

Jokko\$anté

digital community  
pharmacy



3 GOOD HEALTH  
AND WELL-BEING



10 REDUCED  
INEQUALITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**100  
millions**

fall under  
poverty level  
due to health  
expenses



**32%**

of health  
expenses paid  
by families out-  
of-the-pocket

Source : WHO

drugs payments  
weight

**65%**

of families health  
related expenses





NGO / CSR drugs donations  
Targeting Challenges

Home Family Health  
Budget Challenge  
for Diaspora People

Supply Chain Challenges

Surplus / Shortfall  
management  
issues

Self-medication

illegal  
sale

financial loss

misuse of  
health budget

# Our Solution



**digital community management of drug expenditures**



# Business Model

get free points  
funded by NGO or Private  
Sector CSR or Health  
Programs

5%

points earned by workers  
according to their  
performance  
(employees, resellers)

Give points to customers  
instead of goodies

5%

Buy points with credit  
cards, Paypal, Mobile  
Money

Share points with  
friends and family

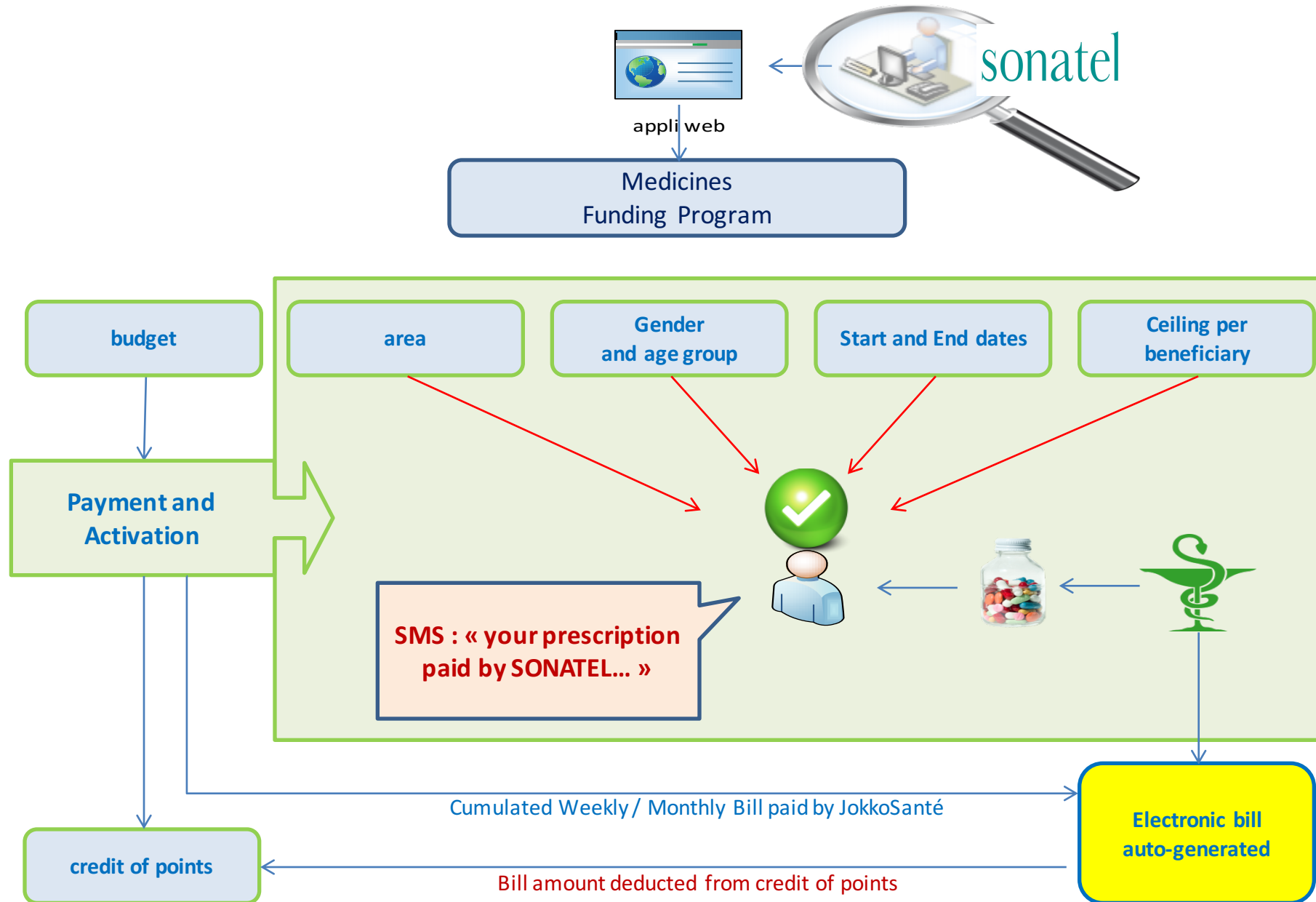
Points transfers by  
Diaspora

2%

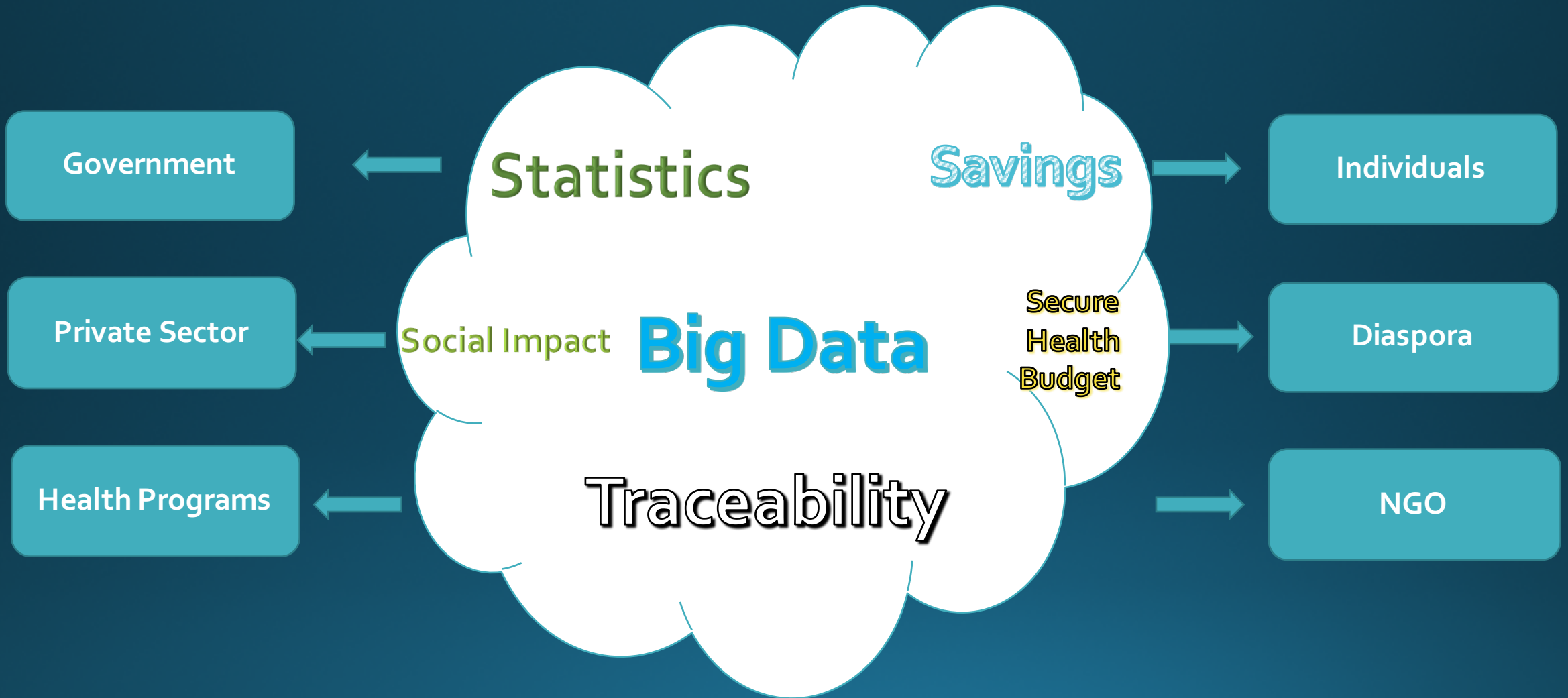
pay prescriptions with points

C  
O  
M  
M  
I  
S  
S  
I  
O  
N

# Example : Medicines Financing by Sonatel (Orange Senegal)



# Benefits for All Stakeholders





# JokkoSanté Main Features

fintech

Micro  
Savings

Health Funding  
Management

Digital  
Goodies  
Management

healthtech

Digital  
Prescriptions

Shared  
Personal  
Pharma  
Records

Management of  
Medicines  
Inventories and  
Transfers

# The Africa Market

- ❖ **1.2 billion customers**
- ❖ **Health Market Dynamics :**
  - ❖ **Increase of Life Expectancy**
  - ❖ **Rise of Middle Class**
  - ❖ **Health Universal Coverage Programs**
- ❖ **Pharma Market Size :**
  - ❖ **2017 : USD 20.6 Bn**
  - ❖ **2021 : USD 26.3 Bn**
  - ❖ **CAGR : 6.3%**



# Core Team

highly skilled and experimented professionals



**Adama KANE**  
Senior ICT Expert  
19y experience



**Irha NDIAYE**  
Pharmacist  
17y experience



**Jinndaa KANE**  
Sales / Marketing  
9y experience



**Birame Dramé**  
Pharmacist  
17y experience



**Legré SEYE**  
Financial Officer  
15y experience



# Main Awards



Grand Prize 2016  
France e-Health University



e-Health Observatory Prize 2016  
Laboratoires Pierre Fabre



Ashoka Fellowship 2016



African Entrepreneurship Award 2015  
Most Sustainable Impact Business  
Unchartered & Environment



ITU Telecom World 2015  
Recognition of Excellency  
Social Impact



World Summit Award 2015  
Best Senegalese App  
e-Health & Environment

Among top 12 innovations identified by UN  
in 2017 to achieve SDGs 2030



United Nations HQ, may 2017

Startup approved and published on  
United Nations Business Platform



business.un.org

PARTNERSHIP STORIES

PARTNERSHIP OPPORTUNITIES

**JokkoSanté**

## Our Ambition 2030

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**50 M** active users  
in **40** countries by **2030**  
and manage **15 %** of health payments



# Thank You

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