

WIN FUND

Impact Report 2023-2024



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Health Challenges Across Africa

Progress toward achieving global health goals has faced significant challenges, particularly since 2015, with slowdowns in key areas such as reducing maternal mortality, preventing premature deaths from major noncommunicable diseases, and improving access to essential healthcare. Good health is fundamental to a high quality of life, yet many people worldwide lack access to essential healthcare services. The global disparities in healthcare have a particular impact on low-income countries where there are shorter life expectancies, a higher burden of disease, and higher child and maternal mortality rates².

Africa is experiencing significant, yet contrasting growth. Its economic successes are contributing to complex health challenges, as lifestyle changes drive rapid, unplanned urbanization, higher tobacco use, increased alcohol consumption, and rising rates of non-communicable diseases, which now account for more than 37% of all deaths on the continent. Most of Africa's health issues are a result of a lack of access to quality healthcare, which is determined by the availability of funds². Sustainably addressing Africa's health challenges to ensure health security requires an increased capacity of specialised healthcare and research, as well as a reduced dependency on imported healthcare services like diagnostics, technologies, and treatments³.

Alongside the health disparities affecting Africa, gender inequalities also impact health outcomes. Gender inequality prevents women from becoming leaders in healthcare by limiting their access to education, employment, and other opportunities that would allow them to contribute to Africa's development. It also impacts women's access to healthcare, with adolescent girls being three times more likely to be infected with HIV compared with their male peers, and roughly 800 women dying daily from preventable complications related to pregnancy and childbirth. Because women have been underrepresented in healthcare, their perspectives are valuable to ensuring that initiatives to improve health disparities cater to their specific health challenges⁴.

Women make up 67% of the health sector across Africa and are key to ensuring health security on the continent. Incentives to facilitate gender-balanced leadership and create pathways for women to grow in the health sector are essential⁵. Despite creating 6 times more jobs, women-led startups only receive 2% of global Venture Capital funding. Female health entrepreneurs in Africa have a grassroots impact on healthcare and are essential for transforming the healthcare system to ensure better and more equitable access⁴. With innovative support and investment, female health entrepreneurs can democratize healthcare access and drive transformative solutions to address health disparities on the continent.



WiNFUND Programme

1 in 2 people globally do not have access to basic healthcare. Traditional models for scaling access to healthcare and reaching SDG3 targets are insufficient. Innovation and entrepreneurship are critical to fast-track progress. We believe access to healthcare is a fundamental right, not a privilege. We also know that women can play a critical role in solving this crisis if their potential is unlocked.

Women account for 70% of the global health workforce and women led start-ups deliver 35% better returns and create 6X more jobs. Yet less than 2% of VC investment currently goes to women entrepreneurs.

To help tackle this inequality, and drive access to Health, Reckitt have partnered with the Health Innovation and Investment Exchange, to develop the Women in Innovation Fund (WiNFUND). WiNFUND is an accelerator programme aimed at providing healthcare access to the most vulnerable by leveraging the power of female entrepreneurship. It advocates for equitable access to financing and invests in women-led startups addressing the health challenges faced by the African continent.

As we go, we'll build a thriving, borderless ecosystem of investors, innovators, businesses, mentors, and communities, empowering women with new skills and a supportive network, to accelerate their progress.

Our goal is to measurably impact over 1.5 million people in our first ten years, with all funds raised, reinvested to continue the cycle.

This report provides an overview of the impact achieved during 2023-2024 by the WiNFUND Programme and explains how we have catalysed the scale-up of the six selected female innovators to address these pervasive health challenges.

Inputs

300+ applications received

7 countries across Africa

11 mentors

100+ corporate volunteers accessed through Moving Worlds Platform

150 Average number of hours of support received per enterprise

\$180 000* total seed funding

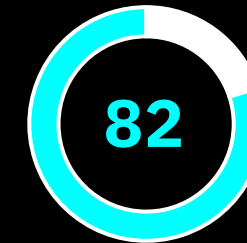
4 modules

6* enterprises

8 experts delivering the accelerator

Outputs

Net promoter score



Impact of the WinFUND Programme on business revenue

+73.3%

Impact of the WinFUND Programme on number of jobs created

+77.8%

Impact of the WinFUND Programme on number of beneficiaries served

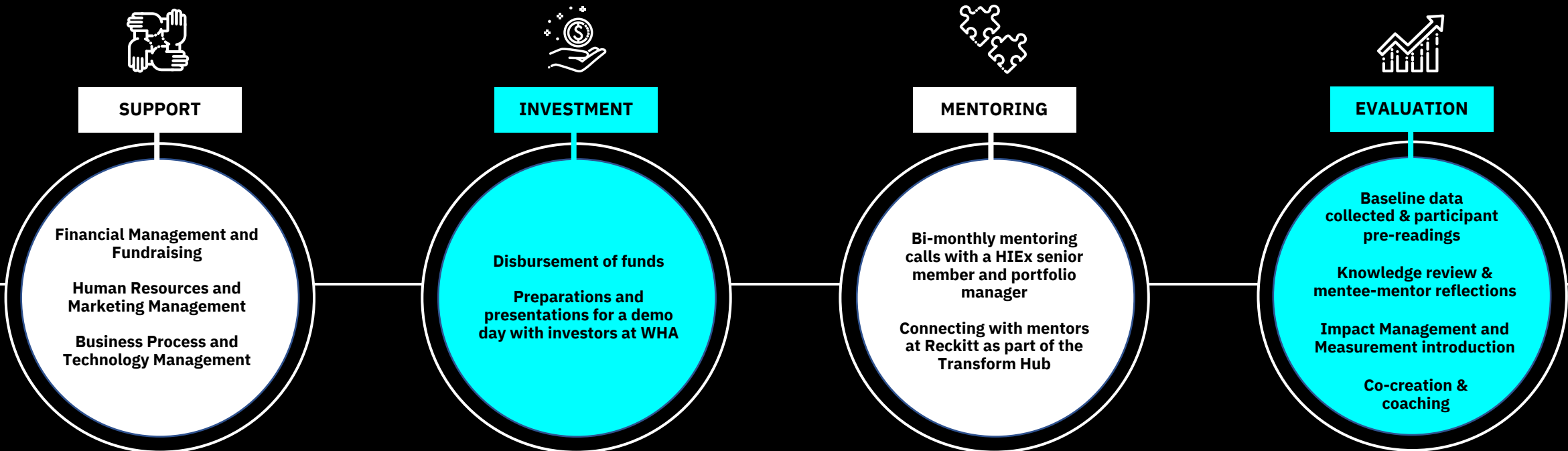
+73.3%



* WinFUND invested into five out of the six enterprises

Programme Structure

The WinFUND Programme lasted 12 months, with entrepreneurs receiving structured support from HIEEx, Reckitt, and Relativ Impact.



Overall, participants experienced a positive impact of **76,6%** of the WinFUND Programme on their businesses, with the following components having the most significant percentage impact on their business:

- Impact Measurement and Management: **88,9%**
- Market reach and customer base: **77,8%**

Innovators Spotlight



Chil AI Labs was founded in 2016 in Uganda and offers an AI-powered telemedicine service designed for individuals with disabilities. Using AI algorithms, the service facilitates real-time translations between patients and online doctors and provides interpretations of radiology reports, ensuring access to care for visually impaired individuals.



MamaOpe Medicals focuses on the severe impact of pneumonia in Sub-Saharan Africa. The organization is based in Uganda and developed the MamaOpe device that uses artificial intelligence for automated pneumonia screenings which enhances the accuracy of diagnoses and serves as a valuable complement to the expertise of the healthcare workers in resource-constrained settings.



FAMASI Africa is based in Nigeria and offers personalized last-mile care for patients and providers. The company's approach involves the automation of follow-ups and refills, the establishment of a comprehensive network of healthcare providers, and the development of innovative tools to deliver tailored and convenient healthcare.



Cape Bio Pharms is based in Cape Town, South Africa and was founded in 2014. The company specializes in plant-based technologies and the development of plant-derived proteins that offer cost advantages over traditional methods, making it accessible for life scientists and diagnostic manufacturers, and potentially contributing to vaccine and therapeutic treatments.



Ambulex was developed in 2019 in Kenya as a response to the systemic gaps in Kenya's emergency services, particularly in underserved communities. They employ a subscription model that offers a cost-effective solution to the absence of a national emergency medical response service in Kenya and aim to ensure prompt responses, patient stabilization, and efficient hospital transfers whilst also creating income opportunities for EMTs.



Peleyta Health empowers uninsured low-income earners through a digital healthcare micro-savings and lending platform to make quality healthcare accessible for all people in Africa. The fintech company is based in Uganda and was founded in 2023 as a solution to revolutionize healthcare affordability.

How We Measure Impact

Baseline data was collected from the innovators at application stage in the beginning of 2023, and endline data reflecting the business and community impact was provided by the innovators between March and April 2024. In addition to this data, Relativ Impact developed an online survey and interview guide, which was distributed to the innovators via Microsoft forms and their feedback and insights were gathered via a semi-structured telephonic interview over Zoom. Both quantitative and qualitative data was analysed, and the graphs on the following pages shows the innovators' self-reported impact to HIEx, as well as their perceived assessment of the impact of the WiNFUND Programme on their business in terms of knowledge, confidence and implementation of tools/resources.

The impact of the WiNFUND Programme is therefore measured across the following three levels:

1. For enterprises :

improving business performance and impact.

2. For participants :

improving knowledge, confidence and implementation of learnings.

3. For communities :

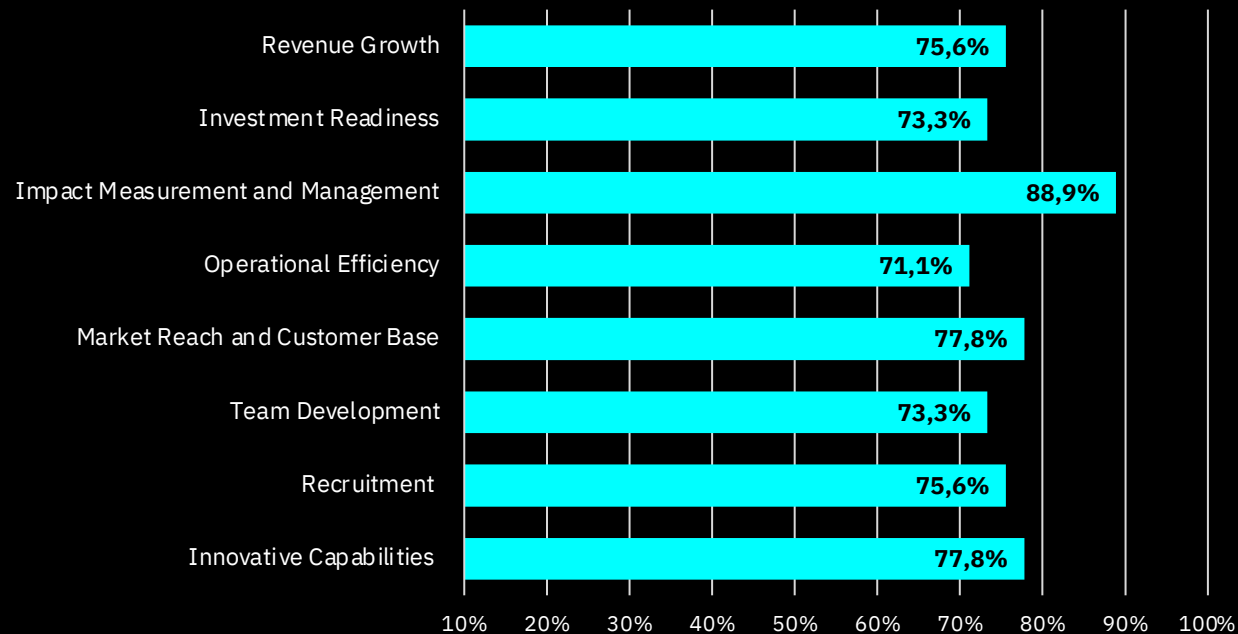
improving access to healthcare and improvements in health-related outcomes.



Impact on the Enterprises

The graph illustrates the self-reported percentage impact of the WiNFUND Programme on various business performance indicators for the participating innovators. Participants rated the impact of these modules on a scale of 1 to 9, where 1 served as the assumed baseline representing no impact, and 9 indicating a significant impact. Results in the graph represent the average rating across the participating cohort, converted to a percentage, to show the percentage impact of the WiNFUND Programme on their businesses.

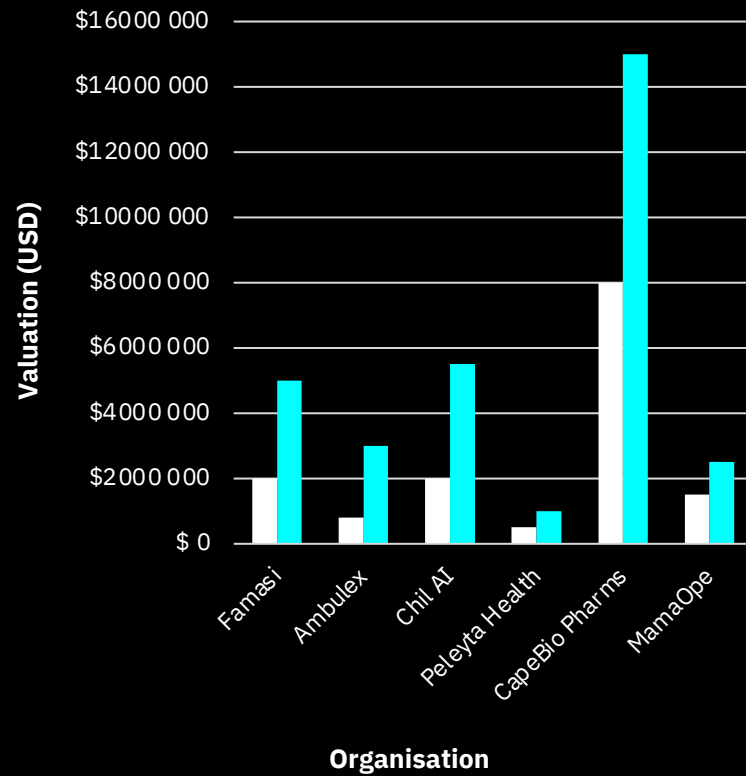
Impact of WiNFUND Programme on the participants' businesses



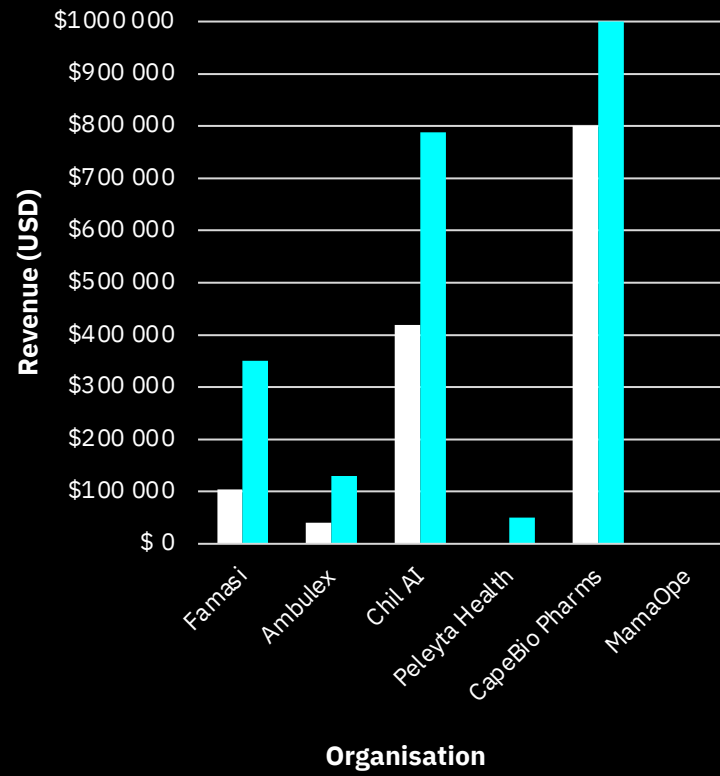
As observed in this graph and the ones on the following page, overall, participating innovators experienced positive impacts on their business performance as a result of the WiNFUND Programme. In particular, participants reported that the Impact Measurement and Management, Market Reach and Customer Base and Innovative Capabilities components offered by the WiNFUND Programme had the most significant impacts on their businesses. Looking at the graphs on the following page, participating innovators also observed an increase across several business areas namely: company valuation; company revenue and the number of jobs they were able to create in 2024 compared to 2023.

Impact on the Enterprises

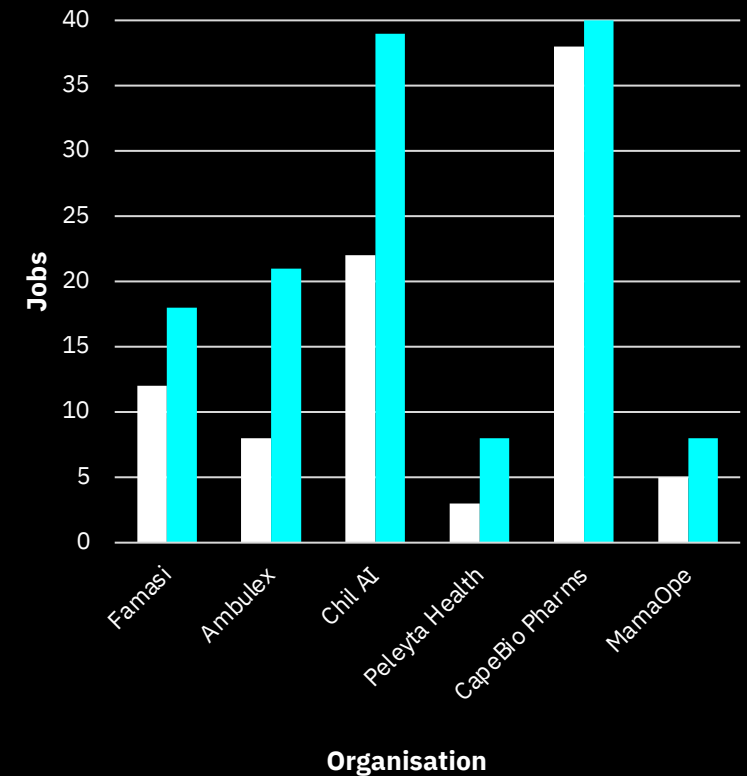
Company Valuation



Company Revenue



Number of Jobs

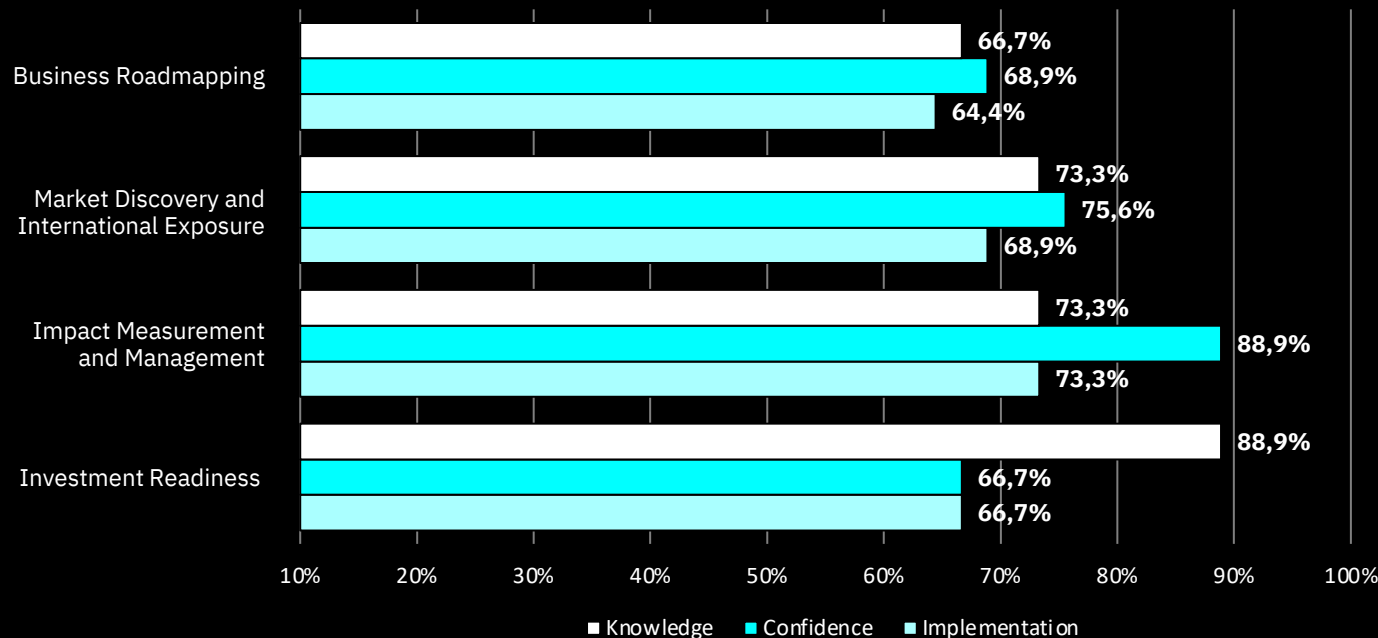


■ 2023
■ 2024

Impact on the Enterprises

The graph illustrates the self-reported percentage impact of the WinFUND Programme on the five participating innovators regarding their knowledge, confidence and implementation of learnings across the four key module areas: Business Roadmapping, Market Discovery, Impact Measurement and Management, and Investment Readiness. Participants rated the impact of these modules on a scale of 1 to 9, where 1 served as the assumed baseline representing no impact, and 9 indicating a significant impact. Results in the graph represent the average rating across the participating cohort, converted to a percentage, to show the percentage impact of the different modules offered during the WinFUND Programme.

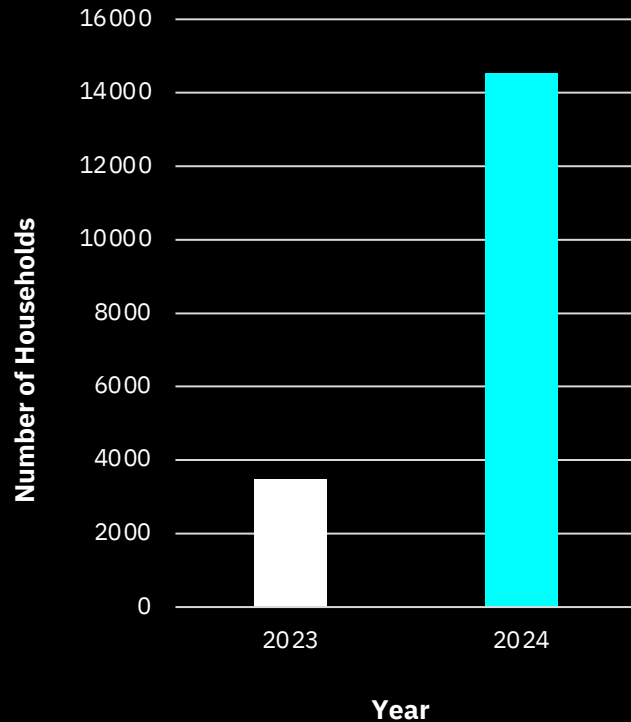
Percentage impact of the different modules on changes in knowledge, confidence and implementation



As per the results, “Investment readiness” had the most significant impact on changes to the participants’ knowledge, with the “Impact Measurement and Management” module having had the most significant impact on changes to their confidence and implementation, by the end of the WinFUND Programme. The “Business Roadmapping” module had the least significant impact on changes to the participants’ knowledge and implementation, with the “Investment Readiness” module contributing the least significant impact to participant confidence.

Overall Impact: Ambulex

Households impacted by Ambulex



PROGRESS IN 2023/2024

- By the end of the WinFUND Programme, Ambulex reached 14,520 households with pre-hospital care.
- Generated \$170,000 in revenue over 2023 and 2024.
- Signed MoU with the Makueni County - Government is underway to begin providing pre-hospital care services to Makueni County residents.

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Assess Ambulex's market strategy, aligning solutions with national healthcare priorities.
- Collaborate with governments to provide emergency medical services for construction workers in affordable housing.
- Target corporate clients for Ambulex's services in employee benefits and CSR initiatives to support low-income communities.

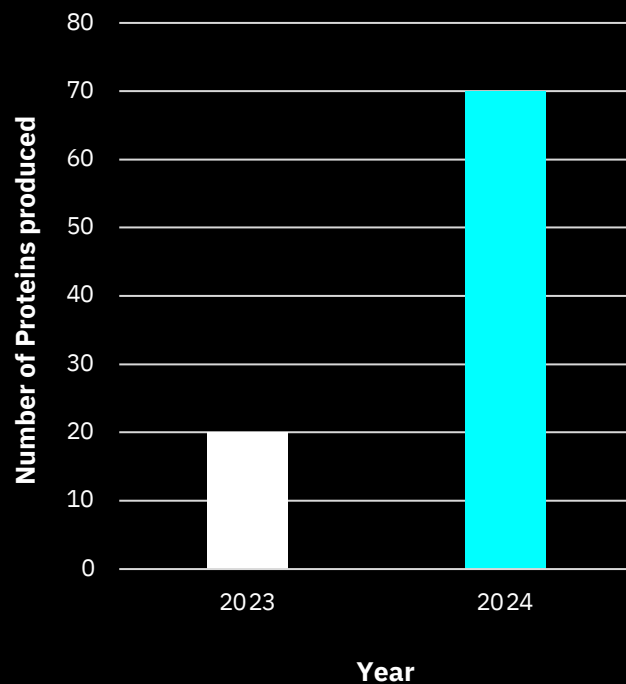


Judith Oketch
Founder of Ambulex
Solutions Ltd.

"[The goal is] to reduce the gaps in accessibility and effectiveness of primary healthcare within Africa's emergency healthcare systems, by the last milestone of the African Union's Agenda 2063."

Overall Impact: CapeBio Pharms

Antibodies & Therapeutic Proteins
produced by CapeBio Pharms



PROGRESS IN 2023/2024

- By the end of the WinFUND Programme, 70 new plant-made recombinant proteins for both research and diagnostic use have been commercially released by Cape Bio Pharms.
- Sales momentum maintained, with over R1 million in revenue secured and ongoing growth.
- The organization successfully passed the ISO 13485 audit.

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Better secure investment aligned with suitable risk profiles, ensuring more efficient use of time and effort.
- Develop and train the organization's teams with better skills and business experience .
- Expand the applications for plant-made proteins into developing rapid diagnostic test kit manufacturing capability.



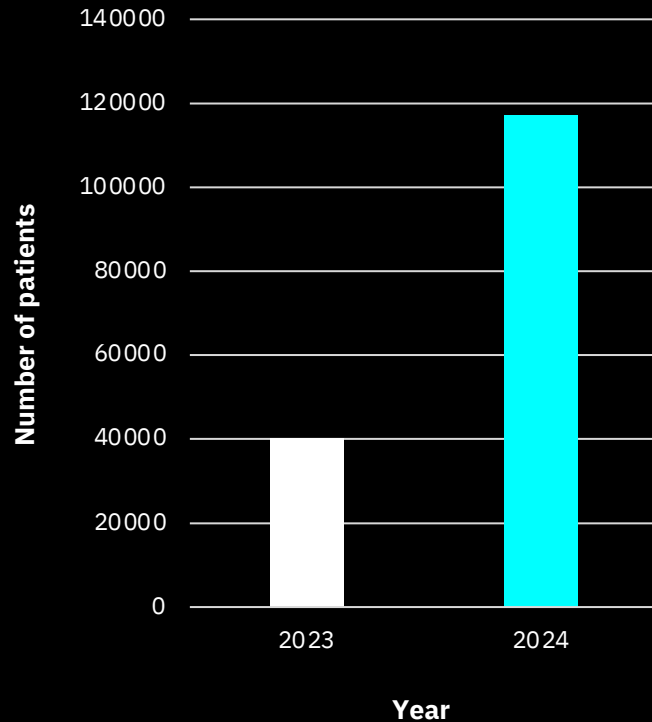
Belinda Shaw

Co-Founder and CEO
of CapeBio Pharms

"What I would love to see is a lot of emphasis around the communication space as to how important women's health is in Africa and particularly alleviating poverty because women feel the brunt of burden of disease and poverty."

Overall Impact: Chil AI Labs

Patients impacted by Chil AI



PROGRESS IN 2023/2024

- CHIL's Monthly Recurring Revenue (MRR) has grown significantly, rising from USD 419,511 in 2023 to USD 787,285 in 2024.
- They have expanded their operations to include Kenya, alongside their existing presence in Uganda and Tanzania and their services to add telemedicine for the disabled.
- CHIL has increased its staff from 22 in 2023 to 39 in 2023
- In 2024, CHIL served a total of 117,000 patients, up from 4,000 in 2023.
- They have managed to get patents for their technologies in Uganda, Kenya, and Tanzania and has attracted investment with the latest (pre-series A) from WINFUND.

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Increasing outreach to a broader audience, particularly individuals with chronic diseases.

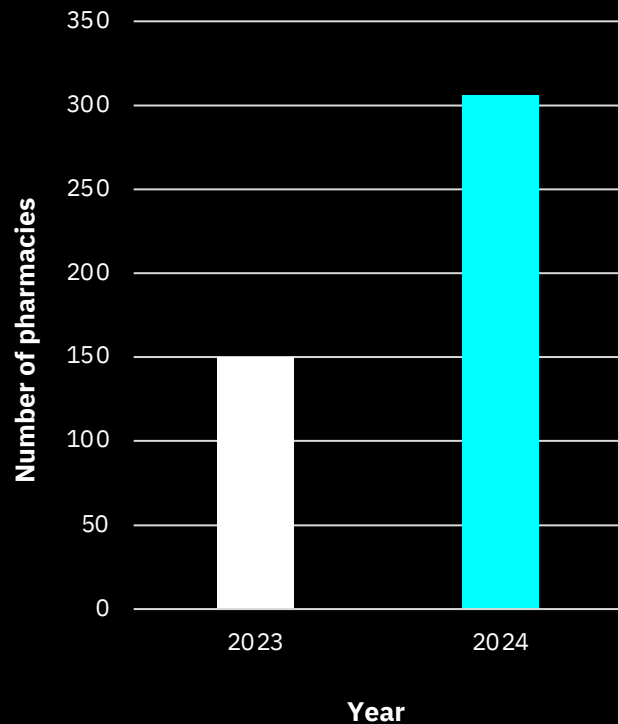


Shamim Nabuuma
Founder and CEO of
Chil AI Labs

"I want to democratize access to healthcare for every woman globally. We are using AI to achieve this!"

Overall Impact: Famasi Africa

Pharmacies impacted by Famasi



PROGRESS IN 2023/2024

- Built the non-existent infrastructure that simplifies access to pharmacies and medications in Africa.
- By the end of the WinFUND Programme, they collaborated with 306 pharmacies across 25 states to streamline processes for delivering care to individuals with medication needs, compared to 150 at the beginning of 2023.
- Awarded Bill & Melinda Gates grant to distribute the organization's dispensary across rural cities
- Famasi is actively developing the pharmacyOS tailored for emerging markets, commencing with Nigeria, aiming to address challenges related to access to life-saving medications.

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Make sure the required infrastructure is effectively in place to build a successful online pharmacy to address medication access issues. Finalize building it if not.

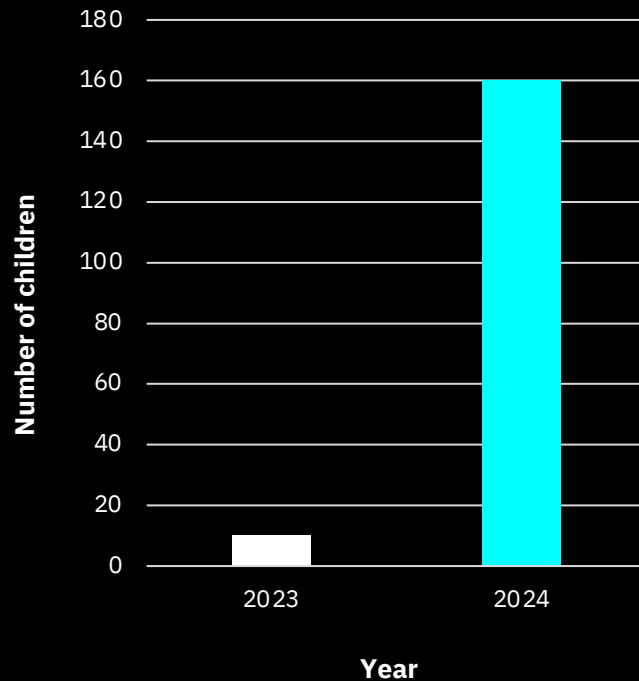


Adeola Ayoola
Founder and CEO of
Famasi Africa

"We've built the non-existent infrastructure that simplifies access to pharmacies & medications in Africa."

Overall Impact: MamaOpe

**Pediatric pneumonia detected by
MamaOpe**



PROGRESS IN 2023/2024

- MamaOpe conducted clinical validation tests on over 160 children across five facilities by the end of the WinFUND Programme, compared to 10 children at the start of 2023.
- Their product has been accepted by NEST360 towards the NEST rigorous evaluation for UNICEF (UNICEF's target Product Profile recommendations for respiratory monitoring devices)
- The preparation for ISO-13485 certification has been finalized: all required documentation is ready for review

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Prioritize the FDA clearance route to ensure its innovative solution meets the required standards.

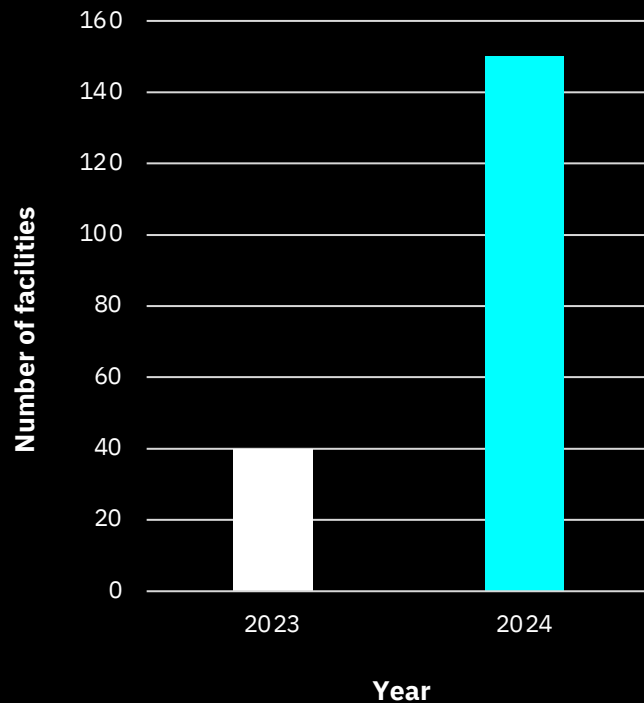


Olivia Koburongo
Founder and CEO of
MamaOpe Medicals

“Early diagnosis of pneumonia is vital for improved treatment outcomes; however, most health workers fail to correctly determine and interpret the signs and symptoms for the diagnosis of pneumonia.”

Overall Impact: Peleyta Health

Facilities onboarded by Peleyta Health



PROGRESS IN 2023/2024

- Peleyta Health expanded its healthcare provider network to 150+ facilities and pharmacies, by the end of the WinFUND Programme, ensuring enhanced user accessibility. At the start of 2023, their network consisted of 40 facilities and pharmacies.
- A notable achievement has been successfully clearing medical bills worth \$1600, directly alleviating financial burdens for numerous individuals and families.
- Strategic partnerships such as the recent collaboration with WinFUND showcase their commitment and validate their mission

LESSONS LEARNT / ACTIONS ADDRESSED IN 2024

- Enhance user education and awareness, ensuring optimal utilization of Peleyta's platform's features
- Strengthen the marketing strategies to increase visibility and reach within the target audience
- Exploring technological innovations remains on the agenda to enhance the user's experience and overall platform efficiency.



Dr. Mercy Ashaba
Co-Founder and CEO
of Peleyta Health

"Strategic partnerships have been a cornerstone of our progress, with the recent collaboration with WinFUND showcasing our commitment and validating our mission."

Participants: International Exposure



March 2023 - Africa Health Agenda International Conference I AHAIC

Announcement of the launch of the NFTs minting on International Women's Day. Dr. Mercy Ashaba of Peleyta Health and Dr. Umra Omar of Safari Doctors participated as panelists at WinFUND session, moderated by Hamzah Sarwar.

May 2023 - World Health Assembly

Dr. Shamim of Chil AI Lab participated as a panelist at the "Building Back Better" session and the HIEx innovation marketplace.

June 2023 - London and Cannes

Concert with Yemi Alade in London to raise funds through the sales of NFTs. Participation of Adeola Ayoola, CEO of Famasi Africa, in Cannes Creativity Festival events, engaging in a series of high-level speaking engagements on behalf of WinFUND.

September 2023 - United Nations General Assembly

WinFUND founding partners, Patty O'Hayer and Pradeep Kakkattil, joined a Business Fights Poverty session on catalyzing female entrepreneurship and improving healthcare access. They served as panelists, alongside six entrepreneurs who presented their work live.

May 2024 - World Health Assembly

Ambulex CEO & Founder Judit Oketch participated in the HIEx Convergence Marketplace, a space to network and connect with government representatives and investors as well as explore synergies with other innovators. The Graduation of the 2023-24 WinFUND Cohort also took place on May 29 during the three-day HIEx event.

COMMUNITY IMPACT: AMBULEX

“When WiNFUND came on board, then we thought through how best we can impact the communities that we are working with. We then shifted our focus to working with pregnant mothers and responding to gender-based violence, and what we've seen in the last six or so months is the way the community has started recognizing the services that we provide. We have more than 1000+ pregnant women, who've registered with us. And out of these, we've managed to evacuate about 18. While we do not have the full infrastructure to support GBV victims, we try to respond by working with others in this ecosystem to provide additional services. When we started with WiNFUND, I think we were at maybe 3000 and something households. And now we should be at about 20,000 households that have registered with us. So that's significant in terms of the kind of work we're doing.

We've also been able to provide income opportunities. When we started with doing WiNFUND, we were about four or five staff full time, and now we are twelve. And the next few months, now that the app is already on play store, in the next one or two weeks, we should be training EMTs, who we are going to embed in communities, and those are going to be a significant number. I think we are going to start with 100 EMTs. Training 100 EMTs, and then we will graduate that as we move along. So I would say that those are some of the positive impacts we've had in our communities.”



COMMUNITY IMPACT: FAMASI AFRICA



“We have now onboarded more pharmacies. But it's not just onboarding pharmacies. It is that we're helping these pharmacies grow and make more money. The economic impact of this is that we help them make up to 30% more of their revenue, which helps them to reduce expiries and provide more access to medications for people within their communities. We're also now starting to look into patent medicine stores, which are like the lower somewhat levels where uneducated people and really the underserved can access medications easily. This has really helped us start to look into that. How do we continue to deliver more impact to the people that really need it?

In terms of when I say we're increasing their revenue by 30% which is 30% more foot traffic than they would typically have. A pharmacy that has 100 walk ins in a day now gets to have about 150 or 135 walk ins in a day. More people can now access medications because we're also making access to credit and things like that, available for the pharmacies. It means they can now stock up their medications, and then people can easily buy their chronic medications, or, you know, lifesaving medications easily from the pharmacies.”



Feedback from Participants

During interviews, the innovators mentioned a number of positive experiences and helpful support that they received during their participation in the WiNFUND Programme. These included increased access to resources; networking and collaboration opportunities; increasing their focus on, and broadening their thinking around, impact; as well as positive impacts on their target communities.



Judith Oketch

Founder of Ambulex
Solutions Ltd.

“I think the fact that WiNFUND was our first institutional investor has really opened doors for more investors to consider us.”



Belinda Shaw

Co-Founder and CEO of
CapeBio Pharms

“I think the opportunity to meet all the other WiNFUND ladies, I mean, they're incredible and very humbling to see what they're doing.”

Access to resources

Participants highlighted that access to resources, particularly funding and educational opportunities, was a major benefit of participating in the WiNFUND Programme. They reported that funding from WiNFUND opened doors to international investors, therefore diversifying their funding. These funding opportunities helped participants cover operational costs, expand their businesses, increase their revenue, and subsidise those in need. Educational opportunities that were provided by the WiNFUND Programme, such as Relativ Impact's coaching sessions, impact measurement training, and continuous mentorship, were also highly valued. Additionally, participants' businesses benefitted from WiNFUND's ability to fast-track regulatory pathways.

Networking and collaboration opportunities

All participants emphasised the value of networking and collaboration through the WiNFUND Programme. Many expressed a desire to collaborate with other investors, companies, regions, or countries to expand their companies and improve access to resources. Related to this theme of collaboration, the creation of and sense of community among women entrepreneurs was another key benefit that was highlighted. One participant mentioned funding inequalities women entrepreneurs face and highlighted the importance of supporting and promoting these women. Another participant strongly recommended WiNFUND to other women entrepreneurs.

Feedback from Participants



Olivia Koburongo
Founder and CEO of
MamaOpe Medicals

“The community or the stakeholders are eager to be involved as a part of a solution that actually works for them.”



Adeola Ayoola
Founder of Famasi
Africa

“We're trying to situate a physical pharmacy in the community here, and there's like 3500 people here who have no pharmacy for them to get access to their medications.”

Focus on impact and communities

All WINFUND Programme participants reported a shift in how they view impact. Many mentioned how their companies' and staff members' visions have changed to focus more on sustainable impact and less on profit. This shift in thinking allowed participants to re-evaluate who they collaborate with in terms of their stakeholders, investors, and staff members, and ensure that these individuals align with their vision. It has also promoted changes in their data collection to focus more on the social impact of their work.

Almost all of the WINFUND Programme participants mentioned the impact on their community when asked about positive changes they have observed as a result of their organisation's activities. Some of the ways they have been able to improve access to healthcare in their communities include the expansion of services to more rural regions, making information more freely available through campaigns and being able to reach the right people.

Increased employment opportunities and community engagement were also noted, with participants reporting a sense of excitement in the community due to improved access, opportunities, and a sense of agency and importance.

Future opportunities

Participants also made some suggestions around ways to improve and further strengthen the WINFUND Programme for future cohorts. These include: intentional networking opportunities (gaining access to the already existing players in their markets, creating partnerships with other accelerator programmes, and collaborating with governments to strengthen primary health services); further training (so that skills acquired during the Accelerator are sustained) and structured mentorship.

Reflections

1. Overall Successes and Challenges

The WiNFUND Programme successfully provided substantial value to the participating women innovators in the healthcare sector across the African continent. By offering a blend of mentorship, financial support, and impact measurement training, the programme catalyzed significant business growth across key financial and non-financial areas. Many participants reported a meaningful shift in how they measure success, placing greater emphasis on sustainable impact and long-term social outcomes. However, participants highlighted certain challenges, such as not being able to meaningfully participate at times, the lack of structure and requiring additional assistance to make better use of the tools provided during the WiNFUND Programme.

2. Impact on Communities and Access to Healthcare

The expansion of services to rural areas and underserved populations was a prominent outcome of the WiNFUND Programme and for all of the participating innovators as their communities experienced a positive impact (in terms of beneficiaries served and improvements in access to healthcare). The programme not only increased access to healthcare, but also provided employment opportunities within these communities, which will also have an impact on economic outcomes.

3. Networking and Collaboration

The sense of community among women entrepreneurs, combined with collaboration opportunities, was a highlight. Participants valued these connections, as they provided emotional support, new business opportunities, and potential collaborations that could amplify their impact.

4. Support for Long-Term Impact Measurement

As the impact in this report is measured at the close of the WiNFUND Programme in September 2024, it is recommended that WiNFUND continues to track and support the innovators over the longer term to capture sustained impact. This will help ensure that the benefits extend beyond the immediate post-accelerator period.

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Glossary

Accelerator

A program that gives developing companies access to mentorship, investors and other support that help them become stable, self-sufficient businesses

Multimorbidity

Refers to the coexistence of two or more chronic conditions in the same individual

Seed funding

Refers to the initial sums of money a business venture raises. Seed funding represents the initial equity funding stage. The early investment that seed funding provides to a business is normally used to facilitate business growth and stimulate income generation.

Startup

Startups are young companies founded to develop a unique product or service and bring it to market. Rooted in innovation, a startup aims to remedy deficiencies of existing products or create entirely new categories of goods and services

Acronyms

CSR

Corporate Social Responsibility

EMTs

Emergency Medical Technicians

FDA

Food and Drug Administration

HIEx

The Health Innovation Exchange

MOU

Memorandum of Understanding

NFTs

Non-Fungible Tokens

VC

Venture Capital

WIN FUND

WiNFUND Programme
Impact Report 2023-2024

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