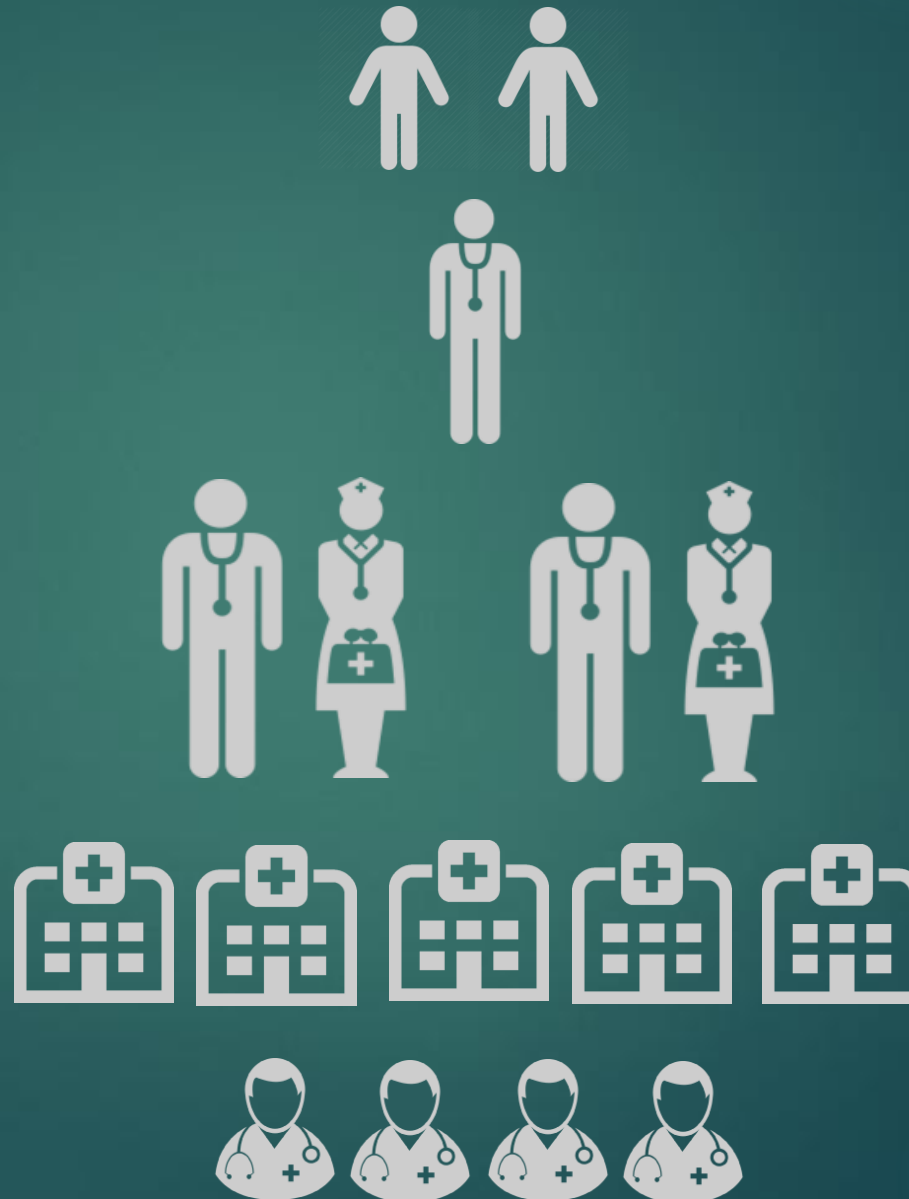
The platform on-boarding strategy

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

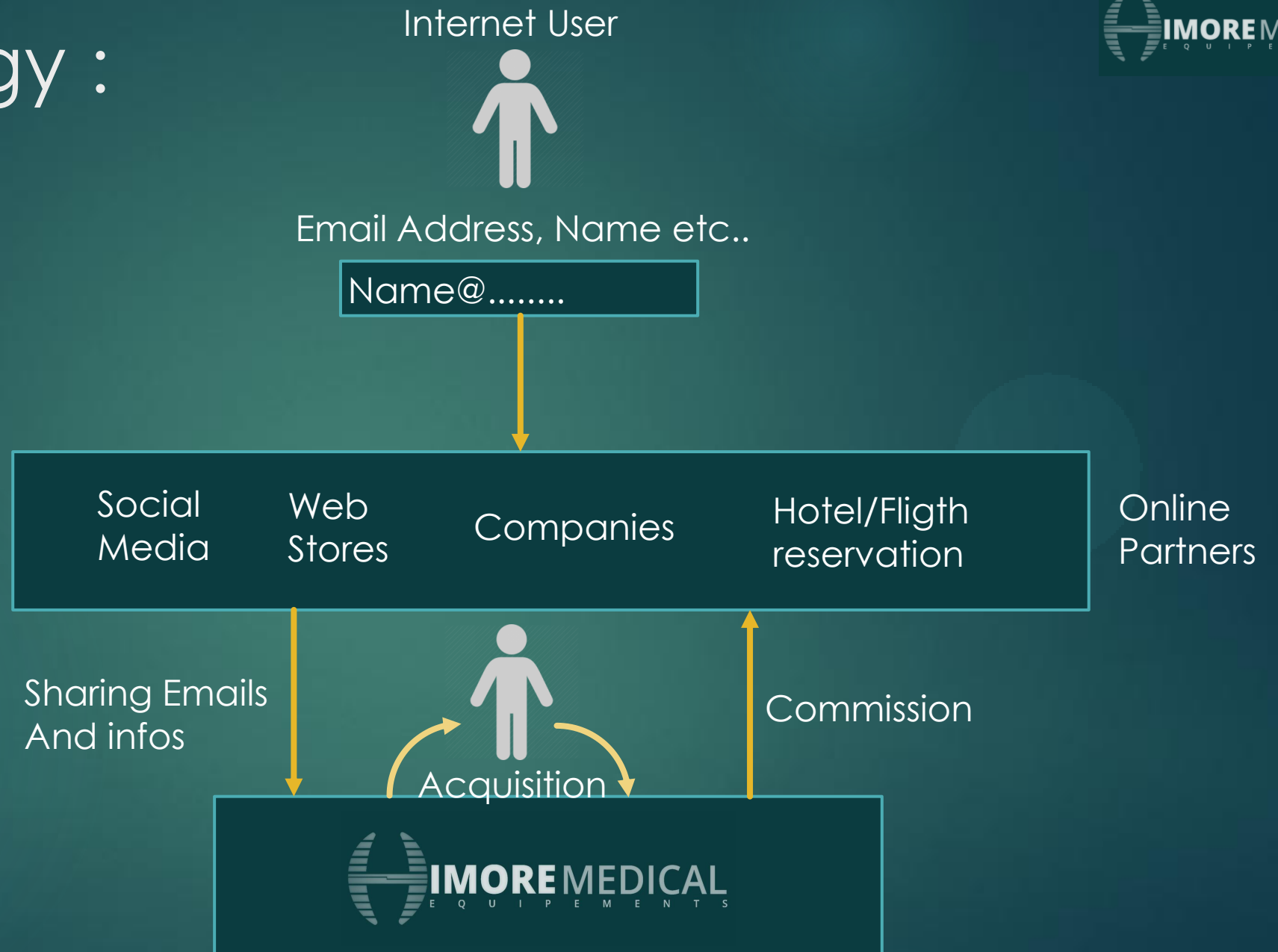
Digital strategy :

Customer acquisition

Cameroon :
9 000 000 USERS



4.000 new
Subscribers/Year



Future Plan 2020

Africa Cardiac Care :
2020



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

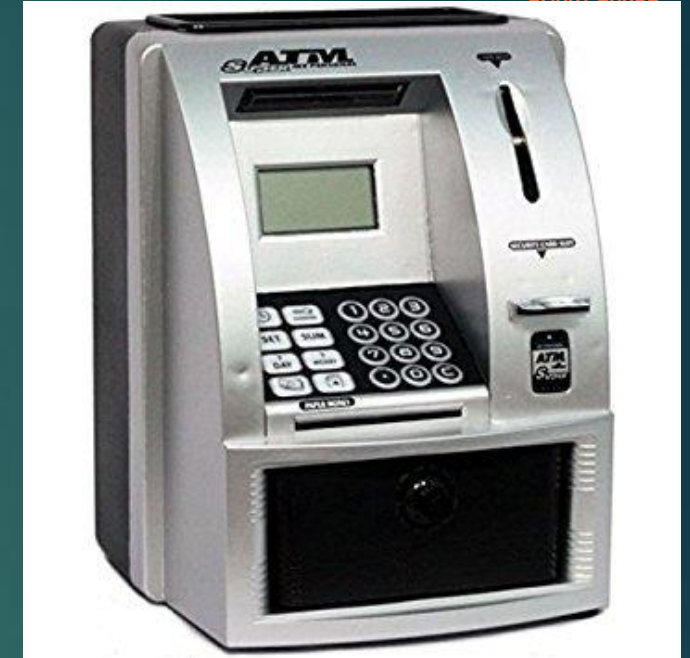
Présentation de la Z-card



Avantages :

Inclusion Financière :

- Bancarisation des Petits Commerçants
- Statistiques Globales du Commerce



Retraits de Cash grâce a 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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