GE healthymagination & Miller Center
Mother and Child Program

February 2017
Investment Profiles
This booklet features the investment profiles for the 14 social entrepreneur members of the GE healthymagination Mother and Child Program. The profiles highlight the social entrepreneur’s work, their impact, growth plans, and financing needs.

If you are interested in exploring a funding or partnership opportunity, feel free to reach out to the entrepreneurs directly with their provided contact information, or contact us at: gsbi@scu.edu
Let’s provide healthy beginnings to moms and children in sub-Saharan Africa

About the GSBI®
Based at Santa Clara University, in the heart of the Silicon Valley, the Global Social Benefit Institute (GSBI) supports social entrepreneurs who are developing innovative solutions to the problems of poverty. We support these entrepreneurs at every stage of their organizations’ lifecycle through in-depth mentoring, instruction in best business practices, and connection to impact investors. We do this all at no cost to the social entrepreneurs.

About GE healthymagination and GE Ventures
GE’s healthymagination commitment is about better health for more people. We continuously develop and invest in innovations that deliver high-quality, more affordable health care to more people around the world. For more information about our healthymagination commitment, visit www.gesustainability.com.

About the Miller Center for Social Entrepreneurship
Miller Center accelerates entrepreneurship in service to humanity. Over four billion people live without adequate food, clean water, modern energy and healthcare, education, or dignified jobs. We believe that social entrepreneurship can help address these problems, create livelihoods, and restore human dignity. We unite our mission to serve humanity with the Silicon Valley principles of innovation and entrepreneurship to lift people out of poverty. Miller Center for Social Entrepreneurship accelerates social entrepreneurs through its three departments: Global Social Benefit Institute, Impact Capital, and Education & Action Research.

About Santa Clara University
Santa Clara University, a comprehensive Jesuit, Catholic university located in California’s Silicon Valley, offers its more than 8,000 students rigorous undergraduate curricula in arts and sciences, business, and engineering, plus master’s, Ph.D., and law degrees. Distinguished nationally by the fourth-highest graduation rate among all U.S. master’s universities, California’s oldest operating higher-education institution demonstrates faith-inspired values of ethics and social justice.

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About Us

Access Afya creates a model for comprehensive primary care in wellness in Nairobi’s informal settlements. Our tiered approach includes fixed community microclinics as anchors that have authentic medication, emergency response capacity point-of-care lab capabilities, immunization family planning, and qualified clinicians with novel field programs that provide care through field-based programs to community institutions like schools, factories, and churches.

Target Market

Access Afya’s target customers are people living in slum communities who earn around $50-$150 per month. In Nairobi alone, this is estimated to be around two million people, and an estimated 72 percent of urban populations in sub-Saharan Africa live in slums. The urban poor represent a segment of those in poverty who have some income, aspirations, and willingness to invest in their future. While they cannot afford private healthcare in Kenya, they are willing to pay for a reliable service rather than use subsidized but inadequate public or charitable care. Rising disposable income for many Kenyans, combined with an inadequate public healthcare system, creates a large private sector for health care.

Value Proposition

Access Afya provides healthcare services including consultation, family planning, immunizations, ante-natal care with point-of-care diagnostics, and medication sales under one roof, conveniently located within communities for the mass market. Our care is quality assured, technology driven, and low cost with a focus on outcomes, thereby delivering to our patients consistent and reliable access to health care.
INVESTMENT REQUIRED
We are raising a $2 million Series A starting mid-2017
to close at the end of the year and are interested in
connecting with impact-oriented investors and venture
philanthropists to participate. We have raised $1.4 million
in convertible note and grant financing to date and have
used that to build and test key elements of our model and
processes. While remaining a for-profit, market-oriented
enterprise, Access Afya has received 44 percent of its
funding from philanthropic sources. We continue to raise
philanthropic support, especially in the areas of product
development and capital for new clinics.

IMPACT TO DATE
Reached over 17,000
Self-reported improvement rate is ~90 percent
The average customer satisfaction score is 4.2 out of 5

MILESTONES ACHIEVED
2016: Treated over 9000 patients, approximately 30 percent growth
in patient volume from the previous year.
2016: Launched Healthy Factories
with over 1,400 casual laborers covered.
2016: Opened new clinic in 3rd
community with over 500 patients
in the first month and
approximately 75 percent
sustainability.
2015: Provided care to over 6000
patients through the first two
clinics and programs
2013: Opening of second clinic and
launch of the Healthy Schools pilot

GROWTH PLAN
2017: Sustainably grow field
programs through school,
factory, and community
programs to reach a combined
total of 10,000 people.
2017: New clinic opened late
2016 reaches sustainability and
patient visits panel of 5,000.
2017: Expansion of school-and
factory-based care programs
to reach an additional 2,000
patients
2018: Open three new clinics
and double the size of field care
2019: Scale our model from
seven clinics to 35

KEY AWARDS
2015: Forbes 400 Philanthropy, Global Health Fellow
2013: Rising Stars in Global Health, Grand Challenges Canada
2013: Cartier Women’s Initiative Awards- Finalist

“Do you know how many clinics I’ve passed just to
come here? When the
doctor treats me, I get
well. That’s why I keep
coming back when I have
a problem.”
Robert Okingo
ayzh has distributed over 300,000 products, providing improved health outcomes to over a million people.

ABOUT US
ayzh is transforming access to products through carefully designed kit-styled interventions around reproductive, maternal, pediatric, and adolescent health needs. These products help the care providers and beneficiaries with improved health outcomes.

TARGET MARKET
ayzh targets women of reproductive age and children in the most remote and resource-poor settings who need maternal, child and adolescent health products. Globally, there are approximately one billion women in the age group of 15-44 and 500 million children in the age group of 0-4 who need this type of care. About 70% of these reside in the regions ayzh is targeting over the course of next 12 years.

VALUE PROPOSITION
ayzh is a manufacturer of low-cost, high-quality health products that provide cleanliness and sterility to meet the unique needs of women and health institutions in low-resource settings. Unlike the competition, these kit-styled interventions exceed global standards and are designed by women and care providers. Our sustainable and scalable model increases availability and access to proven health commodities who are continually engaged in these health practices.
“We pay up to 1,000-1,500 KSH (about $12-$18) for a birth kit. We normally need to buy everything separately to bring to public hospitals for delivery, so we end up spending up to $25. A $3-5 price point would be extremely reasonable.”

Women from Kibera Slums, Kenya

**INVESTMENT REQUIRED**

Approximately $4M as convertible debt/equity/low interest loans for East African roll-out over three years; also looking for regional advisors and partners.

**IMPACT TO DATE**

Over 300K products kits sold and delivered

6,000 health workers trained

Over one million people with improved health outcomes

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**MILESTONES ACHIEVED**

- **2016:** Cumulatively sold over 300K kits; R&D and pilot testing of three new products and piloted production at two new locations; increased the number of countries served to 20 and Indian states to 10
- **2015:** Received investment and grant of approximately $1M
- **2014:** Established production process in India and refined the product based on customer needs/feedback
- **2012-2013:** Flagship product Janma—clean Birth kit launched; Obtained Seed funding $200K

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**GROWTH PLAN**

- **2017:** Start pilot units in two East African countries and two South Indian states and formalize the hub in Kenya for East Africa
- **2018:** Start pilot units in three East African countries with support from East African hub, two West African countries, and three states in India. Finalize the hub for West Africa
- **2019:** Start pilot units in three West African countries with support from West African hub, two South African countries, and three states in India. Finalize the hub for South Africa

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**KEY AWARDS**

- **2016:** UN SDG Local Pioneer
- **2016:** Solutions Summit Top 10 Global Innovator
- **2016:** TalentNomics Game-Changer Award Winner
- **2015:** Women Moving Millions
- **2014:** INDIAFRICA Prize Winner
Health Builders has improved access to high quality health services for two million Rwandans.

ABOUT US
Health Builders (HB) is dedicated to addressing the fundamental challenges that prevent universal access to quality primary health care services in Rwanda: inefficient management systems, inadequate or nonexistent health infrastructure, and outdated technology. Through partnerships with local and national governments, HB mentors health care providers to build strong management systems; constructs comprehensive primary health centers where access is limited; and equips health centers with system-strengthening technology that supports efficient and sustainable operations. This approach results in health centers with the knowledge, resources, and capacity to thrive as independent enterprises, ensuring more people receive higher quality care in Rwanda.

TARGET MARKET
There are currently more than 350,000 Rwandans without access to a local health center. An additional 9.2 million are underserved by health centers without adequate resources or capacity to meet the health demands their patients have. The construction of 5 new health centers in some of the most remote communities of the country will bring access to high quality primary health care to more than 100,000 Rwandans formerly without it. The expansion of HB’s management capacity building to 120 additional health centers across 7 Districts will improve access to high quality health for more than 2.5 million Rwandans.

VALUE PROPOSITION
Health centers in Rwanda are the primary provider of health services, yet often have the lowest management capacity, resulting in poor use of resources and low quality health care. Health Builders addresses this challenge by providing mentorship and guidance to health center staff, ensuring they have the management and technical skills to run efficiently and cost-effectively. Leveraging existing capacity and resources on the ground, HB improves access to care and amplifies the impact of investments in the Rwandan health care system.
“Health Builders’ management work has revealed different gaps within the health center and how they can be corrected. Since we receive trainings on how to manage all of our resources well, we also benefit from better time management and financial management, which leads to the health center getting more income than ever before.”

Philippine Kankera Gakuwaya Director, Nyarugenge Health Center

INVESTMENT REQUIRED
An investment of $8,000,000 in contributed income or public-private subsidy contracts over the next 3 years will support mentorship in health centers across a total of 13 districts by 2019, serving 4.5 million Rwandans.

IMPACT TO DATE
An estimated total savings of $1.8 million across 89 health centers through efficient management

2,000,000 with improved access to quality primary care as a result of 89 efficiently managed health centers

175,000 Rwandans provided access to primary care formerly without it as a result of 8 new facilities constructed

MILESTONES ACHIEVED
2017: Began construction of 9th new health facility, collectively providing access to quality primary health care for a total of 225,000 people

2010 - 2016: Management mentorship in 87 health centers across 6 districts, improving access to quality primary health care for two million people

2010: Construction of the first Health Builders’-built health center in Gashora Sector, providing access to quality

GROWTH PLAN
2017: Expand management mentorship work into two additional districts

2018: Expand management mentorship work into two additional districts. Identify criteria for successful expansion into a second country location and develop a strategic plan to execute an expansion plan

2020: Construct an additional 5 new health centers. Expand management mentorship work into 3 additional districts

KEY AWARDS

2016: Health Builders’ senior management team was admitted with full scholarship to the Management Development Institute (MDI), a program of the Anderson School of Business UCLA, Johnson & Johnson and the African Medical and Research Foundation (AMREF)

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Health-E-Net Limited

The Gabriel application has been used to provide more than 50 remote specialist consultations since 2015, positively impacting the lives of more than 200 people.

ABOUT US
Health-E-Net is a social enterprise in Kenya providing innovative solutions to support healthcare delivery in low resource settings. PaperEMR is a unique system to generate electronic medical records directly from paper. It allows clinicians to document cases easily on paper, while interacting with the patient. Data entered on paper can be automatically extracted in digital form, analyzed, and used to improve quality of care.

The Gabriel application is an innovative, low-cost tele-consultations platform that allows local healthcare providers to easily create and share digital medical information. Experts from a global volunteer network engage with local healthcare providers, supporting healthcare in the community and improving the efficiency of referral when needed.

TARGET MARKET
Both services target primary healthcare facilities staffed by non-physician clinicians (nurses, clinical officers) in two market segments. The first is private sector facilities in densely populated, urban areas, and the second, public sector facilities in rural areas. In Kenya alone the total available market includes 600+ urban, private sector primary healthcare facilities and 3000+ facilities in rural areas.

VALUE PROPOSITION
PaperEMR is targeted at healthcare facilities in low-resource settings, staffed by non physician clinicians who need better support for delivering evidence-based healthcare. PaperEMR is a cost-effective clinical documentation system that improves and standardizes the care delivered to patients. Unlike traditional paper-based documentation or computerized electronic medical records, it is easy to use at the point of care, inexpensive, and highly effective in improving the quality of care delivered.

The Gabriel tele-consultations service is also targeted at similar facilities staffed by non physician clinicians who need support for managing complicated cases. The service is a cost-effective clinical decision support system that reduces unnecessary referrals and improves the care delivered to patients at the community level. Unlike current video-conference systems or call-a-doctor services, our service is confidential, easy and inexpensive to setup and use at the point of care, effective, and scalable to many hundreds of sites.

Headquarters: Nairobi, Kenya
Established: 2012
Impact Areas: Nairobi and Turkana counties in Kenya
Type: For-profit
Sector: Health
Staff Size: Seven
Annual Budget: $400,000
Major Funders: DFID, World Friends Onlus
Stage: Revenue

MANAGEMENT TEAM

PRATAP KUMAR
CEO
Health-E-Net is seeking grants to continue improving its services to support nonphysician healthcare providers in Kenya and other developing countries.

We are also seeking investment to rapidly scale our services across Kenya and potentially into one or two other countries in East Africa over the next two years.

MILESTONES ACHIEVED

2016: Raised £350,000 from the County Innovation Challenge Fund to extend the Gabriel teleconsultations service into Turkana, a remote region in northwestern Kenya.

2015: Pratap Kumar awarded £100,000 research grant from the Wellcome Trust to evaluate the use and effectiveness of PaperEMR. One of 40 global entrepreneurs invited to the White House for the launch of the Global Entrepreneurship Summit.

2013: Raised $100,000 to develop the Gabriel technology platform.

GROWTH PLAN

2017: Equip and serve 30+ primary healthcare facilities in Turkana and Nairobi Counties with teleconsultation services, expanding the scope of care provided at the community level by non-physician providers.

2017: Equip and serve 50+ primary healthcare facilities in Turkana and Nairobi Counties with PaperEMR technology to improve quality of care delivered by non-physician clinicians.

KEY AWARDS

2016: County Innovation Challenge Fund (DFID)

2015: Health Systems Research Initiative (MRC/Wellcome Trust/ESRC/DFID)

2013: Stars in Global Health (Grand Challenges Canada)

“The stamps allow us to deliver standard care to all our patients without having to think too much about what to ask. The CME trainings provided keep us up-to-date with the latest guidelines.”

Francisca, Clinical Officer in Tumaini Medical Centre, Korogocho, Nairobi
Hewa Tele Ltd.

Hewa Tele has impacted the lives of at least 3,000,000 people directly and indirectly by improving access to affordable high-quality medical oxygen and training.

ABOUT US

Hewa Tele provides medical oxygen that is needed in medical and surgical situations. Medical oxygen has been listed as an essential drug for the last three decades by the World Health Organization. Unfortunately, yet still many patients still do not receive this vital drug. Oxygen can reduce the chances of a child dying from pneumonia by at least 35 percent when given with antibiotics.

TARGET MARKET

Public Hospitals and facilities comprise at least 80% percent of the market and serve a majority of the population, especially those who cannot afford essential health care. Private not-for-profit hospitals: These comprise at least 15 percent of the market. Lastly, private for-profit facilities amount to five percent of the market.

VALUE PROPOSITION

Hewa Tele provides life-saving, reliable, and affordable medical oxygen for hospitals serving expectant mothers and children under five years in Kenya, who need quality medical oxygen during delivery and medical emergencies. Unlike our competition, which are expensive and inaccessible, our product is high quality and door-to-door to facilities at an affordable cost, including training for health care workers.
In order to continue saving lives one breath at a time, Hewa Tele plans to reach an extra six million Kenyans by setting up two more plants. We need to raise $2M in grant or convertible debt to make these breaths count. We also plan to have public-private partnerships to reduce the risk of investment.

Hewa Tele has reached at least 3 million people including women and children directly and indirectly with quality, affordable and life-saving medical oxygen through a total of 50 public and private health facilities spanning at least 5 counties in Kenya. Hewa Tele has also managed to train at least 150 health care professionals through a trainer the trainer model. This has increased access to safe surgery by at least 30% and 90% of the customers are satisfied.

2016: Set up a depot to serve more customers and reached at least 50 customers
2015: Reached at least 30 public and private facilities with affordable oxygen with 100% customer satisfaction
2014: US $1M Seed funding from General Electric Foundation

2017: Build 2 more oxygen plants in Kenya
2018: Build 1 plant in Tanzania and 1 in Uganda
2019: Increase market share in Kenya to at least 60 percent

2015: Pneumonia Innovation Summit: Innovation to Fight Pneumonia

“We got this little boy, brought in by his mother with severe breathing trouble. His chest wall was indrawing. After an assessment based on lab tests, we ruled out malaria and concluded it was severe pneumonia. The respiratory rate was too high. We put the child on Hewa Tele oxygen, the saturation level was 72 percent. After seven hours, the level improved to 98 percent and the child was breathing easy. He wouldn’t have survived the journey without oxygen.”

Victor, Clinician at Rang’ala Health Facility, Siaya County, Kenya
LifeNet International (LN)

LN’s network of 90 health facilities in East Africa has transformed care for more than 1 million patient visits this year.

ABOUT US

LifeNet International provides a bundle of services for primarily rural and faith-based health centers that improves the quality of clinical care and sustainability as businesses. This includes dedicated mentors to train all staff on-site in updated, life-saving techniques and efficient financial and operational management practices, door-to-door medicine delivery, and access to resources and equipment. In addition, LifeNet provides monitoring of health center performance with regular evaluation and quality assurance. By strengthening local capacity in every link of the healthcare delivery chain, LN is transforming primary care for Africa’s poor.

TARGET MARKET

Faith-based health facilities provide between 40-70 percent of care in sub-Saharan Africa, a region with a rapidly growing population of over 800 million. LN’s current network operates in 3 countries in East Africa (Burundi, Uganda, and the DRC), with nearly 800 total potential health center partners that together provide essential first-line care to approximately 10 million of the poorest patients, experiencing the heaviest disease burden in the world.

VALUE PROPOSITION

For first-line health centers in Africa that are sorely lacking the resources and knowledge to treat patients in their communities, LN partnership is like a steroid shot of capacity building to increase effectiveness across all aspects of health center operations. LN transforms care delivery by providing dedicated and regular mentors to train all staff to provide updated, life-saving treatment and to manage resources efficiently. LN delivers medicine directly to health centers, provides access to equipment and medicine, and monitors impact across services with regular quality assurance evaluations. Unlike disease or condition-specific interventions, LN solutions focus on the full range of health center improvement needs by emphasizing that BOTH quality of care and sustainability of the business matter.

Headquarters:
Orlando, FL, USA

Established: 2009

Impact Areas: Burundi, Democratic Republic of the Congo (DRC), Uganda

Type: Non-profit

Sector: Health

Staff Size: 42

Annual Budget: $1,600,000


Stage: Revenue

MANAGEMENT TEAM

STEFANIE WEILAND
Executive Director
“Instead of giving you fish, it is better to show you how to fish. This is the change since we started to work.”

Clinic Manager at Ruhora Health Center

INVESTMENT REQUIRED
LifeNet is seeking grant funding to support its capacity-building activities with health centers. In 2017, existing commitments and donor relationships will likely cover projected activities, but an additional $350k would enable LN to make strategic investments that will propel long-term growth. Beneficial distributor relationships as well as partnerships with financial services organizations would enable growth in program revenue generation and younger business lines. And finally, LifeNet is always looking for mutually beneficial academic partnerships to improve its monitoring and evaluation in order to publish its impact and results.

IMPACT TO DATE
70+ percent improvement in quality of care as measured by LN Quality Score Card, a composite score measuring how clinic staff implement evidence-based best practices and meet internationally recognized standards of care.

Improved care for over 3 million patient visits and 30,000 newborn deliveries across LN’s network since 2012.

Regular medicine deliveries for 26 participating health centers, benefiting 889,245 patients in 2016, and generating consistent cash flow in health centers.

MILESTONES ACHIEVED
- 2016: LN expands to DRC; network increases to 90 partners. LN network reaches rate of 1 million patient visits per year
- 2015: LN expands to Uganda
- 2012: LN launches its franchise network with 10 partner health centers in Burundi
- 2009: US entrepreneur begins researching solutions to healthcare obstacles in East Africa

GROWTH PLAN
- 2017: Expand to Tanzania
- 2018: Expand Uganda network to 70 health center partners
- 2019: Drastically improve care for 4 million patient visits annually

KEY AWARDS
- 2016: Social Innovation in Health Initiative-Selected Innovation/Case Collection
- 2015: Pfizer Foundation: Global Health Innovation Grantee
- 2015: Segal Family Foundation –“Systems Innovator Award”

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healthymagination
Lwala Community Alliance
We ensure high-quality, patient-centered care to over 300,000 children and their mothers while creating employment for community health workers

ABOUT US
Lwala Community Alliance is a community-led innovator, tackling the multidimensional drivers of poor health. Founded by Kenyans, Lwala ensures that beneficiaries plan, implement, and evaluate all programs. At the core of our model is a cadre of former traditional midwives whom we train, pay, and supervise to track, support, and refer every pregnant women and child under five. Simultaneously, Lwala works with primary care facilities and the communities they serve to provide quality, patient-centered care. Through bringing communities closer to health providers, Lwala has a driven a 97 percent facility delivery rate and 300 percent increase in contraceptive uptake.

TARGET MARKET
Lwala’s scientifically validated community-led health model delivers life-changing health outcomes for women and children in rural Kenya. Kenya has a population of nearly 45 million people, with over half living in rural areas where access to quality health services are limited. In partnership with the Ministry of Health, Lwala will expand our model to the 200+ government level two and three health clinics in Migori County and the 300,000 women and children they serve. After demonstrating county-level scale, we will expand to influence the care of 15 million women and children across Kenya.

VALUE PROPOSITION
Before Lwala, a rural mother’s options for delivery were either in uncontrolled conditions with a traditional midwife, or in unfamiliar government-run clinics were services commonly lack emotional support. Our model retrained traditional midwives and pulls them into the formal health system as community health workers. At the same time, we provide on-site coaching of clinicians in quality, patient-centered maternal and child care. Our model centers on preventative care and task-shifting to community health workers thereby reducing the burden on the wider health system.

Headquarters: Kenya
Established: 2007
Impact Areas: Migori County
Type: Nonprofit
Sector: Health
Staff Size: 83
Annual Budget: $1,900,000
Major Funders: Segal Family Foundation, Ronald MacDonald House Charities, Health eVillages Vanderbilt University Medical Center, Johnson & Johnson, Child Relief International, and more
Stage: Replication & Scale

MANAGEMENT TEAM

JULIUS MBEYA
Managing Director

MERCY OWUOR
Community Programs Director
Lwala Community Alliance is seeking impact investors to provide $1,000,000 in grants over the next 36 months to launch the pilot phase of its community-led health program to bring benefits to over 300,000 women and children under 5 in Migori County.

IMPACT TO DATE

2,400 babies delivered by skilled attendants since 2012
Attained and maintained 97 percent facility delivery rate, 94 percent immunization rate, 300 percent increase in contraceptive uptake, and near zero mother to child transmission of HIV

MILESTONES ACHIEVED

2016: Lwala welcomed its 5,000th child and conducted 48,000 patient visits/year
2015: Co-authored an impact evaluation with Vanderbilt Institute of Global Health comparing maternal outcomes across 12 control sites. Publication pending.
2014: Lwala expands the community health worker program to reach every child under five years old
2013: Lwala fulfills its Clinton Global Initiative commitment to Safe Motherhood on stage with President Bill Clinton

GROWTH PLAN

2017: Develop and test the franchise materials and processes at two government clinics
2018: Expand the community-led health model to 8 additional health facilities
2019 - 2021: Expand the model throughout Migori County (300,000 children)

KEY AWARDS

2016: Health eVillages Frontline Healthcare Hero awarded to Lwala’s Head Clinician Wycliffe Omwanda
2010: Apple highlighted Lwala’s innovative use of technology in a short documentary film focused on apps that are making a difference
2009: Lwala Founder Milton ad Fred OChing featured in ABC Persons of the Week in an ABC World News interview with Charles Gibson

“The Community Health Workers have been very friendly, loving, and caring to me and are committed to their work. Even after I had given birth, they kept on visiting to check on me and my babies. If the Community Health Workers hadn’t given me good information about how to deliver safely, I am not sure that the outcome would have been the same.”

Lillian Anyango, community member and mother of twins
Nurture Africa
Provides holistic services to more than 30,000 people a year

ABOUT US
After 17 years of operation, our holistic and community-centered model, providing healthcare, vocational education, and sustainable livelihood loans has proven that offering these services under “one roof” successfully empowers vulnerable families to increase their standard of living. Our new enhanced model shifts from the traditional philanthropic approach to a self-sustainable paradigm. Accessing multiple community services locally benefits affluent residents who will support and subsidize the operations to more vulnerable families.

TARGET MARKET
Nurture Africa’s model can be replicated in any peri-urban area in a developing country to lift residents out of the poverty cycle. Any family, adult, adolescent, or child living in proximity to the community center is a potential customer of some or all services. Nurture Africa has already started to pilot programs to demonstrate applicable business practices towards sustainability. Nansana has a population of 350,000 and has a combination of poor, insecure, and affluent community members living side-by-side, most of which are happy to pay for quality services at the right price.

VALUE PROPOSITION
Nurture Africa provides efficient, economical, higher quality healthcare, microfinance, and vocational services under one roof to both the affluent and poor, creating a unique community environment where combined services result in a great social impact to poverty stricken families.

Headquarters: Dublin, Ireland
Established: 2003
Impact Areas: Wakiso and Mubende Districts, Uganda
Type: Nonprofit
Sector: Health, Education, & Microfinance
Staff Size: 68
Annual Budget: $1,200,000
Major Funders: Irish Aid, Nando Peretti Foundation, Children’s AIDS Fund, Lessons for Life Foundation, Overseas volunteers
Stage: Break-even

MANAGEMENT TEAM
BRIAN IREDALE
Co-founder & CEO
“Nurture Africa has provided me with the means to become healthy and to sustain my own life. I am so grateful for their support. Without it, I do not know where I or my family would be.”

Mama Sam, Mende Village, Uganda

INVESTMENT REQUIRED

Seed funding-$150,000 over 1 year. $30,000 marketing, $40,000 upgrading the health center, $80,000 loan portfolio

IMPACT TO DATE

30,000 children, adolescents, and guardians a year benefiting from health services

8,200 children and adolescents a year benefiting from education, vocation, and youth friendly services

3,600 guardians and family members a year benefiting from microfinance loan

MILESTONES ACHIEVED

2016: Opened up an IT learning center

2016: Income has increased from $700,000 in 2011 to $1,200,000

2012-2014: Built 10 youth friendly corners and built a vocational training center

2009-2011: Opened two health centers

GROWTH PLAN

2018: Ensure holistic model in Nansana, Wakiso District is over 25 percent sustainable

2019: Ensure holistic model in Nansana, Wakiso District is over 35 percent sustainable

2020: Ensure holistic model in Nansana, Wakiso District is over 35 percent sustainable

2020: Replicate holistic model in one more district of Uganda

KEY AWARDS

2016: Paul Harris Rotary Club Award (Ireland)

2014: Belvedere Social Justice Award (Ireland)

2011: Powerlist 100 Charity of the Year (Ireland)

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Outreach Medical Services, Nigeria Ltd.

Outreach Medical Services has saved 65,000 children, created economic value of over $31.7 million

ABOUT US

Outreach Medical Services is a health service acute care provider for babies and children and professional development company, leapfrogging and leveraging on technology in clinical applications, training and health service operation management. Solutions provided are integrated, high impact and scalable, strengthening our acute care system horizontally and having its influence on saving lives of ill babies and children and preventing chronic disability together with increasing the human capacity of healthcare workers in Nigeria. In our bid to deliver affordable, quality and safe care, there has been need for continuous refinement and modification in our product creation and service deliver responding to the multiple challenges in our internal and external environment in Nigeria.

TARGET MARKET

There are approximately 182 million people in Nigeria. Ninety million are children and 1 million children die every year of mainly preventable and treatable conditions. 25 percent of the deaths are within the neonatal age group. In Lagos State 528 newborns die daily 187,968 newborns die per annum. In Nigeria, the private sector health providers deliver 70% of care, filling in the wide gap that public sector cannot deliver. Outreach's target market are referrals from three sources: the private sector provider’s referrals, third party organization, and walk-in out of pocket purchasers. The contribution from HMO’s is projected to increase in 12 months for Lagos State is commencing a Universal Health insurance scheme covering around 12 million babies/children. The target segment is low to middle class household and current total available market is approximately 600,000 babies and children per annum out of 12 million children residing in Lagos State.

VALUE PROPOSITION

Outreach Medical Services provides acute care innovative solutions and professional medical education which are leveraging on technology to deliver timely, safe, quality acute care to the pediatric population in Lagos State when time sensitive care is required. Outreach Medical Services is one of the very few private sector healthcare providers prepared to face and overcome the enormous challenges required to develop an acute care health system for very sick babies.
“As a result of the excellent special care in their neonatal section he survived and was discharged after 3 weeks. We are grateful to Jehovah God, the team of doctors and nurses of Outreach hospital and up to date modern equipment’s available in their neonatal section that contributed to their success.”

Parent of Kamsy Bryan
Ayomide Nwaru

INVESTMENT REQUIRED

Grants for medical equipment and training of doctors and nurses in neonatology and birthing practices and creation of a simulation training center ($541,700,000)

Traditional single digit loan for equipment purchase, infrastructural development and recruitment of highly skilled Neonatal-medical and nursing, Obstetric and midwifery experts mainly from the Nigerians in Diaspora platform ($1,560,000.00)

IMPACT TO DATE

Over a period of 6 years we have looked after 64,000 sick children saving the lives and preventing disability amongst 63,904 children. 1800 referred critically ill children were seen and 1188 were saved. Mortality rate amongst sick children post neonatal childhood age group: 0.15% and amongst critically ill babies less than one month: 33%. The mortality rate for very sick babies who were referred or brought in late presentation by parents is 220 times worse than for children requiring urgent/timely care.

MILESTONES ACHIEVED

2013: First Hub-The Okota Hospital was set up (with 15 beds)

2013: Awarded $200,000 from the Heineken Foundation for the execution of a Jaundice in Children awareness program

GROWTH PLAN

2017: Expansion of existing acute services from 50 beds to 100 beds, acute care capacity inclusive of infrastructural upgrade, management systems run by ICT, advanced care neonatal equipment, creation of a retrieval transport service and recruitment of highly skilled neonatal experts

2019: Creation of 50 bed model specialist neonatal and mother hospital in Lagos State.

2019: Creation of a Simulation Laboratory for on site clinical training in Neonatology and Obstetrics/Midwifery

KEY AWARDS

2016: Hygiea HMO Award for Best Children’s Hospital in Nigeria

2015: Nigeria Healthcare Excellence Award for the Best second-tier hospital in Nigeria

2010: Naija Diamond Award by Diamond Bank

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healthymagination
Peach Health Technologies
Organizes electronic health records for 300 patients and detected over 120 life-threatening conditions in Ghana’s southern sector.

ABOUT US
PeachMR helps detect pregnancy-related disease by using electronic medical records. The platform also enables health-care providers to securely organize patient health information, request labs and issue prescriptions.

TARGET MARKET
Peach Health’s electronic medical records system helps healthcare providers organize patient health information and quickly detect pregnancy-related complications, thereby saving lives and money. We’re starting with the Ghanaian market, which has about 4,000 healthcare facilities that can use our service. In addition, there are over a 1,000 healthcare organization operating in Africa that can use the platform to better serve their patients. We estimate that the market for electronic medical records in West Africa is about $200 million.

VALUE PROPOSITION
For healthcare facilities that need a system to timely detect pregnancy-related diseases and organize health records, PeachMR is a mobile electronic health records system that organizes patient health information and helps health workers detected diseases. Unlike OpenMRS and other EHRs, the product allows health workers to electronically issue prescriptions and request lab results.

Headquarters: Boston, Massachusetts, USA
Established: 2015
Impact Areas: Accra, Ghana
Type: For-profit
Sector: Health & Information & Communications Technology
Staff Size: 3
Annual Budget: $45,000
Major Funders: MIT, Pfizer, D-prize, Resolution Fellowship
Stage: Revenue

MANAGEMENT TEAM
COBBY AMOAH
CEO
KWAME AKPALU
Senior Developer
“This technology is really needed and should be deployed across the entire country”

Director General, Ghana Health Service.

INVESTMENT REQUIRED

We’re seeking $250,000 in convertible debt to add new talent to the team and for working capital for the next 24 months in order to achieve profitability. The investment will enable us to scale into new markets, host 180,000 patient records and detect 17,000 diseases.

IMPACT TO DATE

Since the inception of Peach Health, we’ve organized over 300 medical records, detected 120 potentially fatal complications, and used our medium to train 60 community health officers on how to administer life saving drugs.

MILESTONES ACHIEVED

- Secured $80,000 in funding
- Enrolled over 300 patients
- Received regulatory approval to scale

GROWTH PLAN

- 2017: Secure 3 distribution partnerships
- 2018: Expand operations to Nigeria
- 2019: Reach profitability

KEY AWARDS

- Pfizer mHealth Fellowship
- MIT GFSA
- Resolution Fellowship

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healthymagination
PurpleSource Healthcare

PurpleSource provides access to quality affordable basic healthcare services spanning wellness, ill-health and follow-up for about 30,000 people each year.

ABOUT US

PurpleSource Healthcare strengthens clinical processes through evidence-based approaches to care and provide quality certification in partnership with standard setting bodies. The enterprise aggregates its primary healthcare centers into one integrated network, centralize management functions and share scarce resources across the network. PurpleSource Healthcare leverages technology for healthcare analytics, population management and to aid responsive performance management of the network.

TARGET MARKET

The target market is the “emergent middle class” – low and middle income people in Nigeria who earn between $4 (NGN1400) and $20 (NGN7000) a day. It is estimated that there are 50 million of these individuals in Nigeria. Ten million (20 percent) of these are resident in Lagos State. These individuals are keen to receive quality healthcare services delivered efficiently (promptly and cost-efficiently) at the most affordable price.

VALUE PROPOSITION

For “emergent middle class” Nigerians, who need reliable basic healthcare services, PurpleSource’s network of clinics provide affordable high-quality primary healthcare. Unlike other healthcare providers where healthcare is fragmented and outcomes are variable and poor, our quality-certified primary care clinics ensure the consistent delivery of holistic healthcare services from wellness to ill-health and follow-up with optimal outcomes.

Headquarters:
Lagos, Nigeria

Established: 2012

Impact Areas: Lagos, Nigeria

Type: For-profit

Sector: Health

Staff Size: 100

Annual Budget: $538,000

Major Funders: Centre for Health Markets Innovations, Pfizer Foundation

Stage: Revenue

MANAGEMENT TEAM

FEMI SUNMONU
Co-founder & CEO

ABAYOMI SULE
Co-founder & Director
“PurpleSource has improved the quality of infrastructure, welfare of staff and service delivery to patients. Am happy with the partnership between Mt. Sinai Hospitals and PurpleSource Healthcare.”

Dr. Kingmate, PurpleSource Staff

INVESTMENT REQUIRED

In early 2017 we seek partnerships and grants of $100,000 to enable us validate our business model.

In late 2017/early 2018 we will be seeking equity investments of $1,000,000 to enable us scale our operations to seven additional locations in 2018 and 2019. We will also use the funding to strengthen our central management and support functions.

IMPACT TO DATE

Total number of patient visits in 2015 and 2016: 29,000 and 31,000 respectively

YoY Growth in monthly visits: 35 percent

Patient return visit rate: 98 percent

Compliance with clinical guidelines: 90 percent

MILESTONES ACHIEVED

Improved compliance with clinical guidelines from 30 percent to 90 percent

2016: Increased monthly patient visits and revenues by 35 percent and 30 percent respectively

Mid 2015: Commenced re-structuring of Mt. Sinai Hospitals

2015: Q1: Secured seed capital of $560,000

GROWTH PLAN

2017: Validate model, attract growth financing and strategic partnerships

2018: Scale up to 2 additional locations in Lagos

2019: Scale up to 5 additional locations in Lagos

KEY AWARDS

2016: 2 Global Health innovator award from Pfizer Foundation

2016: Innovator cohort award from Innovations in healthcare

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The Shanti Uganda Society

We have supported over 1,000 healthy births with a skilled midwife and have never lost a mother.

ABOUT US

Shanti Uganda provides a unique model of care where skilled midwives incorporate traditional knowledge and modern best practices. Shanti Uganda’s Birth House is a collaborative-care maternity center staffed by Ugandan midwives and traditional birth attendants that provide mother-centered care throughout pregnancy, birth and the postnatal period. Shanti Uganda’s expansion plans include the development of a Midwifery Training School, which will offer a 2.5 year certification program to students throughout East Africa with both local & international faculty.

TARGET MARKET

Sixteen women die in childbirth in Uganda every day, the majority of them in rural areas. The lack of trained birth attendants is a major factor in the maternal mortality rate, as skilled midwives can prevent up to two-thirds of all maternal deaths. By educating young rural women in the Shanti Uganda model of care, we can support 15,750 births in the first 4 years alone.

VALUE PROPOSITION

Shanti Uganda provides high quality midwives and midwifery education that focuses on holistic, respectful care for families in rural communities and provides lifelong employment while improving maternal health in East Africa.

Headquarters: Vancouver, BC, Canada
Established: 2008
Impact Areas: Kasana, Uganda
Type: Nonprofit
Sector: Education & Health
Staff Size: 18
Annual Budget: $150,000
Major Funders: Stanbic Bank, LUSH Cosmetics North America, Greygates Foundation, Off The Mat Into The World, Rotary Club, Virginia Gildersleeve International Fund
Stage: Break-even

MANAGEMENT TEAM

Natalie Angell-Beseling
Founder & Executive Director

WWW.SCUEDU/MillerCenter
“These midwives were so kind. I miss my visits with them now, so sometimes I come to the Birth House just to say hello, or to take part in an educational workshop. I am always happy to recommend Shanti Uganda to my family and friends.”

Estar, 27 (birthed two sons Simon Peter and Donnatus at Shanti)

INVESTMENT REQUIRED
Looking for $500k in grant funding to build Midwifery School, provide all equipment and material, hire the necessary faculty and management and welcome the first 3 cohorts allowing us to reach break even.

IMPACT TO DATE
Supported over 1,000 healthy births with a skilled midwife
Maternal mortality rate: zero
Benefited 72,080 people

MILESTONES ACHIEVED
2016: 1000th birth at Birth House
2016: Graduated from Centre for Social Innovation & Impact Investing Innovation Hub Program, UBC Sauder School of Business
2015: $10K grant from Stanbic Bank to purchase additional two acres of land for Midwifery Training School
2010: Opened Birth House, hired first five Ugandan midwives

GROWTH PLAN
2017: Begin construction of Midwifery Training School
2018: Educate first cohort of 15 students
2019: Midwifery Training School breaks even, first cohort graduates

KEY AWARDS
2013: Crystal of Hope Award for outstanding work in the fight against HIV/AIDS
2013: Project Inspire Finalist
2010: YMCA Women of Distinction Award Finalist

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healthymagination
Telemed Medical Services/helloDoctor
We improved over 50,000 patients’ lives and health by providing immediate and affordable teleconsultations, saving over $230,000 in total healthcare spending for our users.

ABOUT US
Telemed’s helloDoctor platform provides reliable and affordable access to health care. Through teleconsultations, we provide, chronic disease follow-up and support to underserved people living in emerging markets by leveraging proven technologies and its unique partnerships.

TARGET MARKET
Telemed’s serviceable market is the 21.5 percent of the Ethiopian population in the consumption bracket of $2-$20 per day. This population is typically associated with the widespread ownership of mobile phones and is also more likely to seek better health care.

VALUE PROPOSITION
For low-to-middle income Ethiopians who are undeserved with limited healthcare access, helloDoctor is a telehealth platform that provides teleconsultation, chronic disease follow-up, and support. Unlike government and private clinics and NGO programs that provide unreliable and inaccessible services, helloDoctor provides immediate healthcare access through experienced health workers with affordable consultations.

Headquarters: Addis Ababa, Ethiopia
Established: 2012
Impact Areas: Ethiopia
Type: For-Profit
Sector: Health
Staff Size: 13
Annual Budget: $143,000
Major Funders: The Africa Group, The Godley Family Foundation, Echoing Green, HANSHEP Health Enterprise Fund
Stage: Revenue

MANAGEMENT TEAM
DR. YOHANS WODAJE EMIRU
Founder & CEO
INVESTMENT REQUIRED

Telemed Medical Services is seeking USD $500K in equity and 100K in grant, to finance our strategic initiatives of developing a new video service and new distribution channels, growing our team and restructuring our organization as well as provide operational capital. The investment will allow us to directly impact over 1,000,000 individuals and become financially sustainable.

IMPACT TO DATE

Over $230,000 in healthcare spending saved
Over 20,600 patient trips to the hospital saved
Over 11,500 medical referrals made
Over 6,500 patients consulted on taboo health topics

MILESTONES ACHIEVED

- 2016: 100K answered calls and over 50K individuals directly impacted
- 2015: Partnered with St Pail Millennium Medical College to publish the 1st phone-based medical advisory
- 2014: Echoing Green Fellowship for founder
- 2014: Secured $330K in funding

GROWTH PLAN

- 2017: Provide 10,000 women with pregnancy PCETS service (automated SMS service)
- 2019: Reach 50,000 patients with video consultations
- 2020: Enroll 500K subscribers for helloDoctor consultation services

KEY AWARDS

- 2016: Classy Awards Finalist
- 2014: Echoing Green
- 2013: HANSEP Health Enterprise Fund

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Fassil, Addis Ababa

“I was in a meeting when I got a call from my wife about our infant. I suggested for her to call helloDoctor, and after her conversation with the doctor, she was able to get fever medication and rehydration salt from the pharmacy based on his diagnosis. I didn’t need to go back to the house, and she didn’t need to go to the clinic, saving us both the headache and the money.”

helldocotor

healthymagination
Village HopeCore International
We have provided a combination of health and financial services for approximately 63,000 individual community members.

ABOUT US
Village HopeCore International (HopeCore) is dedicated to fostering integrated social and economic development in rural communities in Kenya and Africa. HopeCore enables and empowers members of rural Kenyan communities by providing health education and interventions, and microloans, business education and skills based training. We offer clinical curative services, preventative health information, and educational lectures to women and children to improve health outcomes in the community.

TARGET MARKET
Currently, HopeCore has a target market in Maara Sub-County of 120,000 individuals, including men, women and children. Our 5-year plan aims to expand clinical services, health programs, and geographic reach. With the geographic expansion, our target market will be 275,000 individuals living in Tharaka Nithi County. Our various programs have different target markets to ensure total coverage in the communities we serve. Our Micro-Enterprise program serves individual entrepreneurs earning an average of between $80 and $100 USD per month, prior to the loan. The target population for our Public Health program varies by project, and includes: resource poor mothers and pregnant women, children under five years old, children enrolled in primary and secondary school, youth (aged 15-24), and individuals at risk for HIV, hypertension, and diabetes.

VALUE PROPOSITION
Our maternal and child health services, including health education, disease prevention modalities, and curative services, are integrated, comprehensive and community-based. Through the combination of prevention and treatment, we reduce the economic burden of disease on families in the community. When providing health education, we cover a range of topics, ensuring clients have a thorough understanding of health and how to provide for the health-related needs of their families. All services are offered in the schools, neighborhoods, market places, and churches, meaning we go to where the community congregates, rather than waiting for them to come to us.
INVESTMENT REQUIRED

We are working to establish and network of partners that can support us over the next 5 years so that we can implement our strategic initiatives. HopeCore is seeking monetary or in-kind gifts and grants amounting to $1.2 million dollars.

IMPACT TO DATE

Through our maternal and child health workshops, over 4,000 children have been screened for malnutrition, adherence to immunizations, and gained access to clinical services, 6,000 mothers are better equipped to support their families’ health needs after participating in health education lectures, and over 800 mothers have received their preferred family planning method.

45,000 school children (100% of the total population in the school system) now have access to clean drinking water, handwashing stations, and soap for handwashing.

MILESTONES ACHIEVED

- 2016: Expanded maternal and child health workshops from 40 schools to 150, establish a Mothers-to-Mothers peer education program, and rolled out a 24/7 health advice hotline.
- 2014: Installed clean drinking water systems and hand washing stations in every school in the Maara Sub-County, totaling 184 schools.
- 2008: Launched the public health program

GROWTH PLAN

- 2017: Incorporate a malnutrition feeding component, including nutritional supplements, and increase our prenatal services during our maternal and child health workshops.
- 2018: Strengthen and fund our office-based clinic to provide a greater range of services to mothers and their children under 5 years, this includes a full-time clinician and a lab.
- 2019: Expand the geographic reach of our maternal and child health clinics, thus growing our target market

KEY AWARDS

- 2016: “Top Idea” Amplify (IDEO.org) ($98,000)
- 2015: Foster Family Charitable Foundation ($130,000)
- 2014-2015: “Most Supportive NGO” Maara Sub County

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healthymagination
Our finalists come from 6 countries across Africa

- Ethiopia
- Kenya
- Uganda
- Rwanda
- Nigeria
- Ghana
GSBI Mentors, Staff, and GE Leaders

We are deeply grateful for the generous contributions made by the volunteer GSBI mentors and GE leaders in support of the healthymagination Mother and Child Program. The mentoring provided by the individuals below sets the program apart from any other program in the world, and we thank them for their support.

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Grace Colón  
Vikram Damodaran (GE Faculty)  
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Michelle Ewoldt  
Shaun Glover (GE Faculty)  
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Marie Haller  
Tricia Harris  
Jay Ireland (GE)  
Dima Khoury  
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