

Problem

Misinformation and uninformed on non communicable diseases and untimely access or lack of access to early diagnostic services for non communicable diseases

Solution

Develop programmes and products that aim at educating communities on non communicable diseases, make information on non communicable diseases easily available to the community, improve access to early diagnostic services by improving the referral system and linking relevant service providers directly to communities

Marketsize

TAM (General Population) - 49 million

SAM (Youth) - 9.5 million

SOM (NCDs Community) - 3.5 million

Competition

Direct competitors - organizations having project targeting the same audiences like Amref and NCDAK

Indirect competitors - Organizations working on improving access to health and digital care such as Mydawa

Revenue model

B2B2C

Our business model is business to business to client where we develop programmes and services that are funded by the state and NGOs to enable us provide the services for free or at a significantly subsidised cost to the community

GTM strategy

- **Online campaigns**- to reach our online audiences through our app and through social media to create awareness of our programmes
- **Community mapping**- to identify target communities and the needs that they have
- **Referrals** - word of mouth and referrals are encouraged and where this happens we have discounts.

Traction:

Currently we have been able to reach more than 2.6 million people, have operations in 9 countries, have 7 successful projects and screened just over 80,000 people and just launched our own mobile application platform NCDs 365.



Who are the leaders?

Ogweno Stephen - Founder and CEO

Harrison Ayallo- COO

Oduor Kevin - CPO

Ongola Otieno - CFO

Naila Chebet - ERO

We are on a mission to create, integrate and implement health programmes through excellence, quality service and innovation.

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