

# One App Solution, All Laboratories

Presented by

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# The Problem

**70% Of Clinical Decisions** are made from Diagnostic results, yet almost **half of the World's Population** have **Little or No Access** to Diagnostic Tests and Scans



**Difficulty finding Laboratories that offer required tests/scans**



**Long Queues and waiting time**



**Uncertainty of costs of Diagnostic tests and scans**



**Laboratories find it difficult acquiring customers despite huge investments.**



# Why do the Problems need to be Solved?

**01.**

## **INCREASED HEALTHCARE COST**

Late-Stage diagnosis increases cost of treatment.

**02.**

## **PUBLIC HEALTH CRISIS**

Delayed diagnosis increases the spread of infectious diseases.

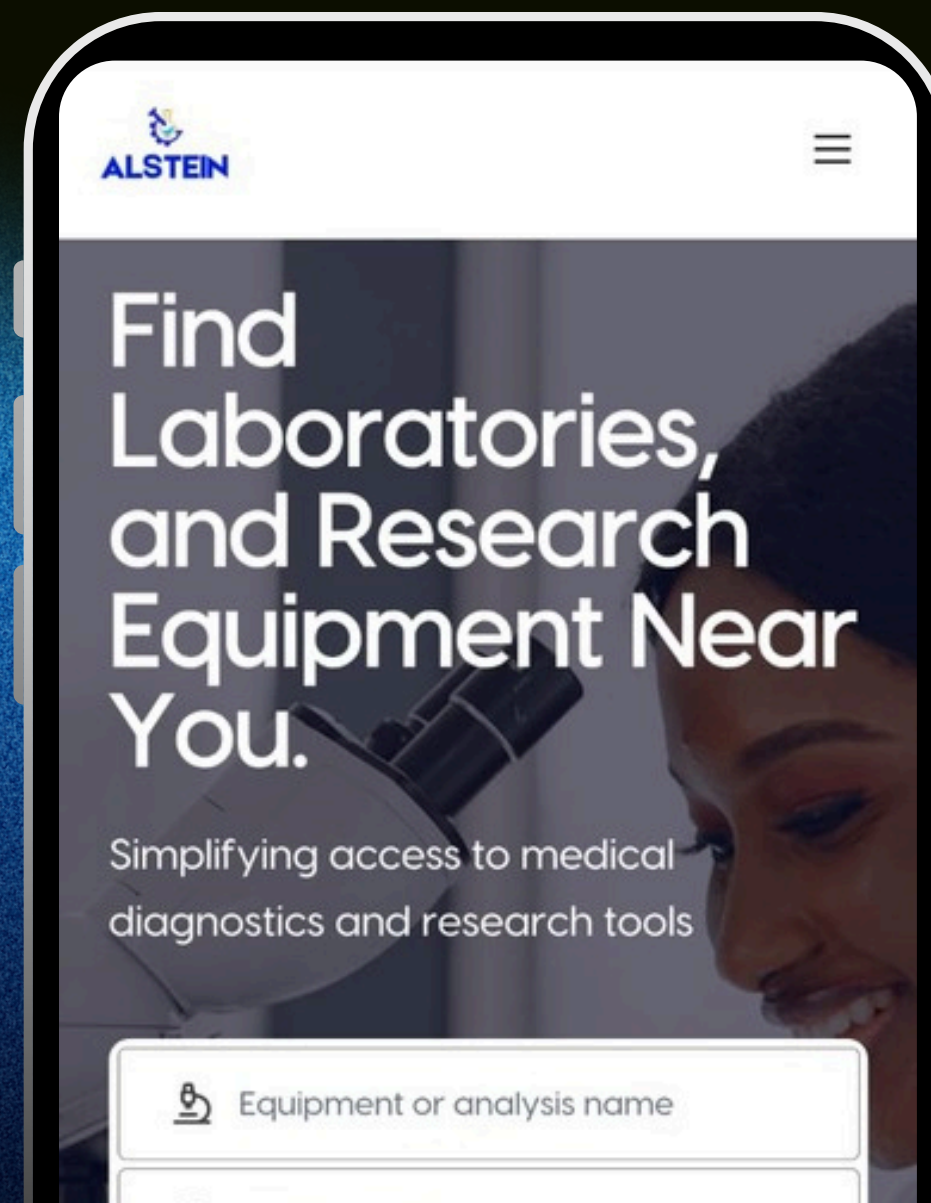
**03.**

## **CANCER MORTALITY**

One out of three cancer deaths are associated with delayed diagnosis. **>70% of breast cancer cases are diagnosed late.**

# One App Solution, All Laboratories

[www.alstein.com](http://www.alstein.com)



# ALSTEIN APP



## **FIND & COMPARE**

Search verified labs and compare price, distance, and turnaround time



## **BOOK TEST**

Book instantly and take the test at the lab (or request home sample collection)



## **GET RESULTS**

Receive your results securely on the app/WhatsApp/Email

# Value Proposition

Alstein helps you find trusted labs and scientific facilities, book tests or equipment easily, and get your results or reports faster, all in one app.



## VERIFIED LABORATORY MARKETPLACE

Verified diagnostic labs, research facilities, and equipment leasing providers



## BOOKING + SAMPLE/SLOT MANAGEMENT

Book tests or reserve equipment slots, submit samples, and track status



## SMART SEARCH, COMPARE & CUSTOM QUOTE

Compare price, location, availability, and turnaround time (TAT). Request Quote .



## DIGITAL RESULTS & REPORTS

Receive results/COAs securely, store records, and access history anytime



# Competition Analysis

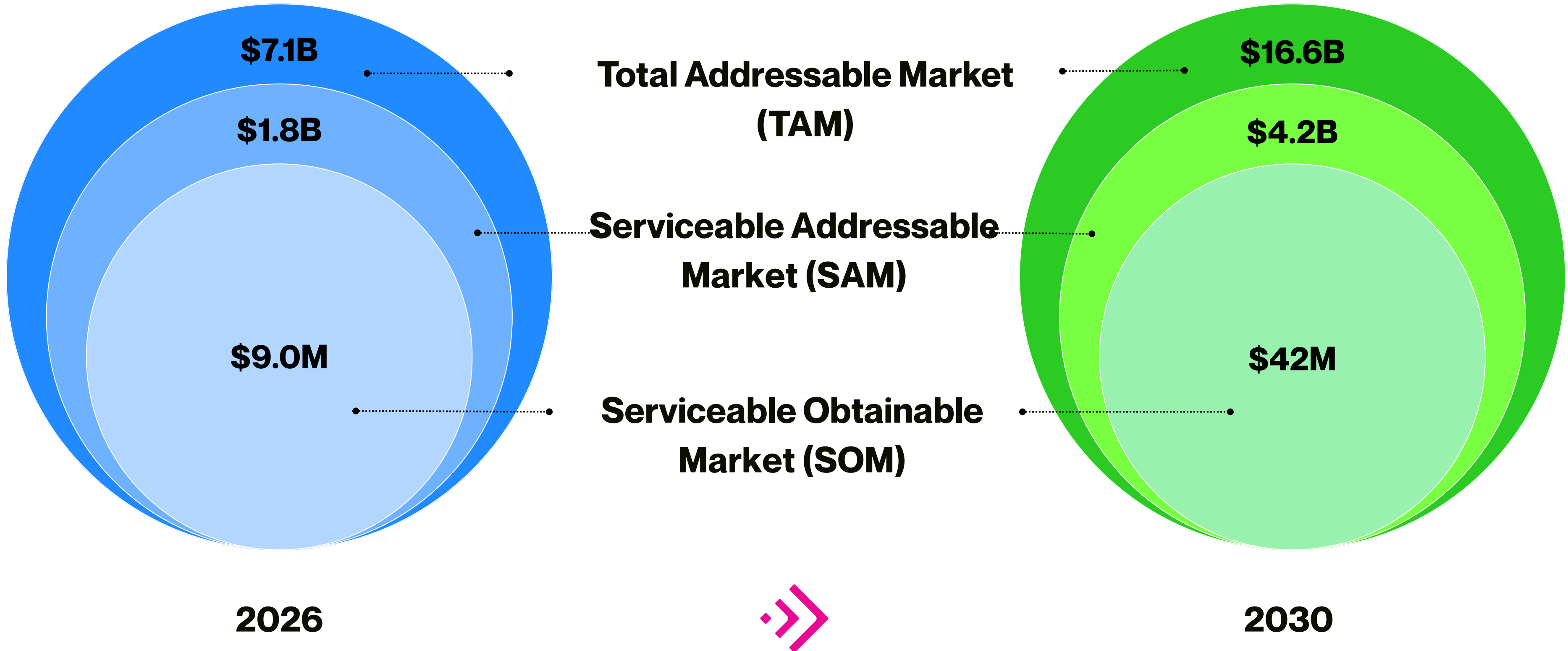
Feature	Traditional Labs	Telemedicine Apps	Local Health Apps	ALSTEIN
Lab comparison	✗	✗	⚠	✓
Digital booking	✗	⚠	✓	✓
Results delivery	⚠	⚠	✓	✓
Multi-provider access	✗	✗	⚠	✓
Scientific services	✗	✗	✗	✓
Pan-African scale	✗	✗	✗	✓

**Alstein doesn't compete by replacing providers, it wins by connecting and scaling them.**

# Market Opportunity

## AFRICA DIGITAL HEALTH MARKET

**CAGR= 23.4%**



# Market Opportunity: Why Now?

As healthcare workers migrate, Africa urgently needs digital systems that make diagnostics faster, easier, and more efficient.



- In 2024 alone, over 4,193 doctors and dentists left Nigeria for opportunities abroad, mostly to the UK.
- Over 9,000 Nigerian doctors migrated between 2016–2018, and ~42,000 nurses have left Nigeria in recent years.
- Across Africa, ~80% of countries face high rates of healthcare worker migration, contributing to critical workforce shortages.

**Nearly half of registered doctors are no longer actively practicing in Nigeria.**

# YEAR ONE FINANCIAL PROJECTION



**Number of Activated Labs**

**300**

Average Number of Bookings per Month per Lab

100

Average Booking Cost (NGN)

10,000 (\$7)

Monthly Booking (NGN)

$300 \times 100 \times 10,000 = \mathbf{300,000,000 (\$200,000)}$

Total Commission earned (10%) on Booking per month (NGN)

$10\% \times 300,000,000 = \mathbf{30,000,000 (\$20,000)}$

Total Revenue on Service Charge per month (350 NGN per booking)

$300 \times 350 \times 100 = \mathbf{10,500,000 (\$7,000)}$

Total Revenue on Booking and Service Charge (NGN)

$\mathbf{10,500,000 + 30,000,000 = 40,500,000 (\$27,000)}$

**Year One Revenue (NGN)**

$40,500,000 \times 12 = \mathbf{486,000,000}$

**YEAR ONE REVENUE (USD)**

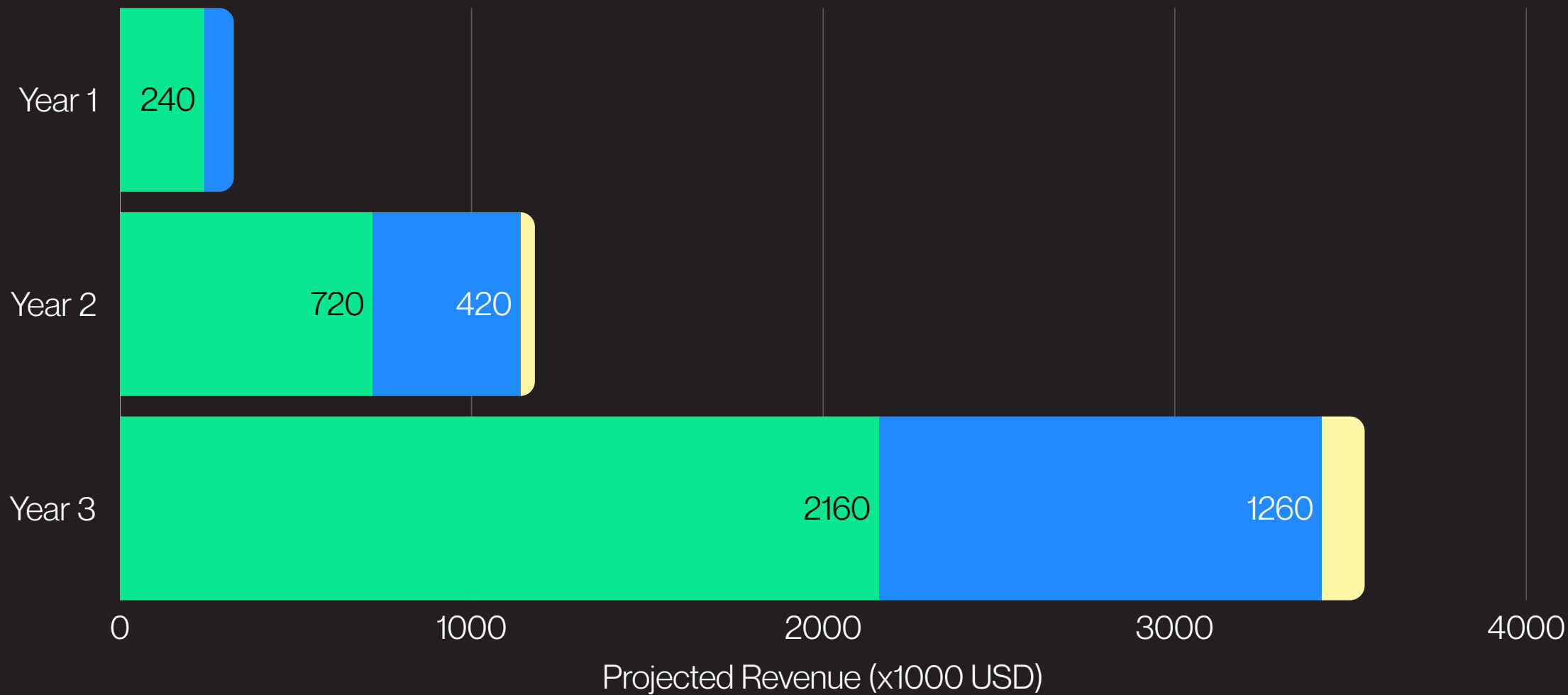
**\$324,000**

# Business Model

## Projected Revenue

**Year One: \$324,000**  
**Year Two: \$1,180,000**  
**Year Three: \$3,540,000**

● Commission    ● Service Fee    ● Premium Services



### Booking Commissions

10% Commission on every successful booking



### Service Fee

Fixed Fee for using the Alstein platform charged to user. 350 NGN (\$0.2)



### Premium Services

Ads, Priority services



# Fundraising Ask

**Seed: \$200,000**

**RUNWAY: 18 MONTHS**

## Phase III:

**AI-Enabled Lab Booking**

**Calendar Integration**

**HMO/Health Insurance portal**

**Ambulance Services**

**40%**

### **PRODUCT & TECHNOLOGY**

AI Integration for reading requisitions and booking.  
Ambulance and Logistics service integration.

**20%**

### **GROWTH & MARKET ENTRY**

Drive early adoption through city launches, partnerships, and user acquisition.

**25%**

### **LABORATORY ONBOARDING & OPERATIONS**

Optimize operations for nationwide coverage.

**15%**

### **COMPLIANCE, ADMINISTRATION & BUFFER**

Ensure adherence to regulatory, data protection, and governance requirements

# ALSTEIN TEAM

Alstein's team combines healthcare experience, tech skills, and real on-ground execution to build practical digital health solutions that actually work in Africa.



**Pharm Adeoluwa Adediran**

CEO



**Dr Kofoworola Esegbe**

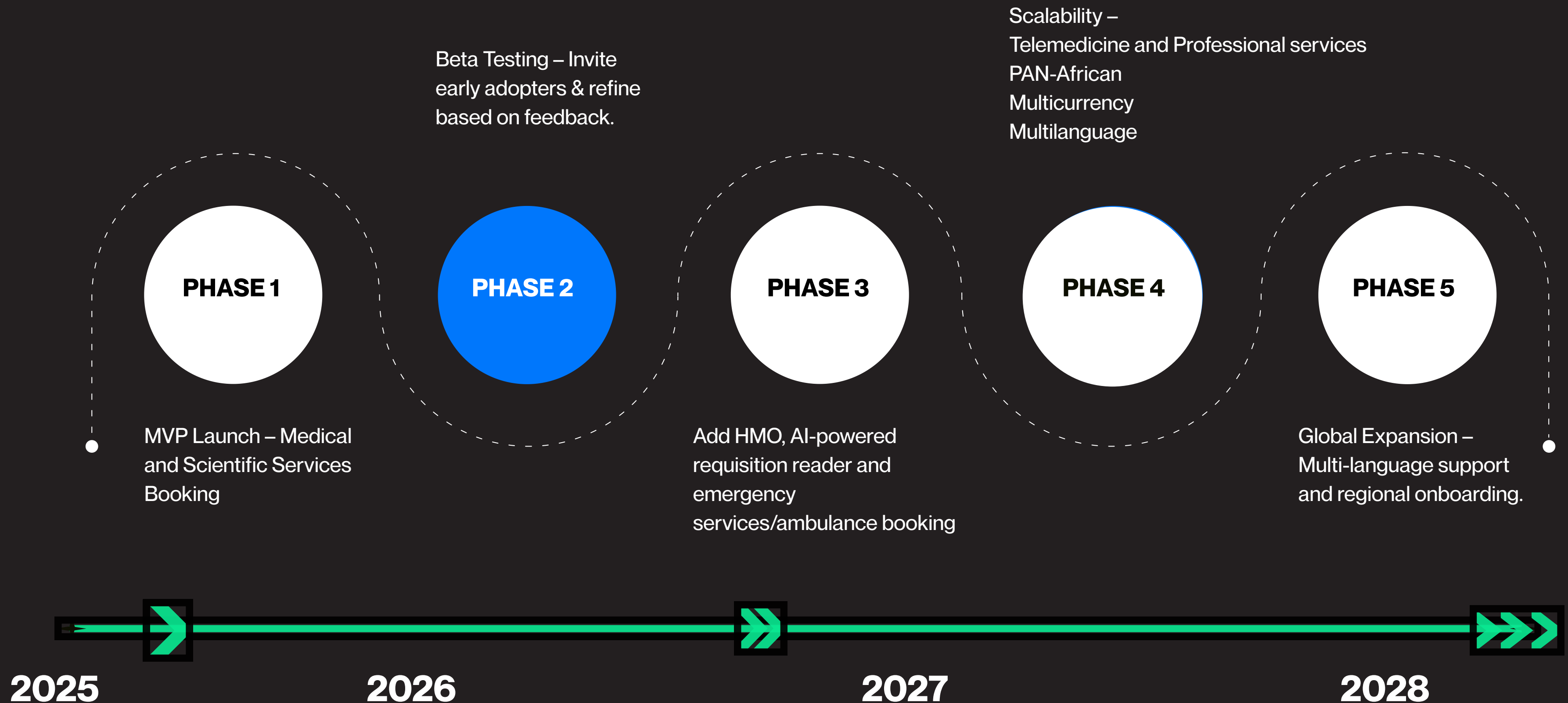
MedTech Lead



**Damilare Odulesi**

Lead Software Engineer

# Product Development Roadmap





[CONTACT US](#)

# From Innovation to Impact

**Connecting People to better diagnostics  
and better health outcomes**

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