

African Inventors and innovators – Unlocking Growth Potential in Africa

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African Healthcare Needs

- Human (Locate, Recruit, Retain)
- Education and Training
- Equipment
 - Identify
 - Procurement
 - Maintenance

Who will do it.....?

- Aid Agencies
- WHO (IFC)
- NGOs
- African Governments
- NEPAD
- Private Establishments
- Africans....."only permanent interests"



Practice Ventures (UK) Ltd

- Started 2001
- Launched at the British High Commission in Lagos (We paid!)
- Run by Elizabeth Whistance (Lagos)
- Employs 5 Nigerian Staff
- Turnover 2006 just over £300,000.00
- Still growing!

*iVent*₂₀₁ Unparalleled Flexibility



NIV



ICU



MRI



Disaster



Transport



ER

CompactOR



CompactOR

The compact Operating Room

- A multi-award winning medical and surgical delivery solution with the following unique features:
 - Portable (Mobile)
 - Integrated multiple electrical power supply options
 - Rechargeable from renewable sources

Certification

- Safety Testing Certificate Awarded by British Standards Institute (BSI)
- CE Mark (European Conformity)
- Registration Certificate issued by UK Medicines and Healthcare Regulatory Agency (MHRA)

Present Solutions vs CompactOR

- Large Truck
(minimum 7.5 Ton)
- Generator required
- Very Expensive
(entry level
£250,000.00)
- Not user
serviceable
- Fits in Land Rover
- Solar Panels with
car battery
- Less than £40,000
- Modular design for
ease of upgrade
- Easy to service by
user

What Gap Does it Fill?

- Remote Locations where electricity is unavailable or unreliable
- Out of Hospital sites
 - Off-shore e.g. oil rigs, marine, airborne
 - Games village, stadium, race tracks
 - Resorts, large hotels, sports arenas,
 - Difficult access locations. (disaster areas)
- Backup or complementary to existing units

Benefits

- Scalable and Customisable:
 - from very basic to very sophisticated
 - Relatively Inexpensive to buy and to run
 - Can take healthcare to the people
 - Very easy to use (non medical easily trained)
 - Easy and inexpensive to relocate “hospital”

End –User Benefits

- Enable healthcare delivery to previously inaccessible areas especially developing countries.
- Cost-effectiveness in purchase, maintenance and upgrade
- One stop shop for replacements and consumables

Distribution Channels

- Direct Sales (Road Show)
- Healthcare and Technology Exhibitions
- Strategic Alliances with other Medical Equipment Manufacturers
- Authorised Distributors and Agents
- Internet Sales
- Manufacture under License

Customers

- Aid Agencies
- Non Governmental Organisations
- Military
- Government (ministries of health)
- Private Healthcare Providers
- Marine (Cruise Ships, etc)

Current Investment

- £70,000.00 from directors private funds
 - One full time Employee
 - Product Development
 - Certification
 - Preliminary marketing activities
 - Currently at British Invention Show

Marketing Activities

- Establishing Strategic Alliances with other major medical equipment manufacturers
- Branding, Stationary, and Website under construction (Domain name secured)

Funding Requirements

- Estimate: £150,000.00 - £175,000.00
 - Professional Sales & Marketing
 - Further Product Development
 - Employment of Sales Director
 - Development of Global marketing Strategy

Management Team

- Mr. Alex Bushell – Director, Inventor and Engineer (full-time commitment)
- Dr. Tunde Lalude – Director, Consultant Surgeon (part-time)
- Dr. Seyi Oyesola – Director, Consultant in Anaesthesia & Intensive Care (part-time)



The Future.....

- Oxygen Generation
- Diathermy
- Water Purification

Thank you