

PHARMAFAST EXECUTIVE SUMMARY

1. PROBLEM

I once met a widow crying in front of a pharmacy because she was unable to buy the drugs prescribed for her 8-year-old daughter here in Cameroon. She said " my child is in the hospital and I am unable to purchase the medicine the doctor asked me to buy because I have spent half of the money on transportation moving from one pharmacy to another searching for the drugs, and none of the pharmacies actually carry them." These have led to further health complications and many have lost their lives due to delays moving from one pharmacy to another to obtain medications. Her story prompted me to investigate this problem in our country. and I identified the following problems:

1. There are not enough pharmacies in the country.
2. There is little information about which pharmacy will actually carry a drug.
3. Once a drug is located, the cost of purchasing it is unpredictable and varies significantly in price from pharmacy to pharmacy.
4. Getting a pharmacy to call for a medication or pharmacies that operate until dawn is a difficult process.

According to Gabriel Daniel Kwesi Eghan December 2011 "Assessment of the Pharmaceutical Management System in Cameroon". The total number of doctors and pharmacists in the country is about 3,120; around 600 are pharmacists with most of them operating in the private sector². About 57% of the qualified personnel are located in the Center, Littoral, and West regions. There are over 300 private pharmacy outlets.

2. SOLUTION

PHARMAFAST is an accurate and cost-effective Mobile Application where people will be able to locate nearby pharmacies, know the exact pharmacies where to buy their medicines at a given price, and pharmacies that open at late hours. PHARMAFAST's value proposition is to bring pharmacies and hospitals closer to the public so as to serve more lives. Our potential clients are pharmacies/hospitals because PHARMAFAST shall need to have their data in our system (stock of medicines available and their various prices). We are also targeting patients and drug users and the entire public. Someone might be in an emergency condition that needs urgent medicines during late hours and may not know where to purchase them but with PHARMAFAST, all the information needed will be easily accessible on the App. Working in

collaboration with pharmacies and hospitals will increase their sales since PHARMAFAST will be advertising these structures.

3. MARKET

The population of Cameroon was estimated at 24.05 million (2017) and is expected to increase to 50 million by 2050. and death rate: 9.6 deaths/1,000 population (Global Health Observatory, 2017 est.). According to H. Pletcher, June 6, 2019 in 2017, 55.78% of the total population of Cameroon was living in urban areas. Majority of city dwellers faced is facing these challenges. It is a call for concern to look for innovative solutions to solve some of these challenges and with the rapid advancement in technology, PHARMAFAST will have a large market in Cameroon and Africa as a whole.

4. COMPETITORS

PHARMAFAST is a novelty innovation in Cameroon. There are some similar Apps such as; pharmacies Douala and Med Index but have lots of drawbacks. Both Apps has only phone numbers and prices of medications. There is a difference of about 10% increase in Prices found on Med Index and pharmacies and users can not know medication prices before going to purchase drugs. People are not aware of these mobile Apps, only in French language and there are accessible only in two towns of the country. Our Unique Selling Proposition is to create excessive publicity for people to be aware of the existence of PHARMAFAST and bring hospitals/pharmacies closer to the masses.

5. TEAM MEMBERS

5.1 SHEY Vitalis MBUNKUR: He has over 8 years of experience in dressmaking and 4 years of job experience in managing NGO. Shey is a young social entrepreneur and youth empowerment leader and the Founder of PHARMAFAST. SHEY is also the Founder of Better Future for All Association which enhances youth entrepreneurship. 2017 Yali Alumnus, AMEL alumnus, graduated with a certificate in Business Development/Management and Understanding the Rights to Access Resources by Civil Society from Learnaholics Academy and Open Space Institute respectively. Vitalis is a volunteer, SDGs advocate and community leader.

5.2 NGOBONSONG ENOCK BANGLIS: Enock is an accountant by profession and community leader. He is in charge of the finance team. He is a versatile team player eager to contribute positively to strong and sustainable finance, accounting, & administrative standing of visionary and objective-driven organizations offering opportunities for growth. Willing to contribute greatly to social

advancement and sustainable development of communities through youth involvement, engagement and participation. 2018 Yali fellow, 2018 Cameroon Leadership Academy alumnus and African Change Marker fellow.

5.3 ILO Calistus: He is a software engineer and our technical project manager. Some of his work includes PARISHBULLETIN, GASPEDALL, ACTIVE TRAC, UZA EAC, EUROCOTTAGE, MATCHMAKING WEB APP, VIDEOBUTLER, MYBUKKA, AUTOVISIE. He has over 5 years of job experience as an App developer.

5.4 NDICHO BORIS NFORMI. Boris is a master student in banking/finance and also a blogger. He is our communication and marketing agent. Has skills in communication and a team motivator. In 2018, he features among the 50 most influential blogger and social network young Cameroonians. He is our communication/PRO officer and he is passionate about community development.

5.5 GISELE AKWA: She takes care of all the documents of the Better Future for All Association and an active game changer. She holds a bachelor in geography and a professional diplomat in project management. Gisele is a volunteer, public speaker and has the potential to change negative things to positivity.

5.6 IJANG CHRISTY ANANG: Christy is a journalist by profession. She is the founder of TWIN-ME Foundation. She is a 2017 Yali alumnus and a Mandela Washington Fellow, IJANG has over six years of work experience as a community leader and she is the adviser of Better Future For All organization. Her experiences have greatly contributed to the growth of the organization and this project.

6. MILESTONES

MONTH/ YEAR	ACTIVITIES
December 2018 to May 2019	carried out market research in Littoral, Centre, West, South, East, Adamawa regions. Our five year`s vision is
April till date	Market research ongoing in the remaining four regions
February 2020	Request for a patent right: patent rights, taxes etc
April 2020	Ready of PHARMAFAST prototype
June 2020	Testing of the App and Media coverage and publicity all over the national territory;
July 2020	Availability of legal documents
September 2020	Launching of PHARMAFAST Application;
November 2020	Signing of a partnership contract with pharmacies and hospitals;
2023	Introduces door to door delivery of medication to patients and users with the use of bikes and bicycles
2023 to 2025	Extension of the project to the CEMAC countries and Introduces PHARMAFAST in Nigeria, Ghana, Senegal, Togo, Republic of Benin, Ivory Coast.

Continuation of excessive publicity in media houses, online, organize workshops to create awareness of the existence of PHAMAFast.