



PROVIDING
HEALTHCARE
INFRASTRUCTURE
AS A SERVICE

WWW.DOCTOORA.COM

9 IN 10 DOCTORS IN NIGERIA, CANNOT AFFORD TO START THEIR PRIVATE PRACTICE



- High setup costs
- High running costs
- Inadequate access to capital.

8 out of 10 Nigerian medical doctors are currently seeking work opportunities abroad.

IMAGINE SHARED OFFICES FOR DOCTORS

**DOCTOORA PROVIDES FULLY SERVICED
MEDICAL FACILITIES TO DOCTORS, ON A
PAY-PER-USE BASIS, SO THEY CAN START
THEIR PRIVATE PRACTICE WITH EASE**

Doctors can reach more clients who need their skills

**Nigeria needs
more than
237,000
medical
doctors to
meet World
Health
Organisation
(WHO)
standard
doctor-
patient ratio**

AN ALTERNATE APPROACH TO PRIVATE PRACTICE



**CARE SEEKERS &
HEALTH INSURANCE/HMO**



**HEALTHCARE
PROFESSIONALS**



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FULLY SERVICED FACILITIES

More than
\$1bn is spent
by Nigerians
on Healthcare
in other
countries
every year.

**3 DOCTOORA LOCATIONS,
8 AFFILIATES HEALTH CENTRES,
1300 CLINIC HOURS PER WEEK,
SHORT OR LONG TERM RENTALS**



Opebi, Lagos



Ogudu, Lagos



Surulere, Lagos

Doctor's Offices by Doctoor

**Private
healthcare
providers
supply only
13% of
healthcare
services in
Nigeria**

A PRACTICE MANAGEMENT WEB APPLICATION

Doctora App allows users manage all their interactions in one place

The screenshot displays the Doctora App interface for a doctor named Dr. Debo. The top navigation bar includes the Doctora logo, a 'Health Market' button, a greeting 'Good Morning, Dr Debo!', and notification for '2 new appointment request'. There are 'Answer' and 'Search' icons on the right.

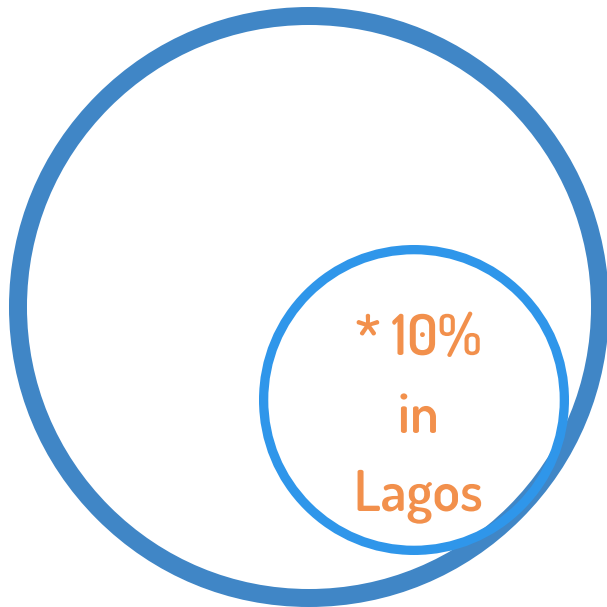
The main dashboard is divided into several sections:

- Left Sidebar:** Contains navigation options: 'Book a Clinic', 'HOME', 'Doctors Profile', 'Appointments' (highlighted), 'Message', 'Patients', 'Care Team', 'Wallet', 'Topics', and 'Refer someone'.
- Appointment Request:** Shows a request from 'Taiwo Ajao' at 13:00 with the problem 'Problems walking too far...'. A modal window is open for a patient named 'Amaka Taiwo', displaying their profile (23rd/09/2017, 10:15am), physical stats (H:5'3", W:63kg, BMI:23), problem description ('Pain that stops me from walking too far...'), symptoms ('Pain in left side, hard to walk difficulty breathing'), and past medical history (Sickle Cell Trait, High Blood Pressure, Bleeding disorders).
- Upcoming Appointments:** Lists appointments for 'Amaka Taiwo', 'Unaka', 'ansui', 'Ahmed', and 'ekemode'.
- Wallet:** Shows a balance of 'Available ₦7000' and a 'Busy Period!' notification: 'You have 5 upcoming appointments, Top up to book more clinic time!' with a 'TopUp Now' button.
- Recent Activities:** Lists recent interactions: 'Dr Taiwo Awatemi Commented On your Test Results for Peter Jones.' (1 hour ago), '@drDebo Your patient is presenting with a number of symptoms which makes it hard to give them correct diagnosis.' (1 hour ago), and 'Dr Shakirah Saliu added an appointment to your calendar' (1 hour ago).
- Message:** A message from '@drAwatemi' says 'I think you are right the results do suggest...'. There is a '+', '@', and '😊' icons for further actions.
- Care Team Patients:** Shows a list of patients: 'Amaka Taiwo', 'Tunde Badmus', and 'Amina Ahmed'. A 'Find a Patient' button is at the bottom.
- Bottom Section:** Features a 'healthcare before America' banner and a video thumbnail titled 'All you need to know about Sickle Cell' dated August 1, 2017, by Dr. Shakirah Salu (5 mins).

There are roughly 5000 Nigerian Doctors in Diaspora.

A BLUE OCEAN IN A \$23BN MARKET

> 500,000 Private healthcare consultations per year in Lagos



35,000 Doctors in Nigeria

(*Estimated)



Existing
hospitals

Indirect Competition

More than
\$1bn is spent
by Nigerians
on Healthcare
in other
countries
every year.

2 MONTHS IN

2

Locations

42

Doctors

8

Paid transactions

N753k

Revenue

Breakeven Target = 20,000 Clinic Hours Sold

1 CLINIC HOUR = N6000

Sponsors & Partners



THE TONY ELUMELU
FOUNDATION
ENTREPRENEURSHIP PROGRAMME



OUR TEAM



Dr Debo Odulana
Chief Executive Officer
Medical Doctor 7 years
frontline & management
experience



Beatrix Wu RN.
Chief Operations Officer
Registered Nurse &
management consultant with
5 years experience

Barr. Seun Lawal
Legal & Communications Lead

Oluwatobi Adedipe
Developer in Residence

Taofeek Olugbode
Administrative Analyst



Dr Shakirah Saliu
Chief Medical Director
Medical Doctor 7 years
frontline & public
health experience



Alecia Esson
Head of Product
Product & User experience
designer with 6 years
startup experience

**OVER 30 YEARS OF
COMBINED EXPERIENCE
IN HEALTHCARE,
MANAGEMENT, DESIGN
& ENTREPRENEURSHIP**

WHAT WE'RE LOOKING FOR

FINANCIAL INVESTMENT

\$1,000,000/NGN 350million for up to 10% equity

STRATEGIC PARTNERSHIPS

Medical equipment lease, HMO, Pharmacies, NGO's etc.

KEY TEAM MEMBERS & ADVISERS

BECOME OUR MARKETING ADVOCATE!!!

Nigeria currently has one doctor to attend to 3,500 patients in the country, which is a far cry to the WHO goal of one doctor to 600 patients



CONTACT US

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