



Key Partners

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



Key Activities

- Check in with Project coordinators in Sierra Leone.
- Eboard Affairs and higher management.



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

- Distributed to Hospitals for newborn screening
- Direct Sales (Pharmacies)



Customer Segments

- Newborn babies
- Children under the age of five
- Individuals with/without symptoms (Direct Sales)



Cost Structure

- Value-Driven Business model
- Fixed Costs: Salaries for Managers, Advertising, Internet / Top-op, Transportation
- Variable Costs: Direct Materials, Packaging



Value Proposition

Equipping hospitals with functional SCD diagnostic devices to screen 90% of all newborns in Sierra Leone within 5 years, integrating it into their standard operating procedures.



Revenue Streams

- Selling our device to donors (UNICEF and WHO)
- The device will sell for \$4.50 indirect channels and \$5.50 direct channels.
- Profits generated will go into Sickle relief programs.