About Us

Connecting Healthcare with Tailored, Advanced Digital Solutions for a Smarter, Healthier Future

The Company

M'Ayaresa provides tailored digital health solutions that leverage advanced technologies to address the unique challenges/needs of Ghanaian & African healthcare providers.

The Problem

Existing *EHR/EMR systems are incompatible with unique hospital workflows due to rigid customization limits and high costs. This forces African hospitals to operate with inefficient systems affecting healthcare delivery for providers and restricting patients' access to quality care, losing $1.5M annually .

In Africa's $472M *EHR/EMR market, no solution offers both AI-powered efficiency and rapid customization at an accessible price point.

90% of health IT administrators attribute limited system customization to costs, outsourcing and the inability to scale.

10-15% of medical staff time is spent dealing with software errors.

15-25% of staff time spent on administrative tasks that could be automated.

* Electronic Health Record/Electronic Medical Record

Why This Matters

It affects everyone—patients, providers, and families.

Impact on Quality of Care: Delays, lower quality of patient care, and, in some cases, increased casualties and complications.

Provider Frustration: Reduced job satisfaction, lower productivity, and burnout.

Economic Cost: Healthcare facilities lose approximately 20-30% of potential revenue due to poor health information management.
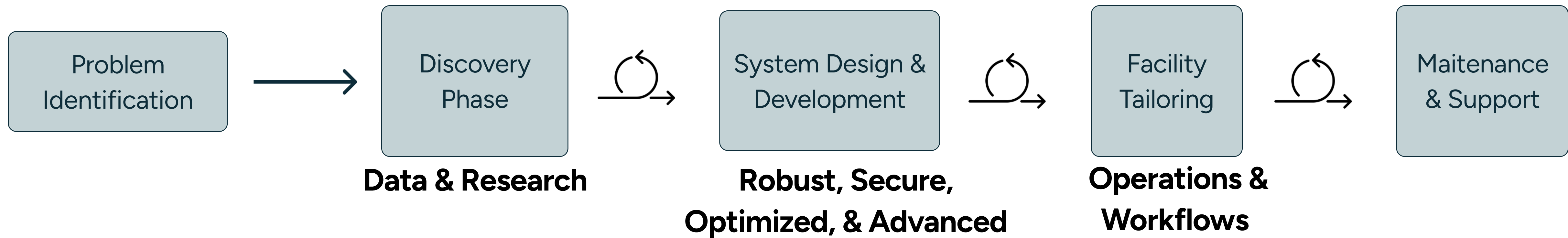
Public Health: A well-functioning healthcare system not only improves overall health outcomes but also reduces preventable deaths and complications, benefiting society at large.

Approach to our Solution

We are empowering healthcare facilities with research-driven, cost-efficient and sustainable advanced digital solution to deliver exceptional patient care.

Problem Identification	→	Discovery Phase	↻→	System Design & Development	↻→	Facility Tailoring	↻→	Maitenance & Support
		Data & Research		**Robust, Secure, Optimized, & Advanced**		**Operations & Workflows**		

Core Product

M'AYARESA
ADVANCING HEALTHCARE THROUGH
DATA & RESEARCH

M'Ayaresa Health Information Management System (HIMS), AI-powered *EHR/EMR

Key Features:

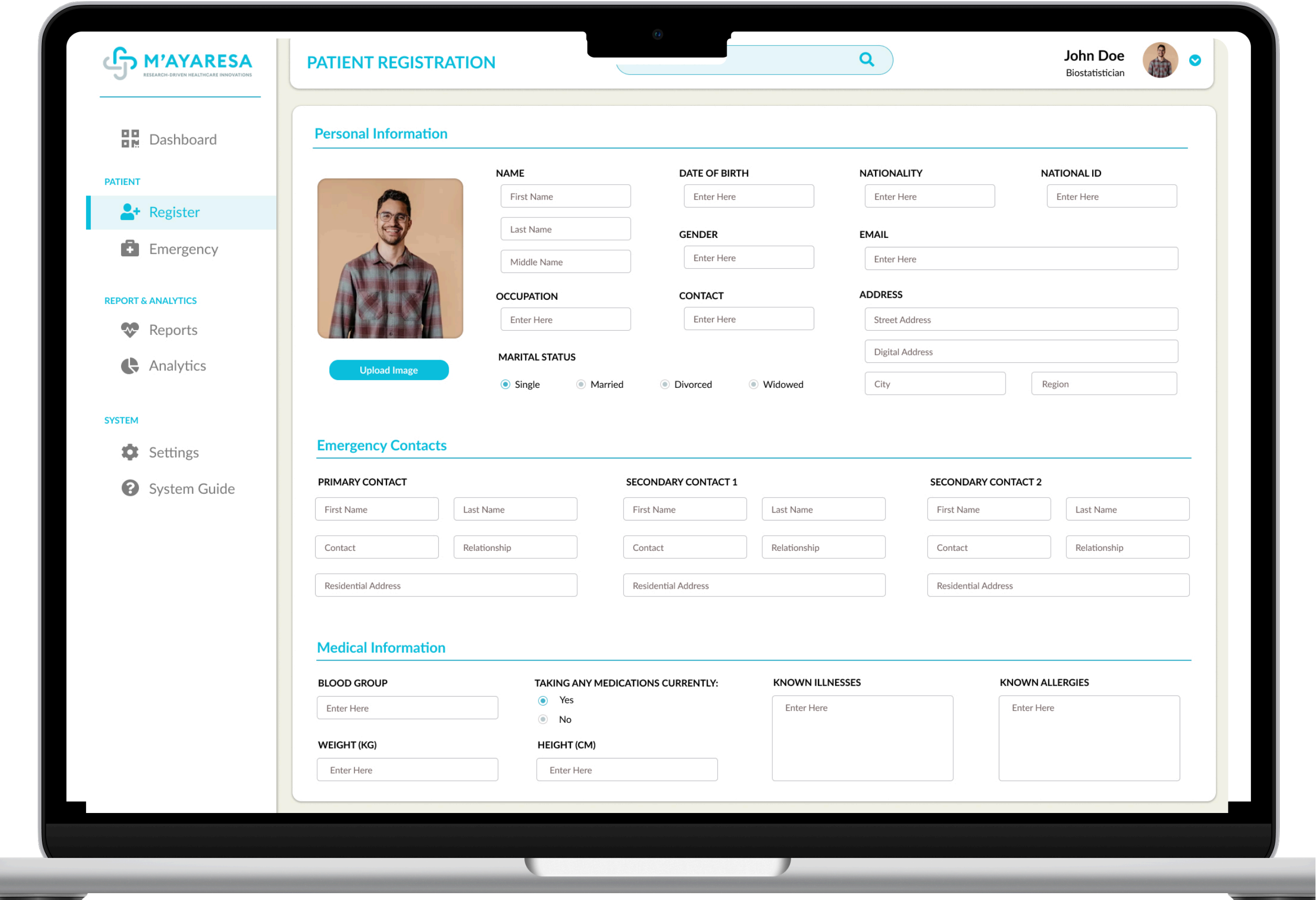### Intelligent Operations & Workflows

- Smart Emergency Management
- Optimized Hospital Bed Management
- Medical Device Integration

Patient Care & Security

- Patient Facial Recognition
- Security and Compliance
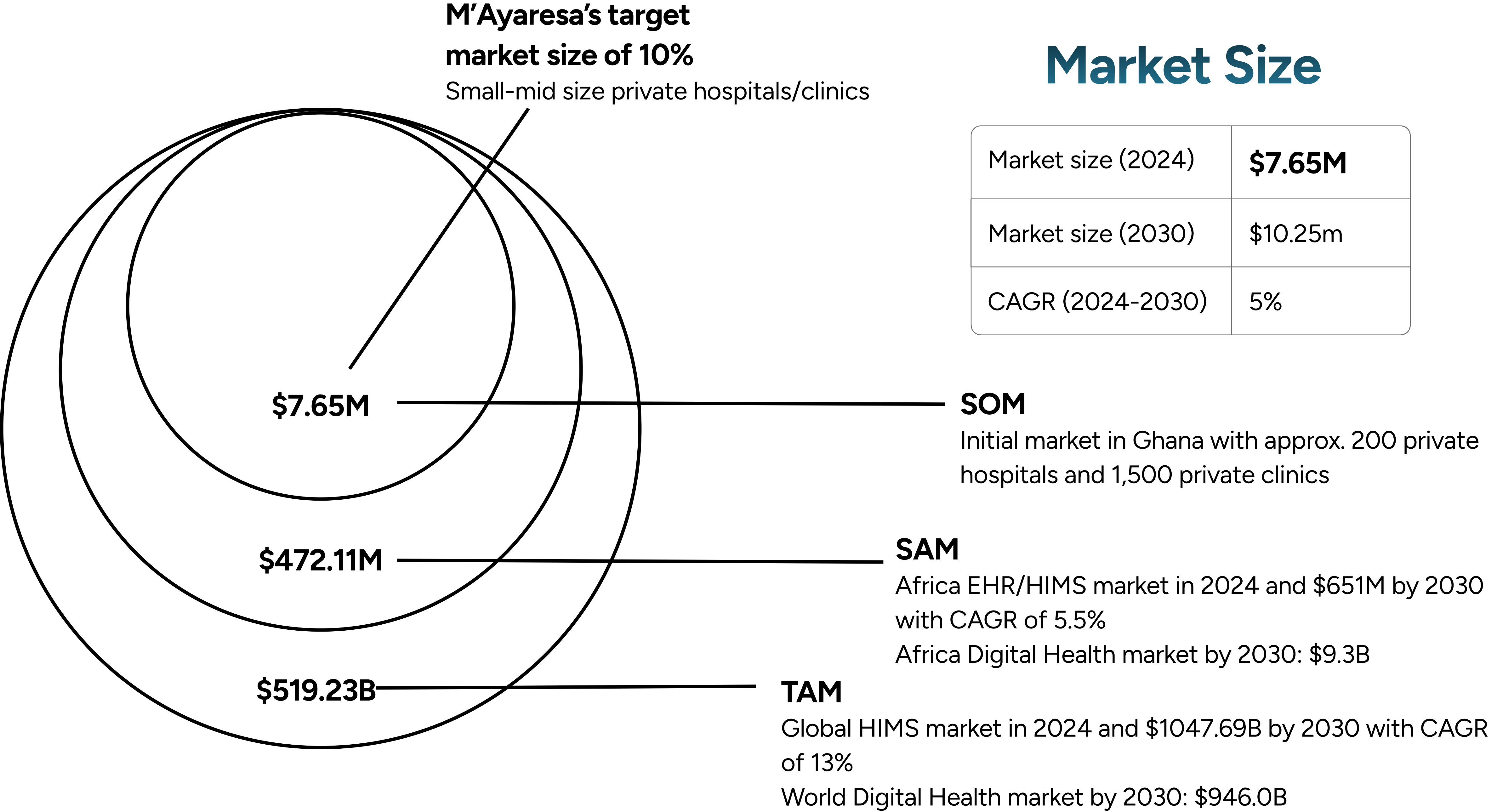- Offline Support

System Intelligence

- ML Reporting and Analytics
- Intuitive User Interface
- Unified and Integrated

* Electronic Health Record/Electronic Medical Record

5

Market Size

M'Ayaresa's target market size of 10%
Small-mid size private hospitals/clinics

Market size (2024)	**$7.65M**
Market size (2030)	$10.25m
CAGR (2024-2030)	5%

$7.65M

$472.11M

$519.23B

SOM
Initial market in Ghana with approx. 200 private hospitals and 1,500 private clinics

SAM
Africa EHR/HIMS market in 2024 and $651M by 2030 with CAGR of 5.5%
Africa Digital Health market by 2030: $9.3B

TAM
Global HIMS market in 2024 and $1047.69B by 2030 with CAGR of 13%
World Digital Health market by 2030: $946.0B

Customers

Customer Type: B2B (enterprise level)

Prototype Feedback

"This work is incredibly useful. It's impressive to create something that can actually be implemented here."
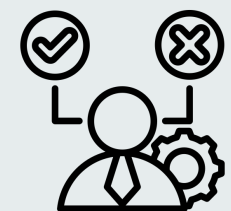
Hospital IT Admin

Target Audience
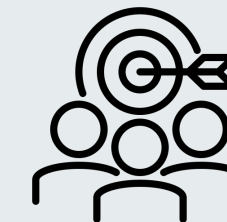
- Private healthcare facilities
- Small and medium hospitals and clinics
- Ghana & Africa at large

Key Decision Makers

- Facility IT Admin/s
- Facility Managers
- Heads of Departments
- Government (e.g. MoH / GHS)
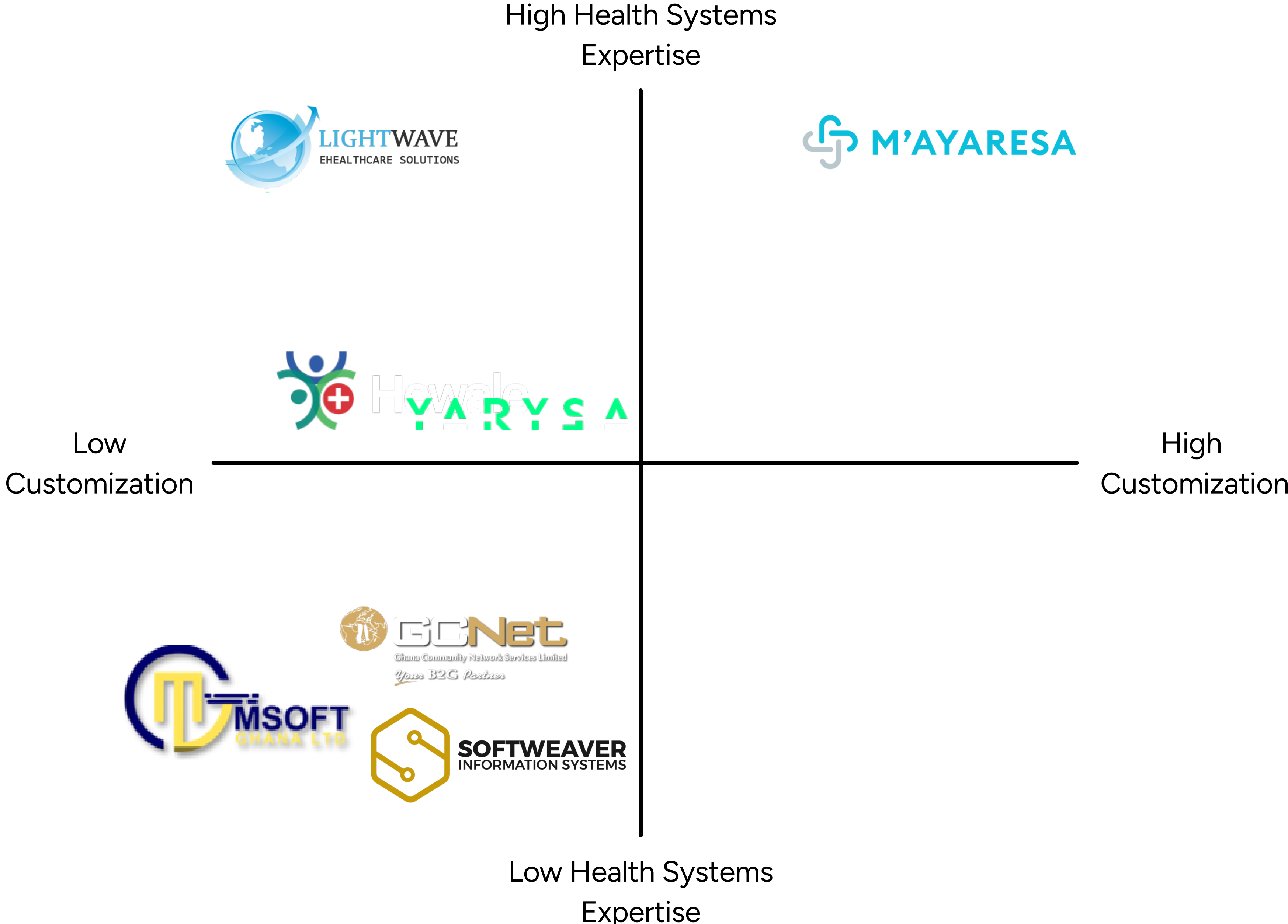
Unique Value Proposition

Providing tailored and advanced digital healthcare solutions specifically designed to suite your facilities' operational needs and various workflows.
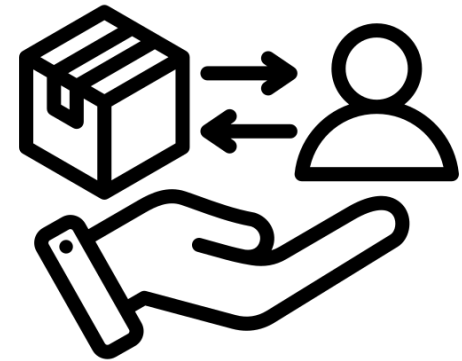
Competitive Advantage

Expertise in healthcare and healthcare systems.

Our approach emphasizes data and research.

Customization to meet workflow and operational needs.

Advanced technology for optimization & automation

Competitors

- LHIMS
- GcNet e-HIMS
- MSoft e-Hospital
- Carecode
- Yarysa EMR
- Hewale

High Health Systems Expertise

Low Health Systems Expertise

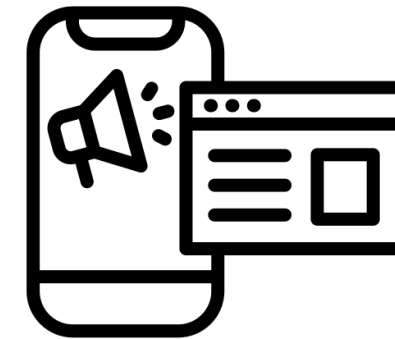Low Customization

High Customization
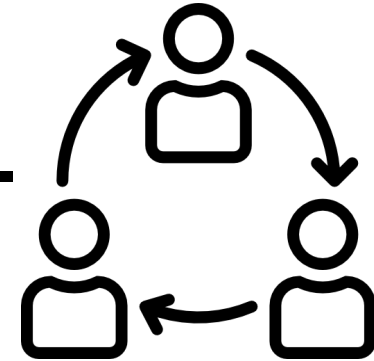
GO-TO-MARKET STRATEGY

Direct sales to hospitals/clinics

Social media marketing campaigns

Referral programs for existing clients

Organizing/ Participating in industry events

Revenue Model

Tiered-based Subscription

40% – 50% of revenue over time

One-time purchase fees

30% – 40% of revenue in the initial stages

Consulting fees

10% – 15% of revenue

Support & maintenue

10% – 20% of revenue

Financials

	Year 1	Year 2	Year 3	Year 4
Customers	4	6	7	8
Revenue	$17,090	$27,590	$33,170	$36,770
Gross Profit	$5,800	$17,209	$22,637	$26.096
Net Income	$(2,568)	$6,392	$8,300	$13,829

Viable and Profitable project to yield significant returns

390%
Internal Rate of Return

$3.74
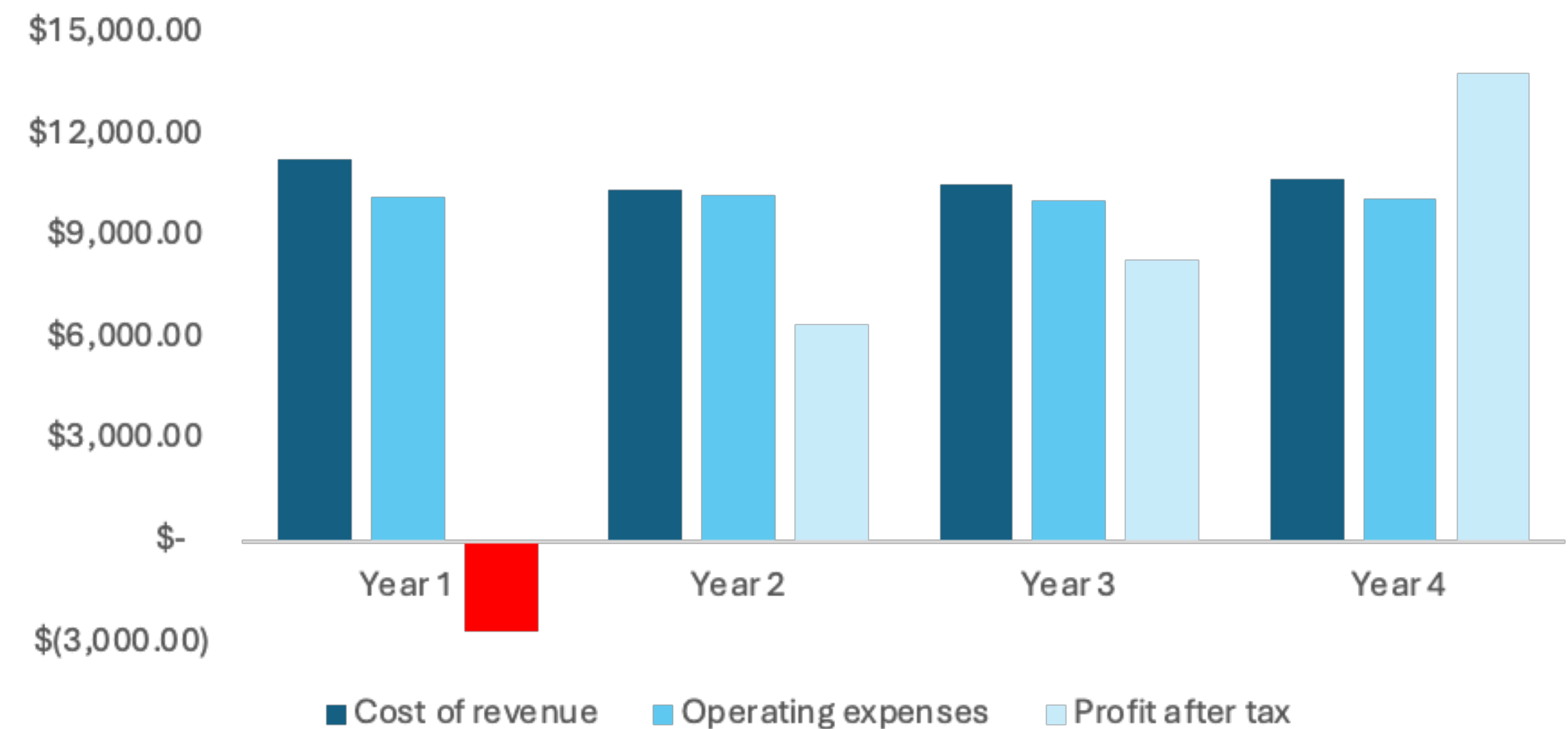Profitability Index

$74,721
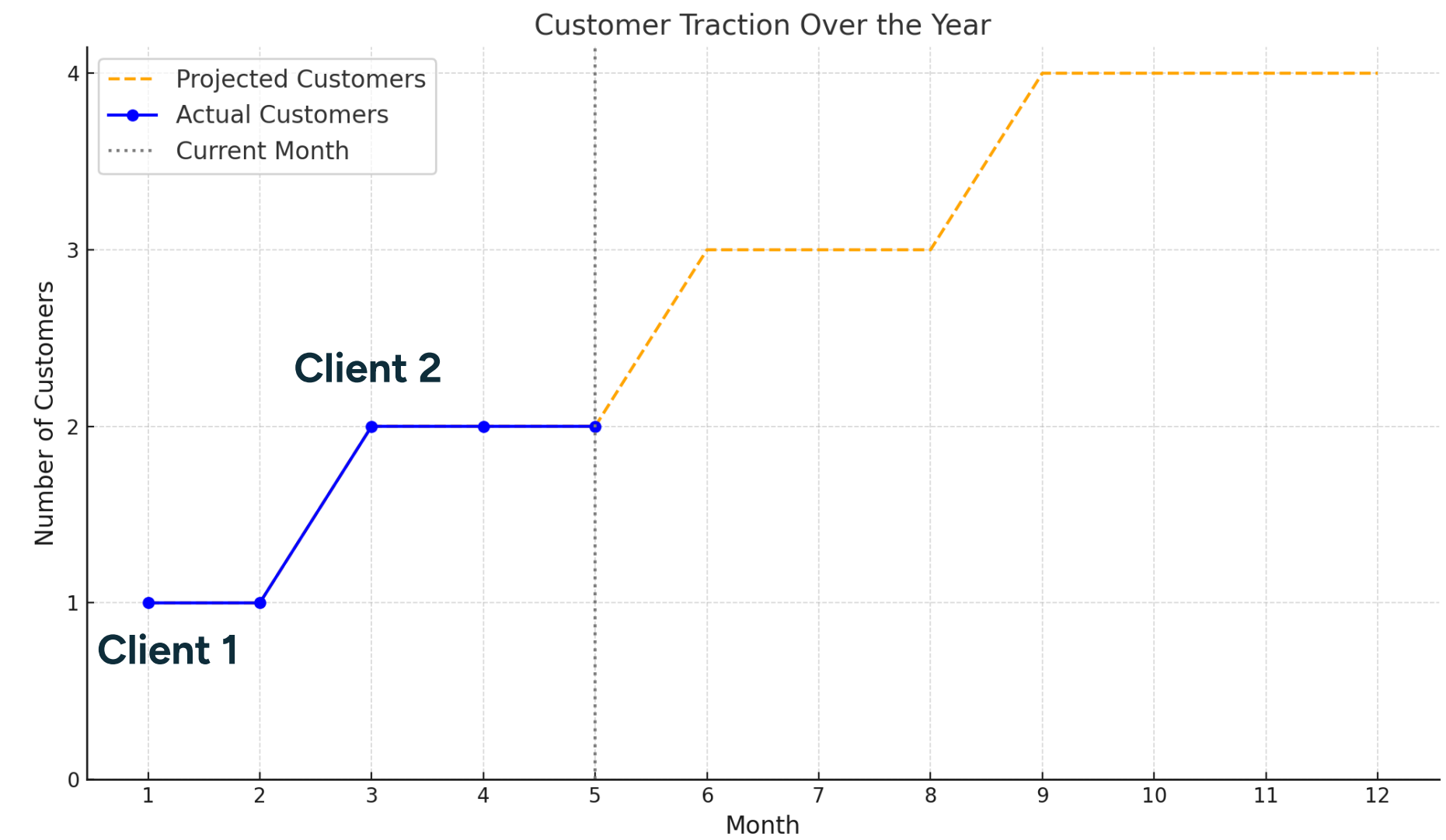Net Present Value

1.43 years
Discounted Payback Period

$20,000
Funds Raised

$11,238
Break-even revenue
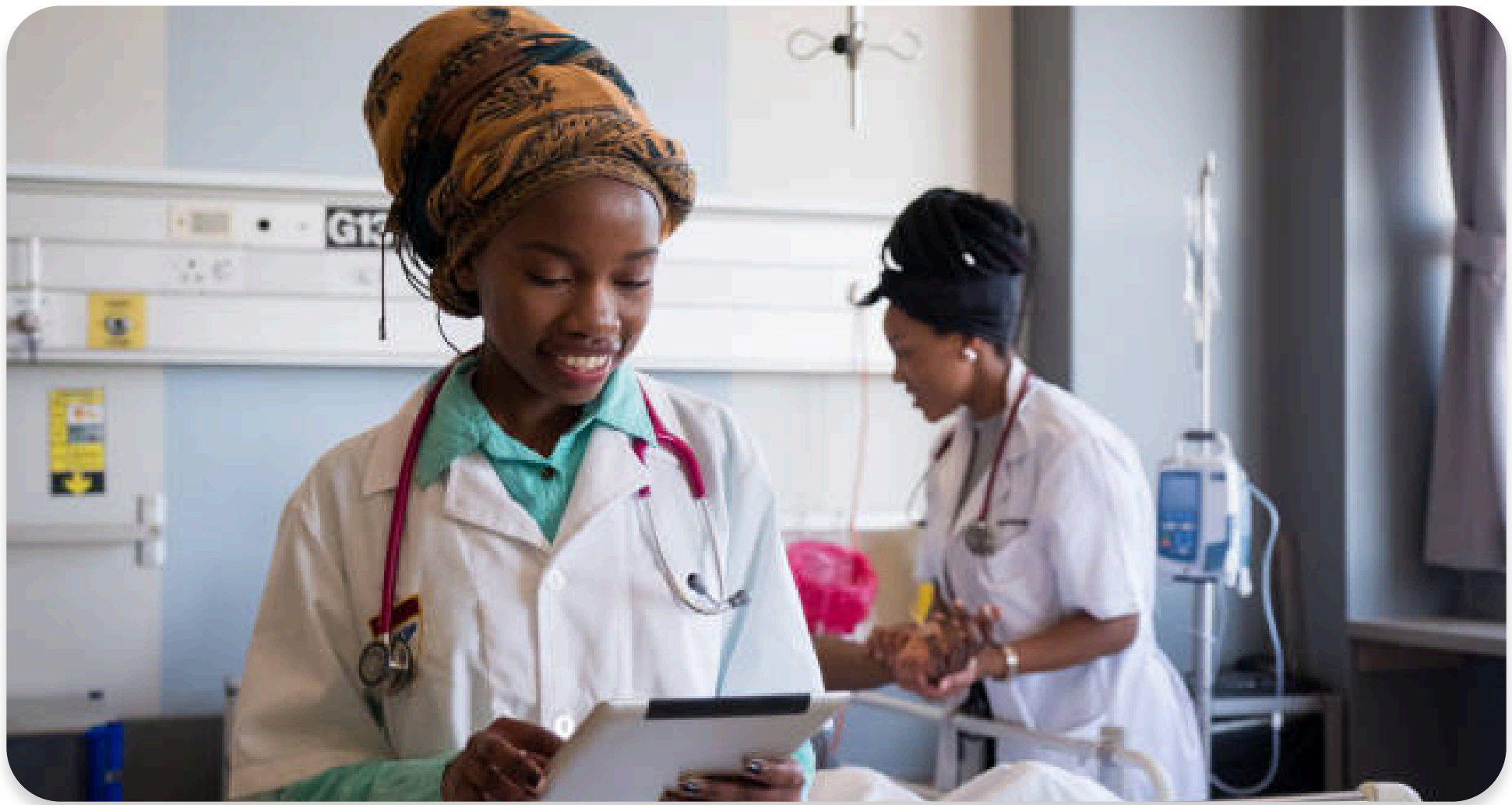
Traction

Customer Traction Over the Year

2 **Clients in Ghana over three months**

Private hospital
Private clinic

Year 1

Scale & Commercialize M'Ayaresa HIMS

Target private providers in need of EMR/EHR based systems customized to their needs

Roadmap

Year 2 - 2026

- Integrate AI modules
- Secure contracts with 2-4% of target audience in initial market.
- Scale marketing efforts.
- Achieve profitability by the end of Year 2.

Year 4 - 2028

- Target 20-30% annual revenue growth, driven by new contracts and upselling additional services.
- Strengthen partnerships to establish a dominant presence in the Africa.

Year 1 - 2025

- Launch M'Ayaresa HIMS without AI modules
- Complete pilot testing with initial contracted hospitals (2-3).
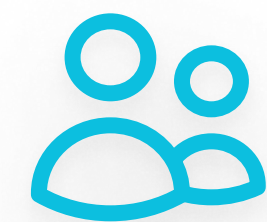- Establish a brand presence and build market awareness.

Year 3 - 2027

- Secure contracts in other African countries.
- Form 3-5 strategic partnerships with major health facilities and organizations.
- Introduce new healthcare solutions based on R&D.

Year 5 - 2028

- Explore more expansion in research and product development
- Diversify revenue streams

Impact

People

By directly improving healthcare delivery quality and efficiency, patient care outcome is enhanced

Healthcare Systems

Foster long-term sustainability in healthcare digital systems.

Profit

Cost effective solutions with diverse offerings and services for multiple streams of revenue

3 GOOD HEALTH AND WELL-BEING

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

1 NO POVERTY

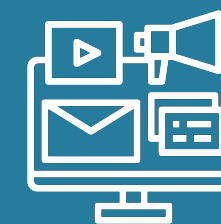8 DECENT WORK AND ECONOMIC GROWTH

Funds Raised

$20K

ASHESI UNIVERSITY

mastercard foundation

Use of funds

Software Design & Development
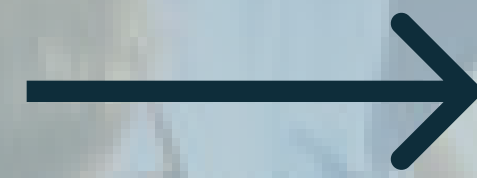
Research & Development

Marketing

Personnel

The Ask

$100,000 $\longrightarrow$ Continued implementation and integration of ML algorithms and facial recognition technology into M'Ayaresa HIMS

- **Data Collection & Labeling**

- **Models Training**

- **Hardware & Infrastructure**

- **Software Licensing**

- **HIMS Integration**

- **Testing & QA**

- **Staff Training**

- **Maintenance & Support**

Management Team

Jochebed Afua Basil

Founder & Software Engineer

Delali Apoh

Executive Assistant & Project Manager

Mark Amoah

CTO & Software Engineer

Advisors

Dr. Kwarteng

Consultant Orthopaedic and
Trauma Surgeon

Dr. Asante-Darko

Lecturer and Research
Consultant

Mr. Benjamin Bello

Hospital IT Manager

M'AYARESA

Thank You!

Question or Feedback?

Learn more about us www.mayaresa.health

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