



Nguni Care

Access to health care, anywhere, any time



The Problem

South Africa faces a heart health crisis: Cardiovascular diseases (CVDs) are the leading cause of death, affecting millions of people. Access to care is a major barrier: Millions lack access to affordable, convenient, and culturally relevant CVD management resources. Underserved communities are disproportionately impacted: Limited internet access, healthcare infrastructure, and financial resources exacerbate the problem.



People aged 30-74 years living in underserved communities

People aged in South Africa, particularly in underserved communities seeking accessible, personalized, and affordable tools for managing their heart health. Those diagnosed with CVD or at high risk of developing CVD..



Limited awareness and knowledge

Many individuals lack understanding of CVD risk factors, prevention strategies, and effective management techniques.



Inaccessible healthcare

Geographic, financial, and transportation barriers often hinder access to crucial medical services and personalized guidance.



Low medication adherence

Complex medication schedules and limited understanding of treatment plans can lead to poor adherence, putting individuals at risks.



Lack of community support

Individuals with CVDs often lack access to support networks and resources for managing their condition, leading to isolation and anxiety..

The Solution

Our health care app is a convenient, accessible and affordable way to manage CVD for those in underserved areas. We help with determining CVD risk, medication adherence, symptom tracking promotes better health outcomes. We also encourage stronger and healthier communities by connecting patients with health workers around you.



Nguni Care

Our health care application is revolutionizing CVD management in South Africa. Nguni Care aims to solve the problem of fragmented care for underserved communities by providing affordable care.



Accessible to everyone

Utilizes SMS and WhatsApp, reaching users with basic phones and limited internet access, ensuring widespread reach



Personalized care

Provides individual risk assessments, customized action plans, educational modules, medication reminders, and symptom tracking, all delivered via SMS and WhatsApp.



AI-powered insights

Leverages an advanced risk assessment algorithm tailored to the South African population, providing accurate risk stratification for targeted interventions.



Community support

Connects users to health workers and in future, other people, fostering a supportive environment for sharing experiences, tips, and encouragement.

The Market

The target market for our health care app includes 30-74 residing in South Africa, estimated at 27 million, with a focus on underserved segments low-income populations, individuals diagnosed with CVD, at risk of developing CVD, and seeking remote monitoring and support, particularly those with hypertension. Nguni Care's focus on underserved communities and individuals with hypertension in KZN represents a significant market opportunity with strong growth potential



Size of Market

Our **Total Addressable Market** is **27M** which represents the total potential market in South Africa.

Serviceable Addressable Market is **23M**: Includes those likely to adopt a digital solution due to **smartphone penetration (95%)** and awareness. **Serviceable**

Obtainable Market 5M: Represents the segment of the market that we can **realistically reach** and acquire as customers within a defined timeframe, which are residents of **Kwa-Zulu Natal**.

Revenue in the **Digital Health market** is projected to reach **US\$807M in 2024**.

Revenue is expected to show an annual **growth rate** (CAGR 2024-2029) of **7.43%**, resulting in a **projected market volume** of **US\$1.1B by 2029**.



Growth Potential

Strong Growth Drivers:

1 in 3 people have hypertension in South Africa and an increasing prevalence of CVD.

Increasing smartphone penetration and mobile data usage. Growing awareness of digital health solutions and telehealth.

Government initiatives to promote preventative healthcare and early diagnosis. **Market Trends:**

Increasing **demand for convenient and affordable healthcare** options. Growing adoption of digital health solutions, particularly in underserved areas. Increased **government investment in health technology and infrastructure**.



Segmentation

CVD Risk Factor: Individuals diagnosed with CVD, individuals at risk, and those seeking preventive measures.

Level of Engagement: Users seeking basic information and guidance, users actively managing their condition, and users requiring more personalized and advanced support.

Access to Technology: Users with smartphones and internet access, users with basic phones reliant on SMS, and users needing alternative access methods like WhatsApp.

The Business Model

Our health app leverages a multi-pronged business model to achieve sustainability and generate revenue while delivering impactful health solutions. We also generate revenue by having a subscription based model, data monetization, and partnerships.



Cost Structure

Initial Development:

Estimated cost of **ZAR 250,000** (approximately USD 15,000) over a 4-month period to develop the **initial MVP**. Recurring

Operating Costs: Estimated monthly operating costs of **ZAR 85,000** (USD 5,000):

Staffing (65%): **ZAR 55,250** (USD 3,250) for a team of 5, covering salaries, benefits, and payroll taxes. Marketing (20%): **ZAR 17,000** (USD 1,000) for digital **marketing** campaigns, content creation, social media outreach, and promotional activities. General

& **Administrative** (15%): **ZAR 12,750** (USD 750) for operational expenses like professional services, rent, utilities, licensing, and legal fees.



Pricing Strategy

Freemium Model:

Free Tier: Offers basic features, including risk assessment, symptom tracking, and access to educational content, to attract users and demonstrate value.

Premium Tier: Provides advanced features for a monthly subscription fee, including tailored action plans, medication reminders, access to expert-curated content, and direct communication with healthcare professionals.

Pricing will be competitive at **ZAR 60-100** per month: The cost of premium subscriptions will be comparable to or lower than existing healthcare solutions or services, making Nguni Care an attractive option for individuals seeking value.



Revenue Streams

We generate revenue for Nguni Care through monthly subscriptions, partnerships with **healthcare providers** and **pharmacies**, and **data monetization**. We offer premium subscriptions, partner with healthcare providers to integrate Nguni Care into their systems, and collaborate with pharmacies for co-marketing. We also monetize anonymized user data for research and development, while ensuring **user consent and ownership of their data**.

The Go-To-Market Strategy

Our go-to-market strategy for Nguni Care combines a strong digital presence with meaningful community outreach. We engage our target audience on social media and use paid advertising to reach specific demographics, while also partnering with local organizations and participating in community events to provide direct education and support.



Customer Acquisition

Community Outreach:

Collaboration with **NGOs** and community organizations to promote Nguni Care in underserved communities. Active participation in **health fairs, community events**, and public gatherings to educate the public about CVD and promote Nguni Care. **Incentivize** users to **refer friends** and family to Nguni Care, **offering rewards** and promoting organic growth.

We're engaging people on **social media platforms** like Facebook, Instagram, and Twitter, using targeted campaigns to raise awareness.

We're also running advertising campaigns on platforms like Google Ads and Facebook Ads to reach specific demographics with tailored messaging



Distribution

We'll start by establishing initial partnerships with **local doctors** for our pilot program. These partnerships will allow us to integrate Nguni Care into their existing healthcare systems and gain valuable feedback from real users.

We'll also optimize Nguni Care's presence on the Google Play Store and Apple App Store to improve discoverability, increase downloads, and attract new users. We'll leverage partnerships with mobile carriers to reach potential users directly through SMS messages, promoting awareness and providing links for access..



Partnerships

We'll establish strategic partnerships to expand Nguni Care's reach and impact.

We'll collaborate with **healthcare providers**, integrating the app into their systems for streamlined communication and patient management. We'll partner with **pharmacies** to distribute promotional materials, offer discounts, and potentially integrate Nguni Care into their medication management systems. Finally, we'll partner with **payment service providers** to ensure secure and convenient payment options for premium subscriptions, potentially offering incentives or discounts for using specific payment methods.

The Competition

Nguni Care stands out by providing a solution that reaches everyone, regardless of internet access. We'll focus on underserved communities, addressing their specific needs. Nguni Care's AI-powered algorithms and customized features provide a personalized and data-driven approach, differentiating it from competitors.

	Symptom Tracker	Medication reminders	Connect to Doctor	Risk assessment	Price
Nguni Care	✓	✓	✓	✓	Freemium R60-100
Unu Health	✗	✗	✓	✓	Pay as you use from R121
Heart Failure Navigator	✓	✓	✓	✓	R900
Cardio Smart	✓	✓	✓	✓	Free

Meet the Team

Committed to creating a user-centric and impactful product. Together, we are passionate about improving healthcare access and outcomes for all.



Thembelihle Gumede
CEO

Over a decade of experience in medical technology, evident in the birth of Nguni Care. She currently leads the development of multiple innovative solutions, demonstrating her ability to translate technical expertise into real-world impact.

The Financials

Our health app is seeking USD 50,000 in seed funding to complete the MVP development and launch. We are projecting USD 50,000 in revenue and USD 18,000 in profit by Year 1, with a target of 30000 active users.



Current Funding

Bootstrapped: Nguni Care has been self-funded to date



Revenue Projections

Year 1 (Conservative): USD 50,000 in revenue.
Year 1 (Target): USD 180,000 in revenue (assuming strong demand and license approval).
Year 3: USD 250,000 in annual revenue.
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Fundraising

Seed Funding: we are seeking ZAR 850,000 (USD 50,000) in seed funding to achieve key milestones:

Complete Development: Enhance the app's features, improve the user experience, and integrate with healthcare systems.

Expand User Base: Implement marketing campaigns and strategic partnerships to reach a wider audience and generate user growth.

Build Brand Trust: Establish Nguni Care as a reliable and trusted source for CVD management solutions in South Africa

The Milestones

Nguni Care has achieved key milestones, including developing a functional MVP and securing partnerships with two leading healthcare providers in KZN. We are now actively building our user base and exploring further partnerships to expand our reach and impact.

