



**ST. CYRIL**

CANCER TREATMENT FOUNDATION

## **Chemotherapy Treatment Center Pitch Deck**

**February 2017**

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# The Problem

The most prevalent cancer cases in Nigeria are breast, cervical, prostate and colorectal cancers and according to the World Health Organisation (WHO) 92% of cancer incidences in Nigeria result in death, most of which are preventable.

# The Solution

Our solution is to build comprehensive cancer centers all over Nigeria and Africa.

Our pilot scheme is in Lagos and will include a 12-patient chemotherapy treatment suite with the expectation of expansion into brachytherapy treatment facilities

# Competitive Landscape

## Competitors

*Private Hospitals*

*Consultant Private Clinics*

*Medical Tourism*

*Traditional and Religious  
Healers*

## How our solution is better

Our treatments are more diligently delivered with competitive cost.

Our pay-per-patient partnership with consultants

Treatment at our centers will come at competitive cost and be more convenient with access to social support systems.

Targeted awareness campaigns and cross-over service offers. E.g. Partner with a church to deliver screenings

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# Target Markets /Growth Model

## Primary Market

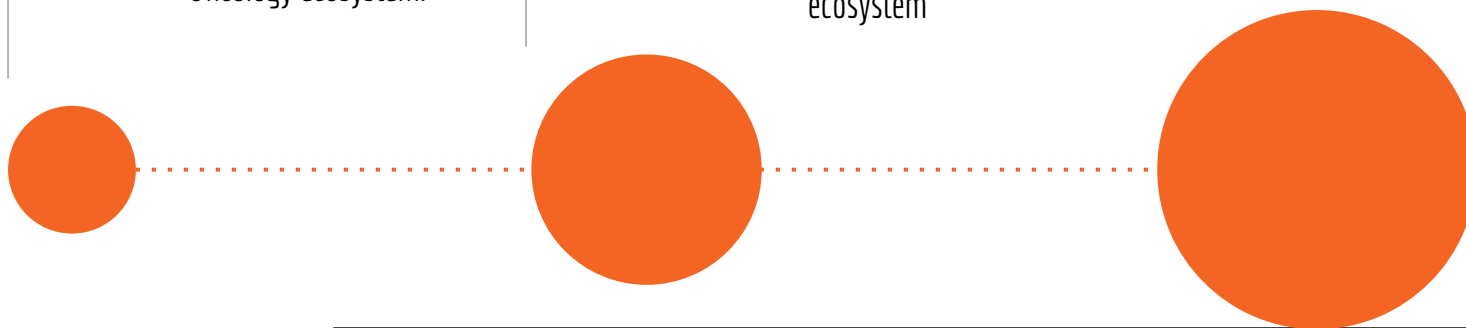
Medical professionals within the  
Oncology ecosystem.

## Secondary Market

Patients who cannot get treatment  
within the existing Oncology  
ecosystem

## Tertiary Market

National scale awareness drives +  
treatment opportunities.



# S.W.O.T. Analysis

To determine internal points of focus and risk mitigation.

## Strengths

- Administrative and medical experience and expertise
- Simplicity of execution
- Improving incidences of remissions and cures

## Opportunities

- Standardization of services/industry expectation
- Improving opportunities for research development
- Improving opportunities for networked diagnostic services

## Weaknesses

- First to market
- No Federal cancer treatment policy support
- On-the-job adaptation of administrative policies

## Threats

- Lack of cancer treatment awareness
- Limited trained professionals
- Necessity of international equipment and maintenance

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# Our Partners

Our Partners are an integral support system to deliver on our promises to our customers.

JNC International    Lagos University Teaching Hospital

Equipment and maintenance partner with a focus on turnkey healthcare equipment

As a Public Private Partnership, we hope to develop ,infrastructural partnerships and our Memorandum of Understanding with LUTH will serve as a pilot scheme.

Interswitch    RANMED Consulting

The IHMS patient management software is expected to be a seamless integration into the treatment centers and will include a networked payment solution.

Radiology and Nuclear Medicine Consultancy

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# Financial Need

*Funding is expected to cover capital investment and running/operational costs for 6 months*

**₦30,000,000**

Thirty Million Naira

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# Cost Breakdown

Renovations have been ongoing since 2015 and are expected to be finalized in March 2017.

Equipment and power solutions have been sourced locally to facilitate maintenance and management.

The IHMS is networked patient management software designed, operated and managed by Interswitch.

Item	Details	Cost*
Renovations		₦3 million (naira)
Power Solution	Sustainable energy solutions geared towards self sufficiency.	₦10 million (naira)
Equipment	Chemotherapy infusion pumps, emergency kits and	₦10 million (naira)
IHMS	Patient Management Software	₦2 million (naira)
Furniture	Reception, administrative and support service workspaces	₦2 million (naira)
Maintenance + Insurance	For all equipment and office spaces	₦1 million (naira)
Operational/Running Costs (6 months)	Personnel, Marketing, office supplies etc	₦5 million (naira)
	<b>TOTAL</b>	<b>₦33 million (naira)</b>

# Contact Information

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