

Key Partners

- World Hope International
- Dr. Cheedy Jaja
- World Hope Organization
- Sickle Scan Society
- Ministry of Health and Sanitation



Key Activities

Large scale manufacturing and transportation of the device



Key Resources

- Lateral flow device
- Intellectual Property to patent the design



Customer Relationships

- Establish user communities in order to receive feedback and build strong relationships



Channels

- World Health Organization
- Free Health Initiative (FHCI)
- UNICEF and UKAID



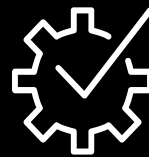
Customer Segments

- Children under the age of five
- Newborn babies
- Sierra Leoneans with SCD or SCT



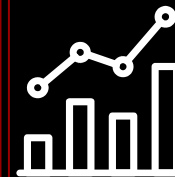
Cost Structure

- Value-Driven Business model
- Fixed Costs: Utilities, Freight
- Variable Costs: Direct Materials, Indirect Materials, Taxes



Value Proposition

A SCA diagnostic device, testing for sickle cell disease and sickle cell trait primarily for children five years old and below



Revenue Streams

- Selling our device through our partner-direct channels
- The device selling price will be 110% of the unit product cost
- The device will not operate at economies of scale