



Mission

Make reliable and accelerate the transfer of medico-scientific knowledge between African healthcare professionals and international health organizations, to improve patient safety.

Problem

Medical error in Africa: 2 deaths / minute, mainly caused by isolation and the lack of continuous training of healthcare professionals.

Value proposition

Interconnect all healthcare professionals practicing in Africa through a mobile application, which allows them to exchange their knowledge in real time, regardless of the distance, in order to make better medical decisions and thus save more lives.

Product & services

We provide a medical platform for remote collaboration and continuing education dedicated to healthcare professionals, which allows them to improve their skills, enrich their curriculum vitae and deliver quality care to their patients. As well as a remote medical marketing platform that allows companies or international health organizations to target and reach health professionals in Africa to promote their activities and to collect qualitative data from the sector in real time.

Market size

In 2017, +2 million healthcare professionals practicing in Africa, i.e. 5 million in 2030. Also each year, +5 billion € are spent in medical marketing by organizations and companies to reach healthcare professionals practicing in Africa.

Customers

BtoC: doctors, midwives, nurses

BtoB: pharmaceutical laboratories, pharmaceutical marketing agencies, international health organizations, government institutions, ministries of health, insurance companies, e-health startups, medical journals, health recruitment firm, etc.

Business model

BtoB: Sale of our remote medical marketing tool to health companies and organizations, that allows them to target and reach healthcare professionals practicing in Africa. Price range: 5k to 100k € per customer per year.

BtoC: Sale of online continuing medical education modules to healthcare professionals in Africa. Price range: €100 to €500 per training program. Launch end of 2022.

Executive Summary

Traction

More than 4,000 clinical cases resolved and +10,000 healthcare professionals users coming mainly from West & Central Africa countries. More than 100k € of cumulative turnover via the BtoB model (2019-2021).

Competition

Sermo (sermo.com) ; Figure 1 (figure1.com) ; Medshr (medshr.net) ; Curofy (curofy.com)

Competitive advantage

Our community positioning limited to the African market gives us priority in the eyes of our users, who find themselves better in terms of diseases or topics discussed on REMA than on Western platforms.

Marketing and sales strategy

Our major challenge is to optimize and increase “our points of contact” with target healthcare professionals, in order to collect more qualitative data to be valued via our remote medical marketing tools. These points of contact can be value propositions intrinsic to our business model (medical webinars) or traditional acquisition channels (field prospecting by local sales team, online prospecting, animation of our social networks, emailing campaigns, etc.)

Core team

CEO : Dr Sedric Degbo (MD, Marketing, Sales)

CTO : Bernard Onzo (Engineer IT, mobile & web)

CPO : Moudilou Dramane : (Design, Product owner)

ADVISOR : Erick Yong (Green Tec Capital)

TEAM SIZE : 9 permanent employees

Thanks to our deep knowledge of our target segments and of the medical market in Africa, we have implemented an efficient and resilient growth strategy that has enabled us to reach the current level of traction without fundraising.

Financial needs and projections

We need a seed investment of €300k (against 23% in equity) to reach 50,000 user healthcare professionals and a cumulative turnover of €700,000, from 2022 to 2024.

About us

REMA Medical Technologies

Incorporated in 2019

Website : www.remaapp.com

Email : contact@remaapp.com

Phone / Whatsapp : +229 96200613