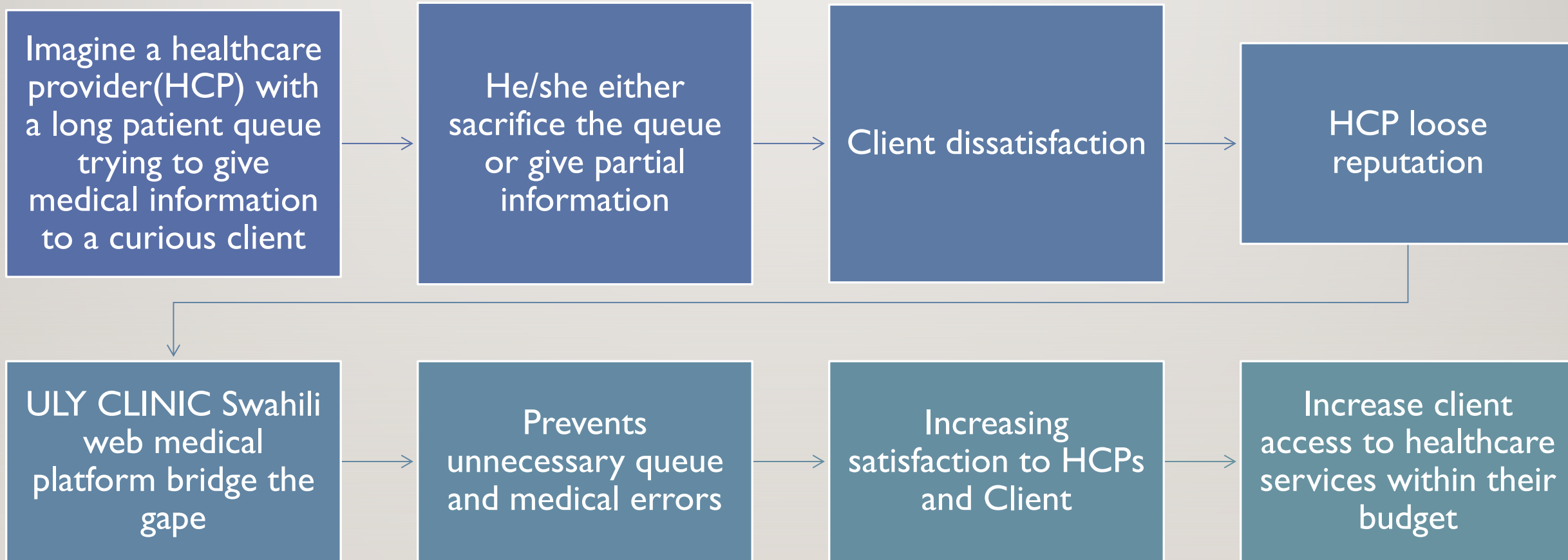




INCREASING ACCESS TO HEALTH
CARE SERVICES THROUGH
DIGITAL TECHNOLOGY

1. INTRODUCTION



2. PROBLEM



Medical treatment errors due to language barrier



Self-treatment practice leading to side effects and drug resistance



Un-available medical platform in Swahili language



Disadvantageous communities have poor access to specialized care

3. SOLUTION

Swahili web platform
for healthcare
professionals and
clients to make a
reference

Online medical
consultation services

PRODUCT

- Medical platform in Swahili language
 - Available at <https://www.ulyclinic.com>
- ULY CLINIC Application (google play store)
 - Available at
[https://play.google.com/store/apps/details?id=com.ulyclinic.ulyclinic&hl=en&gl=US
&pli=1](https://play.google.com/store/apps/details?id=com.ulyclinic.ulyclinic&hl=en&gl=US&pli=1)

BUSINESS MODEL

Consultation fee

Referral fee

Subscriptions fee

Advertisements fee



4. BUSINESS STAGE

START-UP WITH MINIMUM VIABLE PRODUCT AT GROWTH STAGE

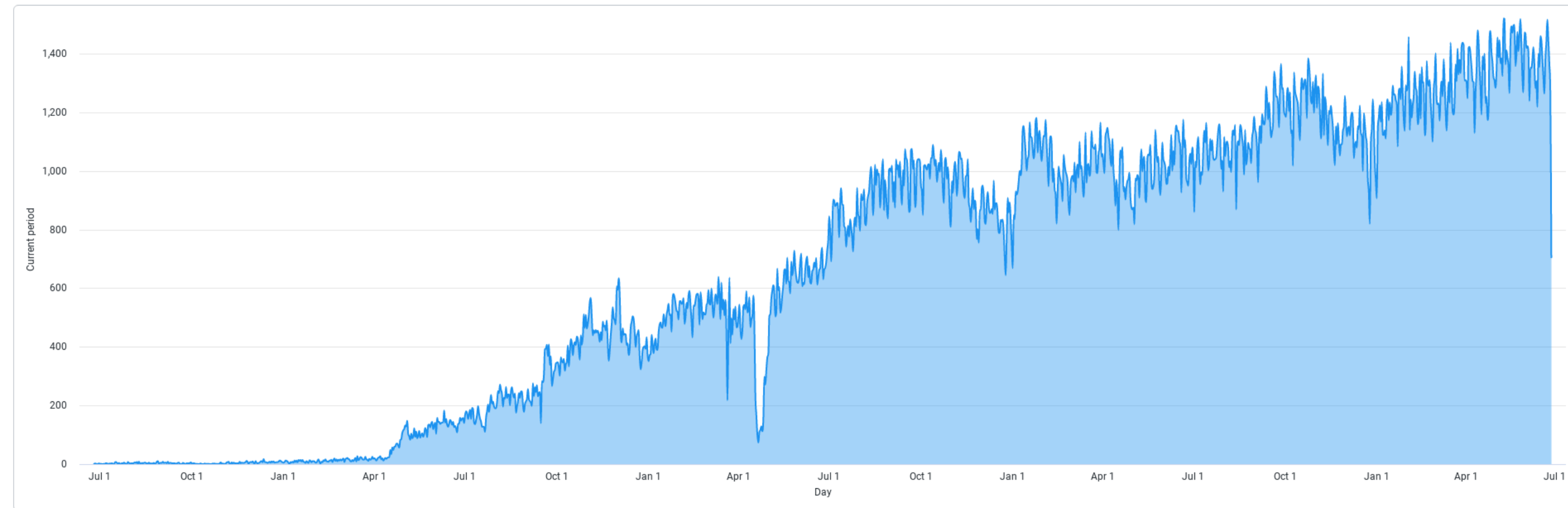
5. REVENUE MADE

YEAR	2022	2023
ITEM	Amount made	Amount made
Online consultation	3,250,000/=	4,722,000/=
Referral fees for treatment	350,000/=	570,000/=
TOTAL	3,600,000/=	5,292,000/=

6.A. MILESTONE ULYCLINIC WEB PLATFORM TRAFFIC – JUNE 2019 - 2023

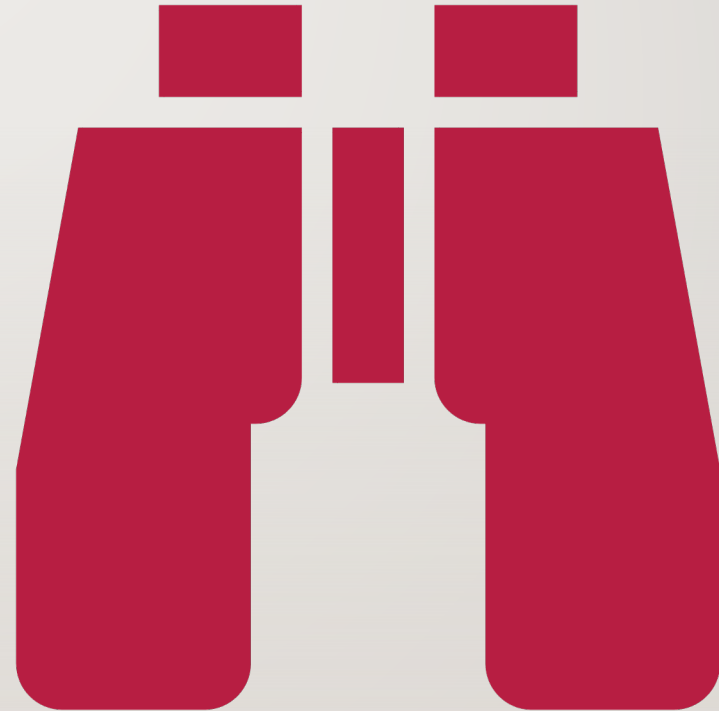
Traffic over Time (comp line)

Select a time period is from 2019/06/25 until 2023/06/26 Compare to is None Group by is Day Select a measure is Site sessions Exclude bots is Yes



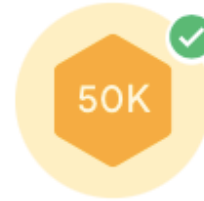
6. B. MILESTONE

- 800,000+ visitors (June 2021- June 2023)
- 30% revisit the platform
- 50,000+ visitors monthly
- 100% Rated it as helpful



6. C. MILESTONE

Achieved

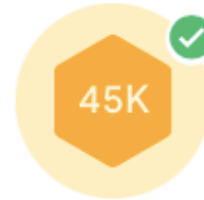


50K Google Search Impact

Your site reached 50K clicks from Google Search in 28 days



Mar 26, 2023



45K Google Search Impact

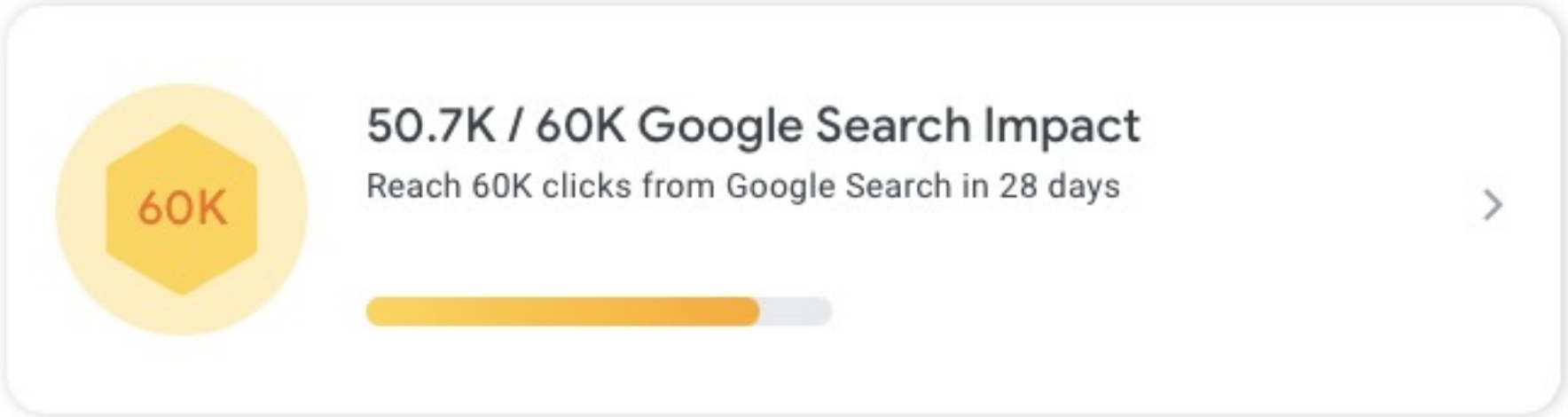
Your site reached 45K clicks from Google Search in 28 days



Sep 13, 2022

6. D. MILESTONE

In progress



60K

50.7K / 60K Google Search Impact

Reach 60K clicks from Google Search in 28 days

>

The image shows a progress bar for a milestone. On the left is a yellow hexagon with '60K' inside, surrounded by a larger yellow circle. To the right is a horizontal bar that is mostly orange and ends with a grey segment. The text '50.7K / 60K Google Search Impact' and 'Reach 60K clicks from Google Search in 28 days' is positioned above the bar. A right-pointing chevron is on the far right.

7. FINANCIAL ASK

RAISING TANZANIA SHILLING 100 MILLION



Develop an online consultation system



Contents development



Connects doctors, and healthcare facilities



Marketing/Adds



Cover some daily operating expenses

8. TEAM PROFILE

Rajabu Simba- *VP Marketing*

Health information Technician

Experience: Designing and analyzing health information data and system



Chiku Thomas Mugwe

Certified Public Accountant (CPA)

Experience: Marketing and Accounting

Sospeter Mangwella, MD

CEO and Founder

Licensed Medical Doctor

Experience: Teaching, Writing, and editing medical articles



Salome Adolf Lusenge, MD

Co-founder and VP Production

Licensed Medical doctor

Experienced: Teaching, writing, and reviewing medical articles

THANK YOU

