

PROSPER AFRICA

A U.S. TRADE AND INVESTMENT INITIATIVE



**Investing in Africa's Women Tech Founders and Portfolio Managers
Company Deal Book**



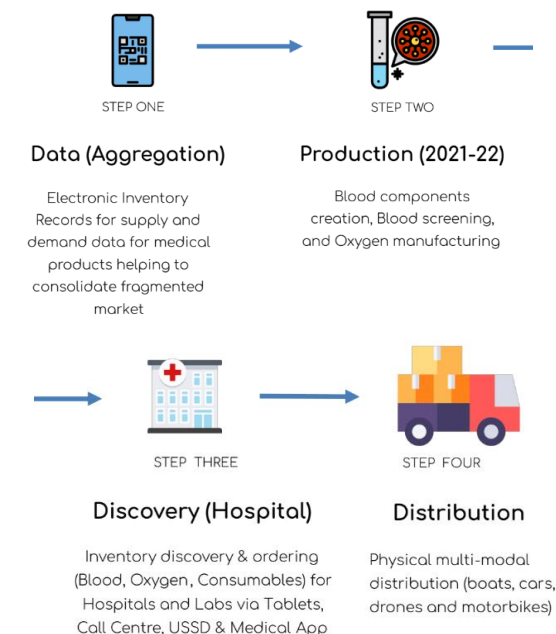
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LifeBank aims to save lives across Africa by delivering supplies like blood, oxygen, medical samples, and rare medicines to everywhere and at any time. The company delivers supplies to hospitals in Africa using technology and multi-modal distribution platform.

Country/Region	Nigeria
Sector	Healthcare
Fundraise Size	US\$10.0 million (Debt and Equity)
Description	LifeBank is a medical supply chain company connecting hospitals, clinics and labs with critical supplies at the right time, delivered in the right condition, faster, cheaper, and safer. The company has a strong relationship with Johnson & Johnson having won the J&J Africa Innovation Challenge, partnered with J&J to provide COVID testing and is also a research partner with J&J
Management	Temie Giwa-Tuboson (CEO) Tunde Dada (CFO) Dara Osibo (COO)
Select Partnerships & Investors	   



The problem

Africa faces a twin health crisis:

(i) A high existing disease burden and (ii) fragile health systems, which cannot sustain routine service delivery and critical care, leading to unnecessary loss of life.

Lack of reliable high-quality medical commodities and equipment accounts for 1/3* of the healthcare problems faced on the continent.

*second only to lack of healthcare infrastructure funding.

McKinsey & Company estimate that outbreaks such as Ebola cause up to 40% reduction in healthcare delivery

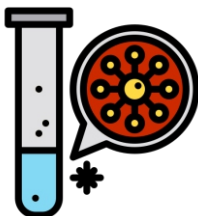


Our Solution

LifeBank addresses these problems through a suite of solutions for healthcare providers & patients.



STEP ONE



STEP TWO



STEP THREE



STEP FOUR

Data (Aggregation)

Electronic Inventory
Records for supply and
demand data for medical
products helping to
consolidate fragmented
market

Production (2021-22)

Blood components
creation, Blood screening,
and Oxygen manufacturing

Discovery (Hospital)

Inventory discovery & ordering
(Blood, Oxygen, Consumables) for
Hospitals and Labs via Tablets,
Call Centre, USSD & Medical App

Distribution

Physical multi-modal
distribution (boats, cars,
drones and motorbikes)

Supply Management

Demand Management

Distribution

Unique Selling Point

LifeBank has re-imagined critical medical distribution by building a network that reduces the price of goods sold while connecting hospitals to supply regardless of their location, making them Affordable, Accessible and Available



Production & Distribution
(Life science company & production)



Multi-Modal Delivery
Avg delivery time <45mins



Multi-Channel
(No internet required for rural customers)



Multi-Language Support
(24/7 customer service)



Data & Analytics
(Cheaper Goods & Cross subsidisation)









Easy to Deploy
(No tech costs to hospitals)





Neopenda is innovating needs-based medical technologies for emerging markets with a scalable patient monitoring system. The company reinvests most of its profits to achieve sustainability and ensure fulfilment of its mission of bringing innovative needs-based products to underserved populations in an impactful and sustainable way.

Country/Region	Kenya & Uganda with plans to expand in Tanzania, Nigeria, Rwanda and Ethiopia
Sector	Healthcare
Fundraise Size	US\$2.0 million (Convertible debt)
Description	Neopenda is a medical device company for high-growth emerging markets. Neopenda's first product: a wearable vital signs monitor for newborns. The product was adapted for adults to monitor Covid-19 patients.
Management	Sona Shah (CEO) Teresa Cauvel (CTO)
Select Partnerships & Investors	     



Health equity is a fundamental right globally



Where you live should not determine whether you live.

Whether you are a newborn in a Ugandan hospital, or an elderly resident at a nursing home in the US, all patients deserve access to high quality medical care.

A top priority: identifying a patient is in distress

1. Identify
suspected
cases faster

e.g. COVID+ patients

2. Triage and
assess disease
severity more
effectively

3. Guide
therapy
while protecting
clinicians

Introducing neoGuard: A scalable patient monitoring system



Wireless central monitoring dashboard



Real-time alerts for patients in distress



Patent-pending reusable wearable vital signs monitor measuring:



Pulse rate



Oxygen saturation

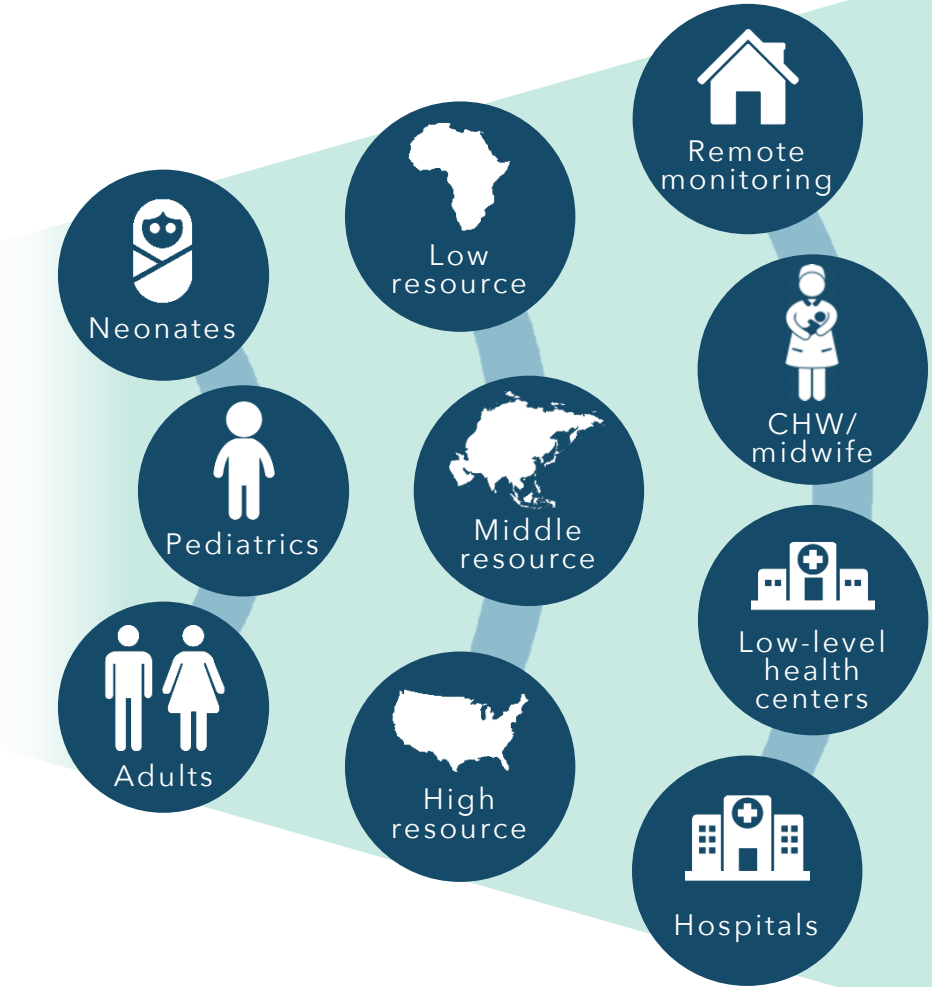


Respiratory rate



Temperature

By first tackling neonates & low-resource settings, neoGuard is, by design, adaptable to all use cases, resource levels, and geographies.





Many African informal apparel retailers lack the technology, logistics and capital to thrive and scale. ZUMI solves this problem by putting eCommerce technology in the hands of these informal traders. The company connects apparel wholesalers and retailers, many of them women-owned, in a transparent, affordable marketplace.

Country/Region	Kenya (Planning to expand to Tanzania and Uganda, followed by West Africa)
Sector	Textiles and Apparel
Fundraise Size	US\$5.0 million (Debt and Equity)
Description	ZUMI is a B2B ecommerce solution for Africa's \$31 billion apparel market. ZUMI connects apparel retailers directly to suppliers, eliminating wholesalers and brokers, ultimately making apparel cheaper to the end buyer. By digitizing this informal market, ZUMI is able to evaluate retailers for financing, and further unlock their growth potential
Management	William McCarren (CEO) Sabrina Dorman (CFO) Eric Njogu (General Manager)
Select Partnerships & Investors	    

Order Online



Mobile platform enables retailers to restock at the click of a button.

Easy Logistics



ZUMI makes delivery to retailers hassle-free.

Growth Capital



ZUMI evaluates retailers for credit to scale the growth.

Low Prices



Sourcing in bulk enables ZUMI to offer lower prices to retailers.

The Problem

ZUMI°

Apparel retailers lack the **technology, logistics** and **capital** to scale.

Reina owns a small store. But, Reina's growth is slow...



Inflated **Cost
of Goods**



Inefficient
Logistics



No Access
To **Capital**

The Solution

ZUMI°

ZUMI puts eCommerce technology in the hands of informal retailers.

Order Online



Mobile platform enables retailers to restock at the click of a button.

Easy Logistics



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Business Model

ZUMI°

A lean, asset-light model that's built for scale.

1



Sales agents onboard retailers and propose the best products.

2



Retailers order on mobile or with an agent.

3



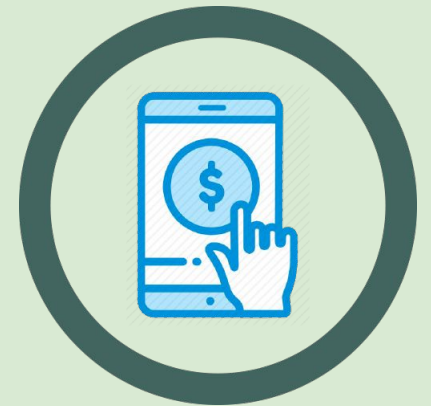
ZUMI collects orders from suppliers early each morning.

4



ZUMI delivers same day and takes a 15% commission.

5

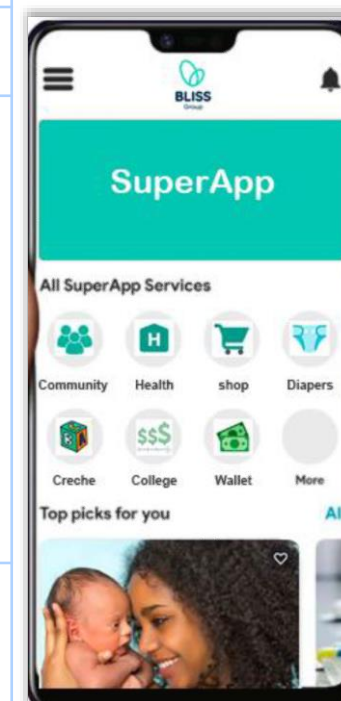


Customers pay on delivery with mobile money.



Pregnant women and mothers in Africa are increasingly online, but struggle to find the support, products, and services they need. Bliss Group is a support community and marketplace for maternity and early childhood products focused on expansion in Africa.

Country/Region	Nigeria and Kenya
Sector	Healthcare
Fundraise Size	US\$1.0 million (Equity)
Description	<p>Digital application combining an online community with resources, local content, commerce and services to help pregnant women and mothers improve health and wellbeing outcomes. The company currently operates through three channels but has plans of becoming a super app:</p> <ol style="list-style-type: none"> 1. BabyBliss: Mom and baby online business offering a large collection of baby products from infants to toddlers from trusted local & international brands 2. MumsVillage Shop: One-stop-shop to for buying a curated selection of mom and baby products delivered straight to customers' doorsteps 3. MumsVillage: Online community and content platform with 150K+ users targeting expectant women
Management	<p>Toyin Bajomo (CEO Nigeria)</p> <p>Millicent Muigai (CEO Kenya)</p>
Select Partnerships & Investors	



Problem

The motherhood journey in Africa has not benefited significantly from the growth in technology.

How do I adequately meet my baby's needs while taking care of myself?

Global platforms do not often address African cultural norms or local context

Higher levels of social support during pregnancy significantly reduces the risks of post-partum depression



Where can I conveniently buy safe and affordable products for my baby?

Extremely fragmented market with inconsistent product availability at affordable price points

70% of mother & child care products in Nigeria open market are counterfeit & have not passed safety standards

Solution

We have created an omni-channel platform that allows engaged communities, educated by relevant local content to access trusted products and services that meets their needs.

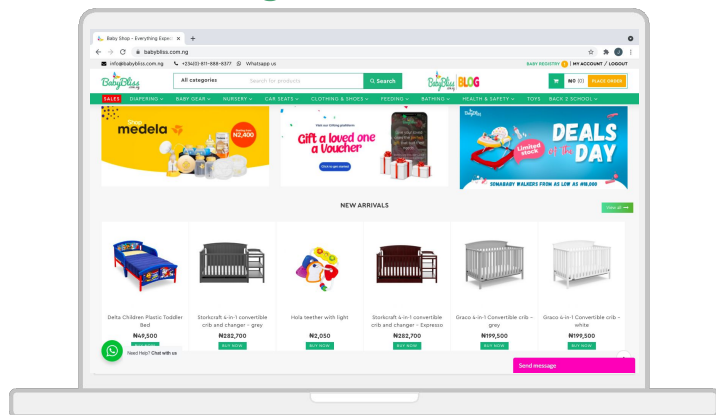


Products



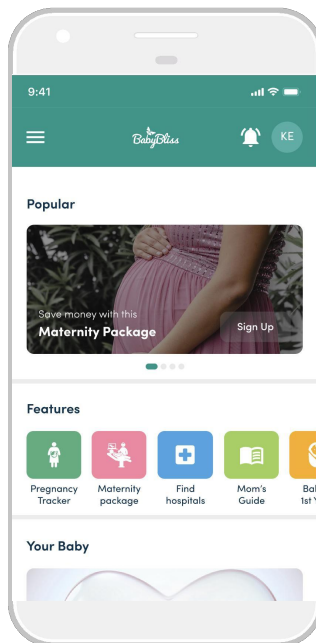
We've built communities and launched successful commerce and content platforms in Nigeria and Kenya

Digital Commerce



- Pregnant women and mothers (PWMs) join communities <3 months pregnant, start shopping at 7 months

Super App



Experience Outlets



- Average basket size \$80, Margins 25%
- Pre-Baby Spend: \$500 - 1000

Business Model (Products)



We're growing market share and increasing our margins by introducing branded quality products at more desirable price points

Key Partnerships

medela 

Licensed Distributor
(NG)

SKIP*HOP

Licensed Distributor
(NG)

evenflo

Licensed Distributor
(NG)

 **Somababy**

BabyBliss Own brand
(NG) (KE)

asalvo

Launched Pilot
(NG)

TOYBOX
Changing the world
for street children

Licensed Distributor
(KE)

Top Selling Products

- Baby Gear - Car seats
- Feeding - Breast Pumps
- Diapering
- Bath & Potty

Our focus is on growing the high margin, underserved categories like **fashion, nursery** and **maternity** as well as unlocking economies of scale in the traditionally low margin areas.

Business Model (Services)



We will earn 10% - 15% commission on every service offered on our platform.

Pilot Maternal Health Service

- Offers lower cost policies compared to traditional insurers
- Full coverage from start of plan unlike many insurers who don't cover the first 12 months after sign up
- Instalment payments
- **Avg. Sale \$755**

Future revenue streams

- Immunization packages
- Health Insurance
- Nanny matching
- Telehealth
- Savings & investments

Key Partnerships



Shree
Swaminarayan
Hospital

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of Transportation

