

The FutureList

BetaCare

Innovation Memo

Innovation In Words



A note from the BetaCare Team;

Beyond traditional telehealth services, we seamlessly integrate health services and provide health educational tips and learning, all on a single platform. Our commitment to community engagement, driven by AI-powered chatbots and telehealth features, truly sets us apart, making BetaCare a trailblazer in the ever-evolving landscape of telehealth startups.

BetaCare



Executive Summary

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Health
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Telehealth
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betacare.ng
- 
Bootstrapped
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2020

BetaCare is a telehealth and healthcare education platform that aims to bridge the healthcare gap by providing easy access to healthcare and empowering the African community through education. Founded in 2020, Betacare offers comprehensive telemedicine consultations, diagnosis services, pharmaceutical delivery service, ambulance booking and educational content, all accessible through user-friendly web and mobile applications.

BetaCare operates in the growing African healthtech sector, which faces several challenges, including regulatory compliance, cybersecurity threats, technological infrastructure limitations, and intensified competition. However, BetaCare remains resilient, leveraging strategic partnerships, continuous R&D efforts, and diversified revenue streams to overcome these challenges and drive sustainable growth.

BetaCare's significance in the healthcare industry lies in its potential to democratise healthcare access, improve health outcomes, and promote societal well-being across Africa. With a focus on affordability and inclusivity, BetaCare's B2B2C model connects consumers directly with healthcare providers, making quality healthcare services available for less than a dollar. By embracing technological advancements, fostering community engagement, and prioritising patient-centric care, BetaCare stands poised to be one of the leaders of a telehealth revolution and shape the future of healthcare delivery on the continent, starting from Nigeria.



Runo Obafemi
Co-founder

Runo is an experienced professional with a diverse background spanning technology, healthcare, and entrepreneurship. Currently pursuing an MBA at Duke University's Fuqua School of Business, Runo is deeply involved in the healthcare sector, serving as the Co-Founder of Betacare.



Olutosin Obafemi
Co-founder

Olutosin is an entrepreneur with a focus on building profitable ventures that contribute positively to Africa's development. Currently, he holds multiple leadership positions, including Chairman of PISI Integrated Services, and Chief Executive Officer of Nitax Technologies Limited (NXT).



Dr. Yewande Alebiosu
Co-founder

Yewande Alebiosu is a medical doctor and Chief Operating Officer at Help Station, based in Lagos State, Nigeria. She is currently engaged in a three-month exchange program at ESSEC Business School.

Innovation Spotlight

Core Features

- **Telemedicine Consultations:** Patients can book consultations with general practitioners or specialist doctors and communicate with them via video, audio, or text chats on the web platform and mobile apps (*Mobile App is in development*).
- **Diagnosis Services:** The platform provides a trusted diagnosis of various medical problems through virtual consultations, with treatment plans sent directly to the patient's phone. Patients can book home tests or schedule walk-ins for testing, including periodic check-ups.
- **Pharmacy Services:** Users can find nearby pharmacies, book drug pickups, or have medications delivered to their doorstep.
- **Ambulance Booking:** In emergency health situations, users can quickly book an ambulance through the application.
- **Chatbot Solution (BEN):** The platform offers an AI-enabled chatbot solution for patients to book consultations with doctors and access other services via WhatsApp and Facebook. Also, subscribers receive daily medical advice and tips via SMS, providing valuable health information.

Design and User Experience

Users enjoy seamless video calls with healthcare providers, secure messaging, and easy feedback submission for improvement. Personalised recommendations and inclusive features also cater to user needs, ensuring a positive and efficient experience for all.

Performance Metrics

BetaCare's technology framework, powered by a dedicated development team, ensures continuous operation and scalability. Leveraging React for the user interface and Java Springboot for backend operations, the platform optimally utilizes mobile and web features with reliable loading and uptime, ensuring efficiency and reliability.

Integration and Compatibility

BetaCare's platform ensures seamless integration with existing healthcare systems via API integrations and accommodates rural clinics with email updates. Their deliberate focus on accessibility extends to grassroots communities through USSD technology. Partnering with Healthplus, Famasi, MTN, Airtel, and MPESA strengthens their reach and service offerings.

Safety and Compliance

BetaCare adheres to the provisions of the Nigerian Data Protection Act in collecting and handling patient data. Again, it ensures that all its doctors and partners are appropriately licensed by the appropriate medical body.

Innovation in Business Model

BetaCare's innovative B2B2C model establishes partnerships with healthcare providers to directly serve consumers, expanding its reach and services while creating value for partners. This collaborative approach enhances scalability, market penetration, and differentiation from competitors.

BetaCare's scalability is driven by continuous R&D, embracing medical technology advancements and flexible software architectures.

Market Impact & Future Outlook

Market Impact

BetaCare has the potential to hold significant market influence in the healthtech space, particularly in the telehealth sector, due to its innovative solutions and comprehensive approach to healthcare delivery. Its B2B2C operational model, which connects healthcare providers directly with consumers through a platform, distinguishes it from competitors by offering a seamless and integrated healthcare experience. BetaCare has received a Strategic Endorsement from the International Society for Telemedicine and eHealth.

BetaCare's platform has democratized access to healthcare by making it more affordable and convenient for all Africans, with services available for less than a dollar. This accessibility will significantly increase the adoption of telehealth services, especially in regions with limited access to traditional healthcare infrastructure.

Future Outlook

BetaCare's future vision is to establish a global presence that will reach every country globally. Here are recommendations to achieve this vision:

- Future advancements in technology and healthcare delivery will further enhance the company's market influence and solidify its position as an industry leader.
- Predicted advancements, including integrating improved artificial intelligence (AI) and machine learning algorithms into their telehealth platform, will enable more accurate matching and personalised treatment plans.
- BetaCare can leverage advancements in wearable health monitoring devices and remote patient monitoring technologies for healthcare to improve its services and enhance its offerings to doctors and patients.
- BetaCare envisions an expansion strategy rooted in strategic partnerships with local healthcare providers and the establishment of mini-clinics. Additionally, they would spread awareness and provide training through their Community Health Promoters (CHPs) to grow their user base.

Societal & Environmental Impact

BetaCare's work in telehealth has broader implications for society and the environment, contributing significantly to societal health, well-being, and sustainability.

- Also, increased access to healthcare can lead to improved health outcomes, reduced mortality rates, and enhanced overall well-being for individuals and communities.
- Furthermore, BetaCare also minimises using physical resources such as paper, medical supplies, and energy consumption typically associated with in-person healthcare visits, contributing to environmental conservation efforts.
- Moreover, the company's emphasis on preventative care and early intervention through education and telehealth consultations can help identify health issues before they escalate, leading to more effective disease management and reduced healthcare costs in the long run.

These proactive approaches to healthcare benefit numerous individuals and alleviate strain on healthcare systems, promoting overall societal resilience and sustainability.

Potential Funding & Partnership Opportunities

Potential funding and partnership opportunities for Betacare include seeking investment from venture capital firms, angel investors or impact investment funds focusing on healthcare startups in emerging markets like Nigeria.

Collaborating with healthcare institutions, insurance companies, and pharmaceutical companies can also provide access to resources, expertise, and networks.

Additionally, forming strategic partnerships with technology companies for product development, marketing alliances with telecommunication companies for broader reach, and affiliations with academic institutions for research and development can further enhance Betacare's growth and impact in the healthcare sector.

BetaCare has already established collaborations with other key players such as Healthplus, Famasi, MTN Nigeria, Airtel Nigeria and M-Pesa.

Potential Roadblocks & Risks

Navigating the dynamic landscape of telehealth presents potential challenges and risks that BetaCare could face, which could impact its operations and growth trajectory. Here are some potential roadblocks and how they can be mitigated:

- **Regulatory Compliance**

Changes in telehealth regulations and policies could impact the company's operations and market access. The team should stay updated with regulatory changes, continue collaborating with policymakers, and ensure compliance through regular audits and legal consultations.

- **Privacy and Cybersecurity Threats**

Telehealth platforms are susceptible to data breaches and cyberattacks, compromising patient confidentiality and trust. It is recommended that BetaCare invest in robust cybersecurity measures, strict data privacy policies, encryption technologies, and regular security audits to help safeguard data and protect users. Also, Betacare should provide staff training on data privacy and cybersecurity best practices.

- **Financial Sustainability risk**

Inadequate funding could strain the startup's financial resources and operations. The team develops diversified revenue streams, negotiates favourable reimbursement contracts with insurers, and explores strategic partnerships for funding and investment opportunities.

- **Technological Infrastructure Challenges**

Insufficient technological infrastructure or system failures could disrupt service delivery and compromise patient care. Therefore, redundant systems, cloud-based backups, and regular upgrades should be implemented to maintain the efficiency of BetaCare's platform.

- **Quality of Service threats from internet issues in Africa**

Inconsistent internet connectivity or technical glitches may affect the quality of telehealth consultations, leading to patient dissatisfaction. BetaCare should offer alternative communication channels (e.g., switching from video calls to phone calls) during connectivity issues.

- **Competition from other startups within the sector**

There is increased competition in the telehealth sector, which may affect BetaCare's market share and profitability. The team must focus on differentiating through superior service quality, innovations, brand visibility, and personalised patient care offers.

Conclusion

Amidst the challenges faced by the healthcare sector in Africa, BetaCare emerges as a transformative force, addressing critical gaps in healthcare access and service delivery. With millions lacking adequate healthcare, BetaCare bridges the divide with its innovative platform. By providing seamless integration with existing healthcare systems and leveraging AI-driven technologies, BetaCare empowers healthcare providers to extend their services to underserved communities, transforming the landscape of healthcare access.

BetaCare's commitment to regulatory compliance and strategic partnerships ensures the highest standards of quality and reliability. BetaCare contributes to healthcare delivery and fosters societal well-being and resilience through its comprehensive suite of telehealth services. BetaCare stands at the forefront of the healthcare revolution in Africa, embodying innovation, accessibility, and inclusivity in its telehealth services.

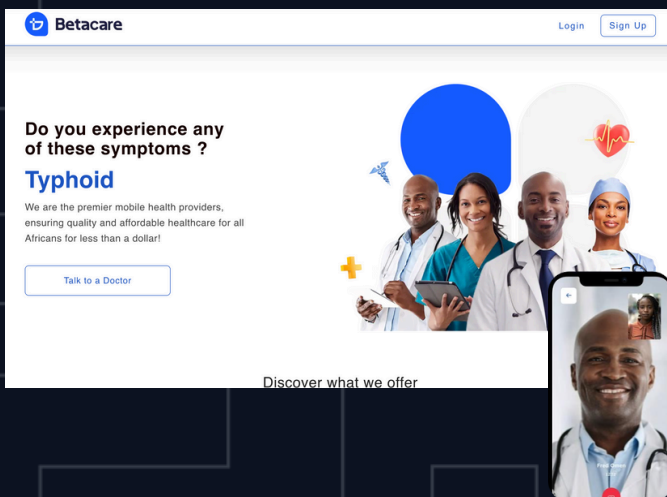
As BetaCare continues its journey, its commitment to innovation, community engagement, and patient-centric care will propel it towards achieving its vision of a healthier, more informed future for all Africans.

Join BetaCare in revolutionising healthcare access across Africa. They are on a mission to integrate with various healthcare platforms, expand into new markets, and collaborate with hospitals, pharmacies, and medical professionals throughout the continent. Join and support BetaCare to participate in the healthcare revolution to impact over 420,000 individuals.

Innovation In View

How **BetaCare** brings innovation to life

Web and Mobile Platform for a holistic user' experience



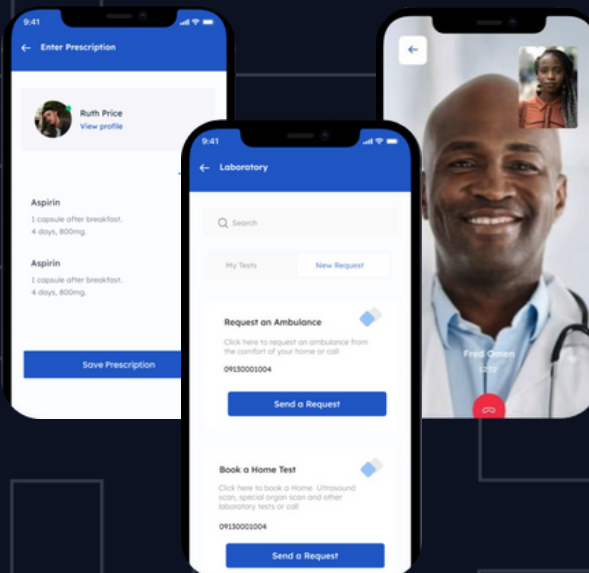
Betacare offers a user-centric platform designed to cater to the needs of patients and healthcare service providers, revolutionizing the healthcare experience for all stakeholders. Patients and general users have access to these features:

- Virtual Consultations through chat, video calls, or voice calls enable patients to receive medical advice and treatment from the comfort of their homes.
- Convenient access to a network of pharmacies for medication pickup or home delivery.
- Effortless scheduling of diagnostic tests and health screenings, including home tests or walk-in appointments.
- Quick and reliable ambulance booking services in case of medical emergencies.
- Regular updates and personalized health tips to promote wellness and preventive care

Empowering Health Service Providers

Betacare's platform allows health service providers convenient access to management tools and features, enabling them to deliver high-quality care efficiently and effectively. Service providers enjoy these features:

- Efficient management of patient appointments and schedules, including real-time updates and notifications.
- Seamless integration with telemedicine platforms for virtual consultations.
- Secure storage and access to patient health records and medical histories.
- Prescribe medications and track medication adherence electronically.
- Comprehensive analytics and reporting tools to track patient outcomes, monitor practice performance, and identify areas for improvement, enabling data-driven decision-making and quality improvement initiatives.



Contributors

The FutureList

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The FutureList



Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Ecosystem team identifies the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Research team interviews founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Ecosystem team shares company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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